

02 December 2015**Agenda Item: 9****REPORT OF DIRECTOR OF PUBLIC HEALTH****TOBACCO CONTROL DECLARATION UPDATE****Purpose of the Report**

1. The purpose of this report is to:
 - Update the Nottinghamshire County Council Health and Wellbeing Board on the Nottinghamshire County and Nottingham City Declaration on Tobacco Control
 - Ensure the Board and its members continue to support the ongoing work of the Declaration
 - Confirm that a further update should be presented to the Board in June 2016.

Information and Advice

2. The Health and Wellbeing Board agreed seven priority actions which includes the Declaration on Tobacco Control. Tobacco is a priority within the Health and Wellbeing Strategy including partners signing the Declaration and developing an action plan. This report gives an update on progress in delivering this priority.
3. The Nottinghamshire County and Nottingham City Declaration is an innovative development of the national Local Government Declaration on Tobacco Control, (see [October 2014 report](#) to the Health and Wellbeing Board) 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 organisational action plans.

The Rationale

4. The Local Government and the Nottinghamshire Declarations reinforce existing tobacco control work in the County to reduce adult smoking prevalence and support the vision of a smokefree Nottinghamshire.
5. A reduction in smoking prevalence year on year across the county would have significant benefits to the local community 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

6. On 1 October 2014 the Health and Wellbeing Board officially endorsed the Nottinghamshire County and Nottingham City Declaration on Tobacco Control (see October report to the Health and Wellbeing Board). 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.
 - 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.
7. In addition, on 20 November 2014 at the Full County Council meeting, Nottinghamshire County Council signed the Local Government Declaration on Tobacco Control.

Update on progress

8. A report was submitted to the Board in April 2015 (please refer to April 2015 report to the Health and Wellbeing Board) outlining progress since October 2014. Since then progress has been as follows:
 - 21 key partners organisations have agreed to sign the Declaration.
 Of these:
 - 90% have actually signed the Declaration
 - 81% have high level support for the Declaration
 - 29% have established a working group
 - 38% have a draft action plan
 - 47% have a finalised action plan

A summary of each organisation's progress to date and progress since the last update can be found in appendices 1 and 2.

Support for implementation

9. In order to support all of the member organisations of the Health and Wellbeing Board and key partner organisations, visits have been made/offered to the relevant organisations to offer help and support with the signing of the Declaration and development and implementation of action plans. These have included:
 - All District Councils
 - All CCGs
 - Nottingham University Hospitals, Sherwood Forest Hospitals Foundation Trust and Doncaster and Bassetlaw Hospital Foundation Trust
 - The Police and Crime Commissioner

- Nottinghamshire Police
- Children's Centres
- East Midlands Ambulance Service (EMAS)
- Nottinghamshire Healthcare Foundation Trust
- Nottinghamshire Fire and Rescue Service
- Nottingham University
- North Nottinghamshire College

10. The signing of the Declaration and agreement to put in place an action plan has now been added as a pre-requisite to the Nottinghamshire Wellbeing@Work Scheme. Any organisation already signed up to the scheme is being encouraged to sign the Nottinghamshire County Declaration on Tobacco Control. Thus far, three additional organisations have signed up through the Wellbeing@Work Scheme

- Eaton Production International
- Thomson Reuters
- Nottingham University School of Health Sciences

11. Following a successful workshop in January 2015, a second workshop was held in July 2015 with the aim of sharing learning, sharing action plans and considering any future joint actions.

- The workshop was attended by 10 representatives from 10 organisations.
- Attendees agreed key action(s) for the next 6 months and also agreed to carry out joint communications around the Stoptober campaign and further partnerships that could form. The progress of which will be shared at a later workshop.

Examples of actions already in progress

12. Many organisations have started taking forward actions and looking at innovative ways to enact the Declaration, as described below:

- Several organisations (including Nottinghamshire County Council) have reviewed their smokefree policies and are currently taking proposed changes through their internal routes.
- Many of the District and Borough Councils are planning to team up with the NCC Trading Standards Service for training on illegal tobacco. This work is being facilitated by NCC Public Health.
- Newark and Sherwood DC, Rushcliffe BC and Gedling BC are the first in the County to implement smokefree play parks and others are considering following suit. Newark and Sherwood are also proposing to extend smokefree areas by working with local family pubs to make their children's play areas smokefree.
- Ashfield DC and Gedling BC plan to incorporate the Declaration action plan into their corporate plan thus enabling whole organisation responsibility and accountability.

- Several district and borough Councils have identified member Declaration 'champions'.
- Sherwood Forest Hospitals Foundation Trust has a steering group and is planning to launch their own smokefree site campaign supported by a staff and public awareness campaign, training for staff, on site access to stop smoking support (patients and staff) and easy access to Nicotine Replacement Therapy.
- Certain organisations are joining with local partners to focus on one joint action that is pertinent to their locality-e.g. a particular group or area of need where they have strong influence.

Next Steps

13. Ongoing support will continue for organisations already committed to the Declaration in developing and implementing action plans.
14. Phase two of the project is well under way and other key partners across the County have been contacted for discussions around signing the Declaration with the same offers of support. These include schools, the universities and colleges.
15. A third phase is planned in the coming months when key organisations across the county in the wider private and voluntary sectors will be contacted with the same offer.
16. This work is being carried out in collaboration with Nottingham City Council.

Other Options Considered

17. None

Reasons for Recommendations

18. Much progress has already been made since October 2014 by all organisations that made a commitment to sign up to the Declaration. This should be commended. In summary:
 - The majority of organisations have been very proactive in signing the Declaration and developing action plans.
 - Many organisations have already started implementing actions.
 - For implementation to be robust there needs to be ongoing work on the development and implementation of action plans, with existing and future organisations.
 - As part of their action plans, organisations are urged to use their influence and levers in order to encourage sign up by their local partners.

Statutory and Policy Implications

19. 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.

RECOMMENDATIONS

- 1) That the Board notes the progress on the Nottinghamshire County and Nottingham City Declaration on Tobacco Control.
- 2) That the Board and its members continue to support the ongoing work of the Declaration.
- 3) That a further update is presented to the Board in June 2016.

Dr Chris Kenny
Director of Public Health

Dr John Tomlinson
Deputy Director of Public Health

For any enquiries about this report please contact:

Lucy Elliott
Public Health Manager
0115 9773489
Lucy.Elliott@nottsccl.gov.uk

Constitutional Comments

20. This report is for noting only

Financial Comments (KAS 09/11/15)

21. There are no financial implications contained within the 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.

[Tobacco Control](#)

Health and Wellbeing Board 1 October 2014

[Tobacco Control](#)

Health and Wellbeing Board 1 April 2015

Electoral Divisions and Members Affected

All