Nottinghamshire County & Nottingham City Declaration on Tobacco Control Toolkit

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 1,334 11–15-year-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 approximate 1,513 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;
- Government's ambition to make England smokefree by 2030 and tackle inequalities in 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);
- NHS Long Term Plan commitments to provide all smokers in hospital, pregnant women and long-term users of mental health services with tobacco dependence treatment; and
- Endorsement of this declaration by the local Health and Wellbeing Boards and partners.

From this date...we commit to:

- Declaring 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 organisation 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.
- Publicly declare our commitment to providing strategic and/or operational input into the Nottingham and Nottinghamshire Smoking and Tobacco Alliance to reduce the harm caused by tobacco

Endorsed by:

Signatory: _____

Position: _____

Nottinghamshire County's Health & Wellbeing Board Chair

Nottingham City's Health & Wellbeing Board Chair

Adele Williams

Based on the Local Government Declaration on Tobacco Control endorsed by:

Introduction

Purpose of the toolkit

This toolkit and its contents are designed to support organisations, and their staff in signing up to the Declaration and implementing actions that not only benefit the organisation and its employees but also service users/customers.

Successful implementation of the actions outlined in the Declaration requires planning and commitment. We have designed this toolkit to provide senior leadership, managers and employees with an easy-to-use guide of how to plan and implement a range of actions which support the smokefree agenda.

What is the Nottinghamshire County and Nottingham City Declaration on Tobacco Control?

The Nottinghamshire County and Nottingham City Declaration on Tobacco Control is an extension of the original Local Authority document and the NHS statement of support.

This locally developed, innovative approach will enable organisations across the whole of the county and city to also sign up to the principles of the Local Authority Declaration and be supported to develop an action plan. Including organisations in the public, private and voluntary sectors will significantly extend the scope and impact of the initiative.

The opportunity to extend the scope of the Declaration has uniquely been identified by Nottinghamshire County and Nottingham City Councils and offers the chance for local innovation and leadership across the whole community.

How was the Nottinghamshire County and Nottingham City Declaration on Tobacco Control developed?

Given that partnership working is at the heart of tobacco control and through early discussions with partners it was felt appropriate to extend the Declaration beyond Local Authorities. This led to the development of a "community based" declaration that is known as the Nottinghamshire County and Nottingham City Declaration on Tobacco Control.

In August 2022 the Nottinghamshire County and Nottingham City Declaration on Tobacco Control was updated to ensure the declaration is fit for purpose and supports the relaunch of the national declaration to bring it into line with the Government's ambition for England to be smokefree by 2030 and commitments made to improve smoking cessation support available through the NHS in the NHS Long Term Plan.

Why is this important to you?

Since the introduction of the smokefree law in 2007 all businesses and organisations are required to keep enclosed public spaces and workplaces smokefree. However, many have gone one step further and introduced workplace policies and acted to promote healthy and productive smokefree environments for everyone. This Declaration is a way of recognising and formalising the work of organisations in protecting and promoting the health and wellbeing of their employees and services users.

- The health and wellbeing of the local workforce is everyone's business and as a responsible employer, it is important to promote and support healthy behaviours
- We know that 70% of smokers want to stop smoking
- It sends a strong message to our local communities that you are playing an active part in reducing the harm caused by tobacco

- It sends a strong Smoking kills around 1,513 people in Nottinghamshire and Nottingham City every year; it is also the biggest contributor to health inequalities (the difference in life expectancy between the most affluent and the most deprived areas - 50% of this is due to tobacco).
- Smoking costs Nottinghamshire County and Nottingham City combined an estimated £378 million* every year through, among other things, lost productivity, treatment for smoking related diseases and social care.*ASH Ready Reckoner - ASH

These actions will help to;
- Improve health of staff and service users
- Save money by reducing sickness absence
- Increase productivity
- Reduce cleaning costs

What can you do?

Sometimes it can be hard to know what you want to get out of a project and there is no "one size fits all" solution. The toolkit is designed to give some guidance and draws together actions that we consider to be best practice. You may not be in a position to implement all of the actions, so this resource is designed to enable you to 'dip in and out' of it as you need to, to meet the needs of your business or organisation. We have highlighted one key priority action under each heading which we consider the most important and will provide you with the basic elements of an action plan.

The actions below are suggestions, and your organisation should be in no way limited by these. We would encourage you to look at what is appropriate for your organisation but also look at how through additional actions you can make a real impact that benefits your customers and employees.

