

Appendix 2

THE NOTTINGHAMSHIRE COUNTY AND NOTTINGHAM CITY DECLARATION ON TOBACCO CONTROL

Background

Tobacco is a priority within the Nottinghamshire Health and Wellbeing Strategy and the Health and Wellbeing Board has agreed seven priority actions, which include the Nottinghamshire County and Nottingham City Declaration on Tobacco Control.

The Declaration is endorsed and signed up to by members of both the City and County Health and Wellbeing Boards, as well as other partners across the area. It declares a commitment to reducing smoking in communities and developing individualised action plans to address the causes and impacts of tobacco use. The ultimate aim of the Declaration is to support joint action at a local level to address the single greatest cause of premature death, disease and health inequalities in the UK.

Each year in Nottinghamshire 2,500 children start smoking - those who start smoking before age 18 are more likely to be lifelong smokers - there are 29 smoking related fires, there are 76 tonnes of smoking related waste, 16% of pregnant women smoke (24% in Mansfield and Ashfield) and the costs to society are £203.5m. Illegal tobacco also impacts locally by supporting serious and organised crime, allowing cheap tobacco to be affordable, especially to children and young people.

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

Progress to date

There are currently 29 local organisations that are signatories to the Declaration in the county. The signing of the Declaration and agreement to put in place an action plan is also a pre-requisite to membership of the Nottinghamshire Wellbeing@Work Scheme. Organisations already signed up to the scheme are being encouraged to sign the Declaration.

Examples of successful actions to date include:

- The incorporation by Nottinghamshire County Council of the Declaration into the selection criteria for all relevant tenders issued through procurement.
- Partnership working between Sherwood Forest Hospitals NHS Foundation Trust and Ashfield District Council in utilising police community support officers to enforce the smoke free policy at King's Mill Hospital.
- A range of popular family summer events organised by local councils, children's centres and Nottinghamshire Fire & Rescue Service have become smoke free, led by

the Smoke Free Nottinghamshire Steering Group. Additional events such as the Robin Hood Festival and the Arnold Carnival in Gedling will also be made smoke free this year.

- Dedicated locally commissioned work to prevent smoking uptake and promote cessation, including the ASSIST Programme in secondary schools and the integrated tobacco control service, *Smokefreelife Nottinghamshire*.
- Training by Nottinghamshire Police for its public-facing staff to recognise and report illegal tobacco, as well as work alongside Trading Standards to tackle sale and distribution. Nottinghamshire Police has also implemented smoke free outdoor areas at its headquarters and other stations and provides information to all staff on stop smoking services.
- The introduction of voluntary codes for smoke free children's play areas by the majority of borough/district councils in the county, as well as increased visibility of smoke free signage.
- Reviews of organisations' smoke free policies that have led to substantive changes – for example, Nottinghamshire County Council has introduced restrictions on staff and contractors smoking during working hours, with support provided for those wishing to quit.
- The incorporation by Nottinghamshire Fire & Rescue Service of smoking-related issues into its 'Safe & Well' visits.
- Nottinghamshire Healthcare NHS Foundation Trust has implemented a smoke free policy on all of its sites and trained over 3,000 staff on making every contact count, including in relation to smoking.
- Promotion by organisations to both staff and customers of national campaigns such as No Smoking Day and the Stoptober campaign.

Next steps

Significant partnership buy-in and meaningful progress has been made since the Declaration was launched in October 2014. Ongoing support will continue for organisations in developing and delivering their action plans and close working with the Nottinghamshire Wellbeing@Work Scheme should help to secure sign-up with new private and voluntary sector organisations.

For implementation to be robust there needs to be further work undertaken on the monitoring of action plans with existing and future organisations. This will most likely take the form of a regular self-assessment exercise to inform future reporting. In addition, as part of their action plans, organisations will be asked to use their influence to encourage further sign up by their local partners.