

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No.

meeting date: 23 OCTOBER 2014
title: SMOKING AND TOBACCO ALLIANCE
submitted by: CHIEF EXECUTIVE
principal author: COLIN HIRST

1 PURPOSE

- 1.1 To consider a request from Public Health at Lancashire County Council to support the local government declaration on tobacco control.
- 1.2 Relevance to the Council's ambitions and priorities
- Community Objectives – To help make people's lives safer and healthier.
 - Corporate Priorities – To support the delivery of services to the community.
 - Other Considerations – This aligns with the Council's healthy valley initiatives.

2 BACKGROUND

- 2.1 The Council has been approached by Public Health at Lancashire County Council who are promoting the local government declaration on tobacco control. The declaration is supported by a wide range of bodies involved in public health and the Council already undertake activities which would meet the objectives of the declaration.

3 ISSUES

- 3.1 The Council has been asked to consider if it wishes to formally sign the declaration and become a partner to the scheme. This matter has been considered by the Health and Wellbeing Partnership (see notes attached on this agenda as item 11).
- 3.2 A summary paper outlining the proposal and its background is attached at Appendix 1 to this report. You will note from this that in fact the Council is already being recognised for work that it has undertaken, particularly in relation to showing leadership around the potential harm of tobacco smoking to children and young people and the recent initiative to encourage people not to smoke in playgrounds through the Smoke Free Play Area scheme.
- 3.3 In addition the Council undertakes a number of activities within its operations including licensing activities related to smoking on public premises, support for staff wishing to stop smoking and activities through the healthy lifestyles team that support the wider community in improving their health. By signing the declaration, the Council would be making a statement of its commitment to this important area of public health, however there is no additional burden on the Council to undertake any specific activities merely as a minimum to take opportunities as they arise to promote the health message around smoking.

3.4 The matter has been considered by the Health and Wellbeing Partnership where it was concluded that the initiative should be supported and areas of activity investigated to see if any additional measures over and above our existing commitments could be taken on board. A copy of the declaration setting out the commitments anticipated is attached at Appendix 2.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications

- Resources – None specific. Any new initiatives would be considered as part of operational budgets or subject to separate proposals to be considered by Committee.
- Technical, Environmental and Legal – No implications identified.
- Political - No implications identified.
- Reputation – The declaration can be used to demonstrate the Council's support for improving the health and wellbeing of its community.
- Equality & Diversity – No implications identified.

5 RECOMMENDED THAT COMMITTEE

5.1 Support the initiative and agree to become a signee to the local government declaration.



COLIN HIRST
HEAD OF REGENERATION AND HOUSING



MARSHAL SCOTT
CHIEF EXECUTIVE

For further information please ask for Colin Hirst, extension 4503.

REF: CH/231014/H&H/EL

The Local Government Declaration on Tobacco Control – an excellent opportunity to celebrate Ribble Valley's success

The **Local Government Declaration on Tobacco Control** is a national response to the enormous and on-going damage smoking does to the health and welfare of our communities. It has been developed to provide a very visible opportunity for local government to:

- publicly acknowledge the significant challenge facing us
- voluntarily demonstrate a commitment to lead local action to tackle smoking
- secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence
- publish a statement of dedication to protecting local communities from the harm caused by smoking.

The Declaration is strongly supported by the wider public health community. Supporters include the Trading Standards Association, Chartered Institute of Environmental Health, the Association of Directors of Public Health, Public Health England, the Public Health Minister and the Chief Medical Officer.

Lancashire County Council, Hyndburn, Pendle and Preston have already signed up to the Local Government Declaration.

By signing up to the declaration, Ribble Valley would:

- be taking an excellent opportunity to affirm its status as a forward-looking, leading council
- celebrate and showcase its commitment to championing the health and welfare of its citizens
- showcase the excellent work that is already underway in the locality
- Validate its commitment to its Year of Health and Wellbeing.

Ribble Valley Borough Council can already evidence and celebrate some of what the Local Government Declaration is all about. The council have shown excellent leadership in responding to the potential harm tobacco smoking poses to children and young people and taking action to protect them from the harmful effects of second hand smoke.

Children become aware of cigarettes at an early age, with 3 out of 4 children being aware of cigarettes before the age of five, irrespective of whether their parents smoke or not. Smoking is an addiction largely taken up by children and young people. Two thirds of smokers start before the age of 18. If young people see smoking as part of everyday life they are more likely to become smokers themselves. National statistics reveal that children who live with smokers are twice as likely to smoke regularly compared to those living in non-smoking households.