We suggest your nominated smokefree champion(s) should lead the smokefree process and it is intended that they should work in partnership with appropriate stakeholders drawing on relevant skills of colleagues as required.

Support provided

Nottinghamshire County Council and Nottingham City Council can provide ongoing support which includes, but is not limited to:

- Toolkits and mechanisms to support
- Examples of 9 core actions (included in this toolkit)
- Sharing of ongoing learning from other organisations
- Signposting to training (via the National Centre for Smoking Cessation and Training / NCSCT)
- Information sharing
- Navigating local structures to support engagement in the Strategic Smoking and Tobacco Alliance and supporting operational groups as appropriate.

Please contact.

Nottinghamshire County	**Nottingham City**
Kay Massingham	Swathi Krishnan
kay.massingham@nottscc.gov.uk	swathi.krishnan@nottinghamcity.gov.uk

By signing the Declaration, your organisation will join a network across Nottinghamshire County and Nottingham City which together will make an important contribution to reducing tobacco harm in our communities.

Thank you.

Examples of Local organisations who have previously signed the Declaration

Nottingham University Hospitals NHS Foundation Trust
Nottinghamshire Police
Nottinghamshire Healthcare NHS Foundation Trust
Nottinghamshire Fire and Rescue
Nottinghamshire Health and Wellbeing Board
Nottinghamshire County Council
Nottingham City Council
University of Nottingham
All Nottinghamshire District and Borough Councils
Sherwood Forest Hospitals NHS Foundation Trust

Contents of the toolkit

- Nottinghamshire County and Nottingham City Declaration on Tobacco Control (A3 version available on request)
- Tobacco Declaration Brief for all organisations
- 9 example actions for Nottinghamshire County/Nottingham City organisations
- Supporting information to help achieve each action

➢ Action 1 – Sign the Declaration
➢ Action 2 – High level support
➢ Action 3 – Smokefree workplace policy
➢ Action 4 – Training for frontline staff
➢ Action 5 – Support for smokers
➢ Action 6 – Smokefree areas
➢ Action 7 – Working with the tobacco industry
➢ Action 8 – Commissioning or contracting
➢ Action 9 – Advocacy for tobacco control

- Example action plan

Nottinghamshire County & Nottingham City Declaration on Tobacco Control

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Endorsed by:

Signatory:

Position:

Nottinghamshire County's Health & Wellbeing Board Chair

Nottingham City's Health & Wellbeing Board Chair

Adele Williams

Based on the Local Government Declaration on Tobacco Control endorsed by:

9 Example Actions for Nottinghamshire County/ Nottingham City Organisations

1
- Sign the Nottinghamshire County and Nottingham City Declaration on Tobacco Control

2
- Identify a senior colleague within your organisation who is willing to support the declaration and make it happen

3
- Introduce a smokefree workplace policy that takes all possible steps to protect the health and safety of all employees during working hours

4
- Encourage employees to become smokefree workplace champions. Provide training to equip them with the skills they need to direct smokers who want to quit to the best sources of support

5
- Ensure information is available to all employees on where to access stop smoking support. For those employees who don't want to stop smoking, provide easy access to nicotine replacement therapy (NRT). Consider use of subsidised NRT - this would be for use during working hours and for a defined period

6
- Consider introducing smokefree outdoor areas – for example around your workplace (NB – unless privately owned property smokefree outdoors is not enforceable)

7
- *For companies and organisations that have contact with the tobacco industry* – ensure you have guidelines in place to govern contact with the industry to protect policies and working practices from influence. This follows the World Health Organisation Framework Convention on Tobacco Control Article 5.3 (the world's first health treaty which was signed by the British government and came into force in 2005).

8
- *For companies and organisations commissioning or contracting* – develop drivers within contracts to extend tobacco control, for example contractors or commissioned services must adopt your smokefree workplace policy

9
- Be an advocate for national and local tobacco control measures – in other words, publicly support local and national action to make smoking history, such as encouraging other local companies to sign the Nottinghamshire County and Nottingham City Declaration and lobbying local MPs to adopt tobacco control measures

Action 1

Sign the Declaration

Signing the Declaration on Tobacco Control is the first step to your organisation declaring its commitment to protect its employees, customers and visitors from the harmful effects of tobacco. Smoking is one of the biggest causes of death and illness in the UK and each year around 78,000 people in the UK die from smoking – with many more living with debilitating smoking-related illnesses. In addition, breathing in second hand smoke, also known as passive smoking, increases the risk of getting the same health conditions as smokers (see https://www.nhs.uk/common-health-questions/lifestyle/what-are-the-health-risks-of-smoking/).

