

1 October 2014**Agenda Item: 4**

REPORT OF DIRECTOR OF PUBLIC HEALTH

TOBACCO CONTROL

Purpose of the Report

- 1 The purpose of this report is to set out a proposal that Nottinghamshire County Council Health and Wellbeing Board endorses and signs the Nottinghamshire County and Nottingham City Declaration on Tobacco Control. (Appendix 1). The Nottinghamshire County and Nottingham City Declaration is an innovative development of the national Local Government Declaration on Tobacco Control. (Appendix 2) which will enable the whole Nottinghamshire community to be involved. It is a commitment to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence through an organisational action plan.

Information and Advice

The Context

What is the Local Government Declaration on Tobacco Control?

- 2 Based on Nottinghamshire's Declaration on Climate Change, the Local Government Declaration on Tobacco Control has been developed by Newcastle City Council and is a response to the enormous and ongoing damage smoking causes to our communities.
- 3 The Local Government Declaration is a commitment to take action, a statement about a local authority's dedication to protecting their local communities from the harms caused by smoking, a demonstration of local leadership and an acknowledgement of best practice. At the time of writing, 70 local authorities have already signed the Declaration.

What is the NHS Statement of Support for Tobacco Control?

- 4 The Statement has been developed nationally following the creation of the Local Government Declaration on Tobacco Control in May 2013. (Appendix 3)

The Statement commits NHS organisations to:

- Actively support local work to reduce smoking prevalence and health inequalities
- Develop plans with partners and local communities
- Play a role in tackling smoking through appropriate interventions such as 'Make Every Contact Count'

- Protect tobacco control work from the commercial and vested interests of the tobacco industry
 - Support government action at national level
 - Participate in local and regional networks for support
 - Join the Smoke Free Action Coalition (SFAC).
- 5 Tackling smoking is both an important public health intervention and an important clinical intervention. The Statement provides a visible opportunity for NHS organisations to publicly acknowledge the considerable role that addressing smoking can play in improving clinical outcomes and preventing ill health.

What is the Nottinghamshire County and Nottingham City Declaration on Tobacco Control?

- 6 The Nottinghamshire County and Nottingham City Declaration on Tobacco Control is an extension of the original Local Authority document and the NHS statement of support. This locally developed, innovative document will enable organisations across the whole of the county and city to also sign up to the principles of the Local Authority Declaration and be supported to develop an action plan. Including organisations in the public, private and voluntary sectors will significantly extend the scope and impact of the initiative. This opportunity to develop the work has been identified uniquely by Nottinghamshire County and Nottingham City Councils and offers the chance for local innovation and leadership across the whole community.
- 7 Several local organisations have already made commitments to sign the Nottinghamshire County and Nottingham City Declaration on Tobacco Control and have started work on individual action plans to support this, including District Councils, Clinical Commissioning Groups (CCGs), Secondary Care Trusts and Public Health England (PHE). Each organisation is offered a package of support by the Public Health Tobacco Control teams which includes:
- Examples of 10 core actions (Appendix 4)
 - A full toolkit to support implementation of the action plan
 - Training for staff in skills to motivate healthy behaviour
 - Regular meetings/support/advice from the Tobacco Control Team.

Why is Tobacco Control a Public Health issue?

The National Context

- 8 Tobacco use remains one of the most significant public health challenges. Smoking causes more deaths in England each year than any other preventable cause:
- Smoking; 80,000 deaths (Health & Social Care Information Centre(HSCIC),2013)
 - Obesity; 34,100 deaths (HSCIC, 2014)
 - Alcohol; 6,495 deaths (Office for National Statistics, 2012).
- 9 In the UK about 8 in 10 non-smokers live past the age of 70, but only about half of long-term smokers live past 70. Stopping smoking improves the health and wellbeing of smokers, their families and their communities. Through successful tobacco control measures, reductions in smoking can be achieved resulting in:

- short, medium and long term health benefits to individuals
- reductions in the difference in life expectancy between the most and least deprived areas across the country
- reductions in smoking attributable deaths from major diseases including cancer, respiratory, cardiovascular and digestive deaths
- reductions in smoking related hospital admissions
- reductions in the number of children starting to smoke

Table 1 – The short, medium and long term benefits of stopping smoking on health

Time after stopping smoking	Improvements to your health
20 minutes	Blood pressure and pulse return to normal.
8 hours	Nicotine and carbon monoxide levels in blood reduce by half, oxygen levels return to normal.
24 hours	Carbon monoxide is eliminated from the body.
48 hours	There is no nicotine in the body. Ability to taste and smell is greatly improved.
72 hours	Energy levels increase and breathing becomes easier.
2-12 weeks	Circulation improves.
3-9 months	Coughs, wheezing and breathing problems diminish as lung function increases by up to 10%.
5 years	Risk of heart attack falls to about half that of a smoker.
10 years	Risk of lung cancer falls to half that of a smoker and risk of a heart attack falls to the same as someone who has never smoked.

