

8 June 2016

Agenda Item: 9

REPORT OF THE INTERIM 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
 - Request that future update reports are presented to the Health and Wellbeing Implementation Group on an annual basis.

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 smoking prevalence and the harm caused by tobacco use, and supports the vision of a smokefree generation for 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. Periodic update reports have been submitted to the Board. The last report was in December 2015 (please refer to [December 2015 report](#) to the Health and Wellbeing Board) outlining progress since October 2014. Since then progress has been as follows:
 - All 22 members and key partner organisations have agreed to sign the Declaration. Of these:
 - 100% have actually signed the Declaration
 - 95% have high level support for the Declaration
 - 36% have established a working group
 - 23% have a draft action plan
 - 73% have an agreed 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.
9. The signing of the Declaration and agreement to put in place an action plan is also a prerequisite 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

10. In addition, four further organisations have signed up to the Declaration as part of the roll out of the scheme to public (phase 2) and private and voluntary (phase 3) organisations:

- Children Centres
- Notts Women's Aid
- Notts Women's Aid Integrated Services
- Life Education

Examples of actions already in progress

11. Many organisations now have agreed action plans and have started taking forward actions and looking at innovative ways to enact the Declaration, as described below:

- Several organisations 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.
- District and Borough Councils, Children's Centres and Nottinghamshire Fire and Rescue Service plan to support the 'Smokefree Summer' initiative, with the aim of making children and family events smokefree across the whole of Nottinghamshire.
- Mansfield District Council (MDC) is introducing smokefree play parks within the district as part of a Public Spaces Protection Order (PSPO). The PSPO gives Local Authorities the power to prohibit certain activities in specific areas and fine those who do not comply. There were no objections during the consultation phase and the PSPO is coming into force 1 June.
- NUH and Sherwood Forest Hospitals Foundation Trust have set up smokefree steering groups and are in the process of/planning to implement a number of actions to support the recommendations outlined in [NICE Guidance PH48: Smoking: acute, maternity and mental health services](#). The guidance aims to support smoking cessation, temporary abstinence from smoking and smokefree policies in all secondary care settings
- Nottinghamshire County Council has implemented an updated smokefree policy, offering information and support to employees wishing to quit smoking or abstain temporarily whilst at work. NCC has also created a [dedicated webpage](#) on the Declaration for organisations interested in signing up to access. In addition, NCC has made signing the Declaration part of Public Health contract requirements and is exploring ways in which this can be done for other NCC contracts.

Support for implementation

12. 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.

13. Two successful workshops have taken place since the Declaration was launched. The aim of the workshops was to share learning, share action plans and consider any future joint actions. Organisations have expressed an interest for another workshop later in the year.

Next Steps

14. Now that all HWB members and Key NHS partners have signed the Declaration, the focus will be on development and implementation of the action plans. This will be evidenced by a self-assessment template summarised in future progress reports. Public Health will offer ongoing support in relation to this.

15. Phase 2 will be extended to schools, the universities, colleges and any remaining public organisations.

16. Further close working with the Nottinghamshire Wellbeing@Work Scheme will help to secure sign up with private and voluntary sector organisations.

17. This work is being carried out in collaboration with Nottingham City Council.

Impact on health inequalities

18. Smoking is the single biggest cause of health inequalities between the richest and poorest in our communities. On average in Nottinghamshire the difference in life expectancy is 8.5 years and tobacco use contributes to half of this difference. There is no one approach to tackling tobacco use and in order to do this, a partnership approach, involving commitment and action from all local organisations must be adopted. The Nottinghamshire County and Nottingham City Declaration on Tobacco Control brings together joint working to tackle tobacco use.

Other Options Considered

19. None

Reason/s for Recommendation/s

20. 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:

- All Health and Wellbeing Board members have now signed the Declaration and most have been very proactive in developing action plans.
- Many organisations have implemented actions.
- For implementation to be robust there needs to be ongoing work on the development, implementation and monitoring 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

21. 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.

RECOMMENDATION/S

- 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 future update reports are presented to the Health and Wellbeing Implementation Group on an annual basis.

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Constitutional Comments (SLB 12/05/2016)

22. The Health and Wellbeing Board is the appropriate body to consider the content of this report.

Financial Comments (KS 23/05/2016)

23. 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.

Appendix 1: Nottinghamshire and Nottingham City Declaration on Tobacco Control Progress Summary.

Appendix 2: Nottinghamshire and Nottingham City Declaration on Tobacco Control Progress up to beginning of May 2016.

Electoral Division(s) and Member(s) Affected

All.