The Declaration is endorsed by both the County and City Health and Wellbeing Boards. Both Boards recognised the importance of this Declaration and support the recommendations for partners to individually take this forward.

By signing the Declaration your organisation is making a real and valued contribution and commitment to reduce levels of smoking in our communities. This will lead to real improvements to the health and economy of our City/County including:

- Improving the health and quality of life of our citizens, especially those in low-income households
- Improving the health of children and those with heart and lung conditions by reducing exposure to second hand smoke
- Increasing household incomes when smokers quit
- 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
- Reducing the costs of dealing with smoking related fires
- Reducing the costs of cleaning smoking related litter
- Reducing organised crime and anti-social behaviour associated with the sale of illegal tobacco
- Reducing the costs of health and social care resulting from the harmful effects of smoking
- Reducing the costs of lost productivity and sickness absence resulting from smoking
- Making smoking not be seen as the norm; especially by children and young people

Useful Resources:
Nottinghamshire Joint Strategic Needs Assessment on Tobacco - Nottinghamshire Insight
Nottingham Joint Strategic Needs Assessment on Tobacco - Smoking and Tobacco Control (2019) - Nottingham Insight
Action on Smoking and Health – Local Alliance roadmap - Local Alliances Roadmap - ASH
Short Briefings - Building relationships: Why tobacco control matters to you - ASH
Smokefree Action Coalition - Smokefree Action Coalition

If you could do one thing:
Create a photo opportunity from the actual signing of the Declaration.
Invite the local press and/or email a shot to local press. You may also consider displaying the Declaration and photograph in a prominent area within your organisation.

Action 2

High Level Support

Obtaining high level support for the Declaration is essential to ensure the commitment is carried through to all levels of your company or organisation. Depending on the size and nature of your organisation, the Declaration should be proposed to senior management and/or trustees. Identifying high level champion(s) to be an advocate for tobacco control will ensure the intentions of the Declaration are put into practice. The champion or champions could be at board, cabinet or clinical level and for large organisations may involve each department or section.

The high-level champion would then be responsible for cascading the message to the team or department. This will ensure that the whole organisation gets on board. They will also be in a position to promote and coordinate partnership working for tobacco control wherever possible and publicise the work of the alliance group

Revisiting the Nottinghamshire County and Nottingham City Declaration on Tobacco Control at senior management, section head and team meetings, perhaps as a standing item for the duration of the process, will ensure that the intentions are carried through and embedded within your organisation.

Useful Resources

Action on Smoking and Health is a national campaigning charity which has a wide range of information on its website. See Local Toolkit - ASH for a toolkit with local data and information. Or Smoking Statistics - ASH for current smoking statistics. *Health inequalities resource pack - ASH* - pragmatic tools, setting out the problems and solutions, to support the case for targeted tobacco control.

ASH Ready Reckoner - ASH– Local costs of smoking calculator

Quit smoking - Better Heath - NHS (www.nhs.uk) is the national NHS website with a wealth of free resources such as links to YouTube videos, Facebook and Twitter; online tools such as money-saving calculators; plus apps, email and SMS text support.

About – Smokefree Action Coalition - The Smokefree Action Coalition (SFAC) is a group of over 300 organisations across the UK committed to ending smoking. The Coalition is coordinated by Action on Smoking and Health **(ASH)**.

National Centre for Smoking Cessation and Training – NCSCT provide free online training and assessment programmes as well as paid for face-to-face courses. They provide support to enable the provision of high-quality stop smoking interventions based on the most up-to-date evidence available.

The free local NHS stop smoking services are:

- Your Health Nottinghamshire (Nottinghamshire County) – 0115 772 2515
- Thriving Nottingham (Nottingham City) - 0115 648 5724

If you could do one thing:
Nominate a high-level champion and make this known to staff, customers and service users.

Action 3

Smokefree Workplace Policy

Updating and regularly reviewing smokefree workplace policy to ensure it is fit for purpose and is not about whether people smoke, it's about where and when they do it.