Source: <http://smokefree.nhs.uk/why-quit/timeline/>

The Local Context

The Economic Cost of Smoking for Nottinghamshire

- 10 Smoking costs billions of pounds each year. Using national data it is estimated that **the annual cost of smoking for Nottinghamshire is approximately £203.7m.** (Appendix 5)
- In 2013/14 smokers in Nottinghamshire paid approximately £140.4m in duty on tobacco products
 - The cost to Nottinghamshire County was £203.7m
 - This means that there is an annual shortfall of £63m every year across Nottinghamshire

A Picture of Nottinghamshire

- 11 The percentage of people who smoke across Nottinghamshire County is 19.4%, compared to an England average of 19.5%. This figure masks differences across the county with 14.6% of the population of Rushcliffe smoking whilst this figure is 26.3% for the population of Mansfield. Smoking rates for routine and manual workers¹ have a national average of 29.7% for England. However rates vary across the county.
- 12 Smoking is responsible for approximately 1,300 deaths across Nottinghamshire County every year, with 200 more deaths in males than females. The main causes of death are cardiovascular disease, cancers and respiratory disease. Smoking related hospital admissions are also above regional and national averages in Bassetlaw, Mansfield and Ashfield. All these are underpinned by tobacco.
- 13 **The difference in life expectancy across the county is approximately 8.5 years for men and 6.5 years for women and half of this difference is due to smoking.**
- 14 Last year, 10, 518 adults set a quit date across Nottinghamshire County. 6,858 of those people were reported as successful quitters at four weeks.

What is Tobacco Control?

- 15 Tobacco control is an evidence-based approach to tackling the harm caused by tobacco use and smoking. The hexagon diagram below highlights the holistic model of tobacco control with multi-agency partnership working at its heart. Even though there are several elements to tobacco control the majority of interventions are achieved through partnership working.
- 16 The Nottinghamshire Strategic Tobacco Alliance Group (STAG) was set up with the aim to support a coordinated approach to tobacco control across the county, built on effective partnership working to de-normalise smoking. Illegal (fake or smuggled) tobacco undermines all tobacco control measures.

¹ Definition of a Routine and Manual (R/M) smoker is a smoker whose self-reported occupational grouping is of a R/M worker, as defined by the National Statistics Socio-Economic Classification – R/M occupations includes;

Lower supervisory and technical occupations, Semi-routine occupations and routine occupations



Source: *Excellence in Tobacco Control: 10 high impact changes to achieve tobacco control, 2008*

The Rationale

- 17 The Local Government and the Nottinghamshire Declarations reinforce existing tobacco control work in the County and support the achievement of the national target to reduce adult smoking prevalence to 18.5% by 2015/16 and the vision of a smokefree Nottinghamshire.
- 18 A reduction in smoking prevalence year on year across the county would have significant benefits to the local economy by:
 - Improving people's health and their quality of life, particularly in deprived wards
 - Increasing household incomes when smokers quit
 - Improving the life chances of young children by reducing their exposure to second hand smoke and reducing their chances of taking up smoking
 - Reducing the costs of dealing with smoking related fires
 - Reducing the costs of tobacco related litter
 - Reducing serious and organised crime linked to the sale of illegal tobacco

Signing The Declarations

- 19 Signing the Nottinghamshire County and Nottingham City Declaration on Tobacco Control commits the Health and Wellbeing Board to:
 - Becoming local leaders and setting standards for tobacco control.
 - Reducing smoking prevalence and health inequalities by raising the profile of harm caused by smoking to communities.
 - Supporting the development of action plans by local organisations that have signed up to the Declaration where applicable.
 - Declaration where applicable.
 - Protecting tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships, payments, gifts and services offered by the tobacco industry.

Statutory and Policy Implications

20 This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Implications for Service Users

The local population of Nottinghamshire will be increasingly protected from the harms caused by tobacco.

RECOMMENDATIONS

- 1) That the Board endorse and sign the Nottinghamshire County and Nottingham City Declaration on Tobacco Control.
- 2) That the Board members take the Nottinghamshire County and Nottingham City Declaration on Tobacco Control to their organisations for sign up.

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21 Constitutional Comments (SG 17/09/2014)

The proposals in this report fall within the remit of this Health and Wellbeing Board.

