

Nottinghamshire County and Nottingham City Declaration on Tobacco Control



**Nottinghamshire
County Council**

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



**Nottinghamshire
County Council**

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, 50% of this is due to tobacco

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

Treating smokers on NHS	Lost productivity – smoking breaks	Lost Productivity – 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**

Tobacco control



**Nottinghamshire
County Council**

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.

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- 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.

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 3,600 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:

- Declares 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:

Endorsed by:
Nottinghamshire County's Health &

Wellbeing Board

Position:

Nottingham City's Health & Wellbeing
Board

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**



**Nottinghamshire
County Council**

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