Benefits
- An effective smokefree workplace policy helps to create a safer and healthier working environment for non-smokers, ex-smokers and smokers
- Smokers who want to quit may find it easier to do so if they don't see others smoking
- Managers appreciate a clear and defined process to deal with smoking in the workplace
- Potential reduction in sickness absence due to smoking related illness, such as coughs, colds and chest infections
- Increase in productivity if employees are not permitted to smoke during working hours due to fewer smoking breaks or cravings impacting on work
- Reduction in smoking related litter around entrances and exits
- Improvements to the company's image and professionalism

The Policy
The purpose of a smokefree workplace policy is to promote a healthy and productive working environment for all employees. It supports smokers who want to quit and takes all possible steps to protect the workforce from the effects of secondhand smoke.

Some of the steps you can take to achieve this include:

- Not permitting smoking during working hours i.e. only before work or after work or during lunch breaks
- Ensuring local Stop Smoking Services are advertised prominently across the organisation. This could include inviting your local service to come along to team meetings to talk about what they can offer, arranging convenient sessions for your workforce or providing free or subsidised nicotine replacement therapy (NRT) for use during working hours (see Action 5)
- Ensuring that workplace policies reiterate the law in terms of the sale of illegal tobacco in the workplace
- Giving clear rules as to the use of electronic cigarettes or other non-tobacco nicotine-containing products during working hours or on company premises.
- Maintaining smokefree premises and site, including work vehicles and when in work uniform/wearing work badge or photo ID
- Extending the policy to volunteers, contractors, visitors and service users when they are on the premises or your staff are visiting or accompanying them. Patrolling entrances and exits, conducting spot checks of vehicles, and photographing smoking related litter etc to ensure that the policy is being observed
- Enforcing and policing the policy and ensure any breaks in policy are correctly dealt with

The policy should include:

- The purpose of the policy
- A clear statement that the policy applies to everyone including employees, visitors, customers and contractors
- A clear statement that the use of tobacco is not permitted anywhere on the premises or grounds
- Information on stop smoking services available to employees
- Consequences of non-compliance i.e. sanctions as above
- The names and contact details of employees or departmental champions who can provide further information on the policy or pass on any issues or concerns

Use of e-cigarettes in public places and workplaces – advice to inform evidence-based policy:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/768952/PHE-advice-on-use-of-e-cigarettes-in-public-places-and-workplaces.PDF

Include statistics about smoking and costs to employers

Action on Smoking and Health (ASH), the national campaigning charity, has a range of factsheets and briefings on different aspects of smoking, for example tobacco economics, smoking and the law and electronic cigarettes.

The ASH Ready Reckoner allows you to look at costs of smoking locally; including on the economy.

Local facts and figures for Nottinghamshire are available to help support your policy.

The Nottingham City Council Citizens' Survey is conducted every year and includes local smoking statistics. See the results on the Nottingham Insight website. For example, in 2017, 1 in 5 Nottingham City residents smoked which is above the national figure of 1 in 6.

Nottingham City Council has produced a sample workplace smoking policy template.

Implementing a smokefree workplace policy
Before you implement your policy it's important that everyone within your organisation is informed about why the policy is being introduced or amended. The more information people have, the more receptive they are likely to be to any changes the policy brings.

Key elements to consider
1. Inform employees that you are consulting on the introduction of or an amendment to the smokefree policy. Since July 2007 all workplaces and enclosed public spaces have been smokefree by law. In the last 5-10 years, electronic cigarettes and other non-tobacco nicotine containing products have become available. The organisation has now signed the Declaration and is committed as a Smokefree Organisation. Therefore, it is appropriate to introduce or refresh the smokefree policy
2. Ask for representatives from different areas and grades within your organisation (these can be smokers, ex-smokers and never-smokers) to join a working party. Ensure this includes or reports to managers or trustees. These individuals will act as smokefree champions
3. Consult the workforce, visitors and contractors regarding the current policy and whether there are any issues, for example if it is not being observed in certain areas. This could include a questionnaire or a suggestion box
4. Conduct a brief observational survey of how the policy is currently working
5. The amendment may be extended to include visits to service users' homes or other sites. In other words, you expect employees to work in a smokefree environment when on site or on outside visits (at all times when wearing uniform or work ID)
6. Give employees, contractors and visitors a rationale for why the policy is being introduced or extended, and include a countdown to a date when the amended policy will take effect
7. Erect new signs at entrances and exits and communicate the amended policy to all employees, contractors and visitors via the line management system and in performance review and supervision meetings.