In a forward-looking initiative that excellently highlights aspects of the Local Government, during the summer of 2013, the council implemented a voluntary **Smokefree Play Area Scheme** across 38 of the council and parish play areas.

The benefits of Smokefree Play Areas for the children and wider population of Ribble Valley include::

- help protect children from the harmful effects of second hand smoke
- uphold children's rights to a clean and healthy environment to play in
- help children and young people understand that smoking is not the norm

- are associated with lower levels of adolescent smoking
- reduce the levels, and cost of, clearing smoking-related litter in parks and playgrounds

The council have already showed they are ahead of the game in evidencing a key aspect of the Local Government Declaration – partnership working.

Lancashire Care NHS Foundation Trust Health Improvement Service (HIS), who worked closely with the council to set up the Smokefree Play Area will scheme, will revisit be undertaking a survey throughout the summer of 2014. The survey of staff, play area and park users aims to look back at the last year and gauge awareness of the scheme and the levels of compliance. The survey will be an opportunity to highlight the success of the scheme and make any necessary changes to strengthen the message across the borough. The work will also provide an excellent opportunity for the council to promote the scheme again, highlighting the successes and challenges of the past year.

Adopting the Local Government Declaration will:

- strengthen the councils's contribution to current tobacco control activity in the locality
- through both Tobacco Free Lancashire and Smokefree East Lancashire, enable the council to meet the threat posed by the growing availability of illicit and illegal tobacco products to the health of young people in Ribble Valley
- create opportunities for joint efforts to raise awareness of, and action where required, on the use of niche tobacco products and e-cigarettes among young people in Lancashire.

Local Government Declaration on Tobacco Control

We acknowledge that:

- Smoking is the single greatest cause of premature death and disease in our communities;
- Reducing smoking in our communities significantly increases household incomes and benefits the local economy;
- Reducing smoking amongst the most disadvantaged in our communities is the single most important means of reducing health inequalities;
- Smoking is an addiction largely taken up by children and young people, two thirds of smokers start before the age of 18;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 80,000 people its products kill in England every year; and
- The illicit trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

As local leaders in public health we welcome the:

- Opportunity for local government to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- Commitment by the government to live up to its obligations as a party to the World Health Organization's Framework Convention on Tobacco Control (FCTC) and in particular to protect the development of public health policy from the vested interests of the tobacco industry; and
- Endorsement of this declaration by the Department of Health, Public Health England and professional bodies.

We commit our Council from this dateto:

- Act at a local level to reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities;
- Develop plans with our partners and local communities to address the causes and impacts of tobacco use;
- Participate in local and regional networks for support;
- Support the government in taking action at national level to help local authorities reduce smoking prevalence and health inequalities in our communities;
- Protect our tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships, payments, gifts and services, monetary or in kind or research funding offered by the tobacco industry to officials or employees;
- Monitor the progress of our plans against our commitments and publish the results; and
- Publicly declare our commitment to reducing smoking in our communities by joining the Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.

Signatories



Leader of Council



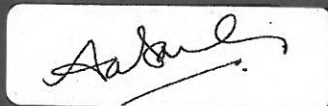
Chief Executive



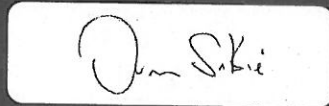
Director of Public Health

Endorsed by

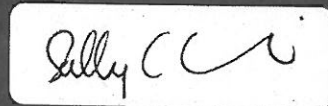
Anna Soubry, Public Health Minister, Department of Health



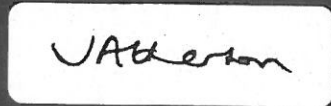
Duncan Selbie, Chief Executive, Public Health England



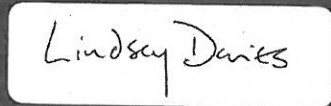
Professor Dame Sally Davies, Chief Medical Officer, Department of Health



Dr Janet Atherton, President, Association of Directors of Public Health



Dr Lindsey Davies, President, UK Faculty of Public Health



Graham Jukes, Chief Executive, Chartered Institute of Environmental Health



Leon Livermore, Chief Executive, Trading Standards Institute