22 Financial Comments (KAS 22/09/14)

There are no financial implications contained within this report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Electoral Divisions and Members Affected - All

Nottinghamshire County & Nottingham City Declaration on Tobacco Control

..... (Insert
name of organisation) 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; in Nottinghamshire County and Nottingham City approximately 3,800 11-15 years olds take up smoking each year;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 1,700 people its products kill locally every year; and
- The illegal trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

As local leaders with an interest in health we welcome the:

- Opportunity for local government and partners to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- Commitment and leadership across Nottinghamshire County and Nottingham City in recognising the importance of reducing tobacco use harm across our communities;
- Commitment by the government to protect the development of public health policy from the vested interests of the tobacco industry (the World Health Organisation Framework Convention on Tobacco Control (FCTC); and
- Endorsement of this declaration by the local Health and Wellbeing Boards and partners.

From this date.....we commit to:

- Declare our commitment to reducing smoking in our communities;
- 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 individualised actions plans to address the causes and impacts of tobacco use; and
- Share actions plans and commitments with communities and partners;
- Support action at a local level to help reduce smoking prevalence and health inequalities in our communities;
- Recognise and where possible protect our tobacco control work from the commercial and vested interests of the tobacco industry; and
- Regularly monitor the progress of our plans and commitments and share results.

Signatory:

Position:

Endorsed by:
**Nottinghamshire County's Health &
Wellbeing Board**

**Nottingham City's Health & Wellbeing
Board**

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 Sefton, 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 Jones, Chief Executive, Chartered
Institute of Environmental Health

Leon Livemore, Chief Executive, Trading
Standards Institute



NHS Statement of Support for 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.

We welcome the:

- Commitment from 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;
- Opportunity to support partnership working with local government as part of delivering local tobacco control in line with NICE guidance;
- Endorsement of this statement by central government, Public Health England, NHS England and others.

We,, commit from the date to:

- Continue to actively support work 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;
- Publicly declare our commitment to reducing smoking in our communities by joining the Smokefree Action Coalition, the alliance of organisations working to reducing the harm caused by tobacco;
- Work with our partners and local communities to address the causes and impacts of tobacco use, according to NICE guidance on smoking and tobacco control;
- Play our role in tackling smoking through appropriate interventions such as 'Make Every Contact Count';
- Protect our 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;
- Support the government in taking action at national level to help local authorities reduce smoking prevalence and health inequalities in our communities; and
- Participate in local and regional networks for support.

Signatories



Local NHS leader



Chair of the Health and Wellbeing Board



Director of Public Health

Endorsed by

Jane Ellison,
Public Health Minister,
Department of Health

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

Duncan Selbie,
Chief Executive,
Public Health England

Professor John Ashton CBE,
President,
UK Faculty of Public Health

Simon Stevens,
Chief Executive,
NHS England

David Behan,
Chief Executive,
Care Quality Commission

Sir Richard Thompson,
President,
Royal College of Physicians

Baroness Hollins,
Chair,
BMA Board of Science

Dr Hilary Cass, President,
Royal College of Paediatrics
and Child Health

Dr Maureen Baker,
Chair, Royal College of General
Practitioners



**10 Example Actions for Nottinghamshire County/
Nottingham City Organisations.**

- 1** Sign the Nottinghamshire Declaration on Tobacco Control.
- 2** Identify a senior colleague within your organisation who is willing to support the Declaration and make it happen
- 3** Introduce a smokefree workplace policy that takes all possible steps to protect the health and safety of all employees during working hours
- 4** Encourage employees to become smokefree workplace champions. Provide training to equip them with the skills they need to direct smokers who want to quit to the best sources of support.
- 5** Ensure information is available to all employees on where to access stop smoking support
- 6** For those employees who don't want to stop smoking, provide easy access to nicotine replacement therapy (NRT). Consider use of subsidised NRT-This would be for use during working hours and for a defined period.
- 7** Consider introducing smokefree outdoor areas – for example around your workplace, (NB – unless privately owned property smokefree outdoors is not enforceable)
- 8** *For companies and organisations that have contact with the tobacco industry– ensure you have guidelines in place to govern contact with the industry to protect policies and working practices from influence. This follows the World Health Organisation Framework Convention on Tobacco Control Article 5.3 (the world's first health treaty which was signed by the British government and came into force in 2005). See <http://www.who.int/fctc/about/en/>*
- 9** *For companies and organisations commissioning or contracting – develop drivers within contracts to extend tobacco control, for example contractors or commissioned services must adopt your smokefree workplace policy.*
- 10** Be an advocate for national and local tobacco control measures – in other words, publicly support local and national action to make smoking history, such as encouraging other local companies to sign the Nottinghamshire Declaration, lobbying local MPs to adopt tobacco control measures.