Useful Resources

Will you permit or prohibit e-cigarette use on your premises? - ASH

> **If you could do one thing:**
> Make sure all staff, service users and customers are aware of the smokefree policy/plans and regularly review to ensure it is fit for purpose.

Action 4

Training for your staff

Staff who work with customers, service users or patients have a key role in helping members of the public to make positive changes in their life. This has been called '30 seconds to save a life' or 'Making Every Contact Count'(MECC). If staff are given brief training this can make a massive contribution to making smoking history in our communities.

A conversation would:
- raise the issue of smoking
- relate it to the person's life e.g. did you know that breathing in second-hand smoke can affect the health of your children or pet?
- signpost to services as appropriate such as the local Stop Smoking Service

Key facts
- Quitting smoking is the single most effective way to lengthen and improve someone's life
- Children who live with smokers are 3 times more likely to become smokers themselves
- Second-hand smoke is the smoke that comes off the burning end of a lit cigarette plus the smoke breathed out by smokers
- Smokers take in 15% of the smoke from a cigarette and 85% goes into the air around them
- 80% of second-hand smoke is invisible, so even when the grey smoke disappears, the invisible smoke will remain, and particles land on surfaces in the room
- 70% of smokers want to quit their habit
- 24 hours after quitting, the risk of a heart attack is dramatically cut
- Appearance improves rapidly after quitting, including skin colour, wrinkles, teeth and nails
- Ex-smokers save on average £1,300 in the year after quitting
- Within 6 months of quitting, anxiety and depression reduces
- Ex-smokers report feeling happier and more satisfied with their life after quitting

Training
VBA Training can be accessed through the National Centre for Smoking Cessation and Training (NCSCT). This training takes less than 30 minutes to complete and can be completed online.
MECC training can be accessed through the e-learning for health care website and can be completed online.

If you need additional help please contact Swathi Krishnan swathi.krishnan@nottinghamcity.gov.uk or Kay Massingham kay.massingham@nottscc.gov.uk

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If you could do one thing:
Ensure all staff have access to MECC and very brief advice smoking cessation training

Other things to consider – Annual review of MECC training.

Actions 5

Support for Smokers

Raise the issue of smoking with employees. As part of the timeframe for implementing a revised policy suggested in **Action 3**, you will have consulted with the workforce and found out their smoking status (smoker, ex-smoker, never smoker) and other views such as if they want to quit and what help they would prefer.

Most smokers say they would like to quit, and research suggests that smokers are 3 times more likely to stop smoking using a specialist stop smoking service than trying to stop on their own.

Invite your local Stop Smoking Service to your company or organisation to talk about what they can offer and possibly deliver on-site sessions:

- Your Health Nottinghamshire (Nottingham County) – 0115 772 2515, yourhealthnotts.co.uk
- Thriving Nottingham (Nottingham City) – 0115 648 5724, hello@thrivingnottingham.org.uk

All services are free, friendly and offer appointment and drop-in sessions in a range of venues from health centres to shopping centres. They provide motivational support (including text messages or telephone support) and a range of stop smoking medicines to help with withdrawal symptoms (such as nicotine replacement therapy patches, inhalator) or which may remove the urge to smoke.

Advertise convenient sessions for your workforce and consider providing incentives for them to try the services. This could be allowing time off to attend sessions at the manager's discretion (for example some employers offer staff limited paid leave to attend stop smoking sessions).

For smokers who feel unable or unwilling to stop smoking, you may consider offering free or subsidised nicotine replacement therapy for use during working hours. This could be for a limited time during the countdown for the date when the amended policy will take effect, or the new policy being introduced.

E-cigarettes / vaping – e-cigarettes are not risk free but are far less harmful than cigarettes. One assessment of the published data on emissions from cigarettes and e-cigarettes calculated the lifetime cancer risks. The assessment by Public Health England is that vaping is at least 95% less harmful than smoking: "Vaping poses only a small fraction of the risks of smoking and switching completely from smoking to vaping conveys substantial health benefits".

Of the 3.2 million adult e-cigarette users in the UK, more than half have completely stopped smoking. A further 770,000 have given up both smoking and vaping. At the same time, quit success rates have been improving and we're seeing an accelerated drop in smoking rates, currently at a record low of 14.9% in England. You could consider raising the subject of e-cigarettes/vaping with employees who smoke and use the opportunity to clear up some myths. You can find more information to support your discussions here.

