# Nottinghamshire County and Nottingham City Declaration on Tobacco Control



## Background

- Smoking remains Public Health enemy number 1.
- It is the greatest cause of preventable death in England.
- It is the single biggest cause of inequalities in death rates between the richest and poorest in our communities
- In England approximately 1 in 5 people smoke



## **Facts and figures**

Smoking Rate	Nationally 19.5% (Locally 19.4%) Mansfield 26.3%/Rushcliffe 14.6%
Smoking related deaths each year	Nationally 80,000 (Locally nearly 1,300)
Secondhand smoke	Locally 30,000 children exposed in the home
Numbers of children smoking	Locally an estimated 1000 15 year old smokers in Notts
Difference between life expectancy	Locally 8.5 years for males and 6.5year for females across Notts, <b>50% of this is due to tobacco</b>



## Continued.....

• Tobacco use costs local society hundreds of millions. Locally for **Nottinghamshire County** the cost is £203.7million, every year.

Treating smokers on NHS	Lost producti vity – smoking breaks	Lost Producti vity – smoking related sick days	Social Care costs	Smoking related house fires	Cost of passive smoking (early deaths	Cost due to early deaths
£28m	£84m	£15m	£17.6m	£7m	£3m	£49m

- In 2013/14 smokers in Nottinghamshire paid approximately £140.4m in duty on tobacco products.
- The cost to Nottinghamshire was £203.7m
- This means an annual shortfall of £63m every year across Nottinghamshire







## **Key Priorities:**

- Supporting people to stop smoking
- Preventing uptake of smoking
- Reducing harm from tobacco.
- Underpinned by effective regulation and communication.



## Nottinghamshire County and Nottingham City Declaration on Tobacco Control

- Based on the Local Government Declaration on Tobacco Control but customised for all partners.
- A response to the enormous and ongoing damage smoking causes to our communities.
- A statement about an organisation's dedication to protecting their local communities from the harms caused by smoking and tobacco use.
- A demonstration of local leadership.

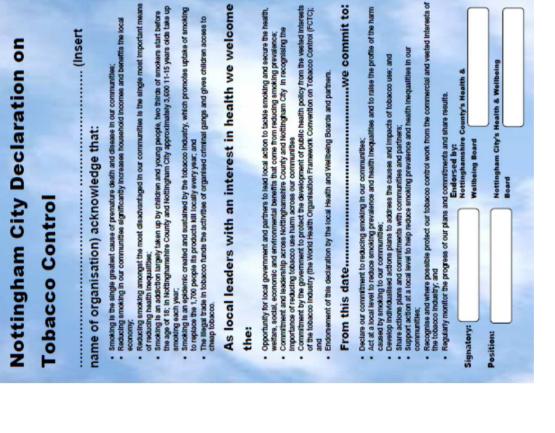


## Continued.....

- A set of key principles to sign up to.
- A commitment to action through an agreed action plan which is progressive and supportive for staff and the local community.
- A Nottinghamshire-wide approach through major employers.
- The more the merrier! As this will be more effective.
- Support with training and development of action plan from Public Health Tobacco Control Team.



# County Council



Nottinghamshire County &

## Ideas for actions/what you can do

- Sign the Nottinghamshire County and Nottingham City Declaration on Tobacco Control
- Establish a Working Group and identify Key Partners and Stakeholders
- Identify a Board level Champion
- Work with Partners and Stakeholders to develop an organisational action plan.



## Ideas for actions/what you can do

- Introduce/update a smokefree workplace policy that takes all possible steps to protect the health and safety of all staff
- Share good practice/workshops
- Commit to making all sites smokefree
- Consider mandatory brief advice training for all frontline staff
- Include smoking status in appraisals in order to support staff.



## Ideas for actions/what you can do

- Provide on site access to stop smoking services.
- Make NRT available to buy at work
- Consider extending smokefree areas (e.g., play parks, outside schools)
- Include in contracts
- Challenge 25
- Plan: 6 month Amnesty and countdown clock



### **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.



## How can we support you?

# For further information please visit: www.smokefreenotts.co.uk