If you could do one thing:
Ensure that staff have easy access to up-to-date information on how to access stop smoking support and actions they can take if they're not yet ready to quit

Action 6

Smokefree Areas

Smokefree Law

The smokefree legislation (Health Act 2006) introduced in 2007 is thought to be the most effective public health measure for generations. It requires enclosed public places and workplaces, including work vehicles, to be smokefree; there are a limited number of exemptions. Anyone who occupies or manages smokefree premises must display the required no smoking signs at every entrance to the premises and within work vehicles.

It is an offence to:
- smoke in a smokefree premises or work vehicle
- for managers of premises to allow smoking **or** fail to display signage

Under the law, 'smoking' means smoking tobacco or anything which contains tobacco or smoking any other substance. This includes cigarettes, pipes, cigars and water pipes (shisha). Electronic cigarettes (e-cigarettes) are not covered by the law, but businesses and organisations can decide to ban their use on their premises.

Further information on the smokefree law including exceptions to the law and definitions of enclosed and substantially enclosed premises can be found by following this link.

Extended Smokefree Policy

An increasing number of businesses and organisations are moving towards completely smokefree workplaces, inside and out.

Why make your organisation completely smokefree?

- to provide a healthy work environment (protecting pregnant or breastfeeding women, those with heart or lung conditions especially)
- to fully support employees who want to quit smoking
- to remove the problem of smoking related litter
- to improve the image and professionalism of your organisation
- to improve productivity by removing smoking breaks
- to reduce sickness and absence rates (smokers take more sick days from coughs, colds and chest infections etc.)

Research suggests that the act of seeing someone smoking is a powerful psychological trigger to smoke (affecting smokers and ex-smokers) and reinforces smoking as a norm. The more images of people smoking that are seen by children and young people, the more 'normal' they see it and the more likely they are to become smokers themselves. Children and young people whose parents smoke are 3 x more likely to become smokers.

Banning outdoor smoking also eliminates cigarette litter and the need to enforce rules regarding designated smoking areas. Cigarette butts and packaging are unsightly and non-biodegradable, leaching toxins into the soil and water systems. Cigarette butts are also poisonous to children and pets if eaten.

Your workplace policy should specify where and when smoking is permitted and provide a clear message that smokers must dispose of their litter responsibly. The benefits of introducing a comprehensive workplace policy include improved employee health, increased productivity and a reduction in smoking related litter.

Extending smokefree outdoor areas

Smokefree laws have been very effective in protecting people in England and other countries from the harmful effects of secondhand smoke. Moreover, removing the sight and smell of smoking from as many places as possible is a key step in making smoking history. Beyond the home, wherever children, young people and young adults congregate, there is a case for going smokefree.

Some examples of where this could happen are:
- doorways to public buildings and workplaces
- outdoor competitions or events

- grounds or parks managed by your organisation
- community shows or fairs
- sports clubs matches and training such as cricket, football, rugby, BMX
- outdoor eating and drinking areas
- specific streets such as around schools or pedestrianised shopping areas

This will involve erecting no smoking signs at outdoor shows, events and competitions, and more importantly communicating this to your audience in advance. This could mean highlighting the benefits as listed above to staff, volunteers or members. For events where children and families are present, the argument is much stronger and public opinion supports such moves. Smokefree areas need to be clearly defined within your policy and all staff, service users and customers are told when and where smoking is allowed.

The creation of new smokefree public spaces outside the home requires public consultation and support. However, public support for new smokefree measures is strong - Smokefree Pavement Licences - ASH

Many local authorities are introducing initiatives that aim to discourage smoking in outdoor areas. Nottingham City Council introduced smokefree playgrounds and school gates in 2011 and although not enforceable its success has been completely dependent on the support of local citizens.

The idea of smokefree outdoor areas continues to grow and gather support.   Although improving health is an important factor the risk of fire, litter and the environmental impact are also major considerations.

Useful Resources

Public Spaces Protection Orders (PSPOs) - Public Spaces Protection Orders, known as PSPOs are powers that are available to local authorities to deal with persistent and unreasonable nuisances and anti-social behaviour that has a detrimental effect on the quality of life for the local community in a particular area. Public Spaces Protection Orders: Guidance for councils | Local Government Association

> **If you could do one thing:**
> Consult with staff and visitors on how and where you could extend outdoor smokefree areas within your premises

Action 7

Working with the Tobacco Industry

World Health Organisation Framework Convention on Tobacco Control (FCTC)

The [Framework Convention on Tobacco Control](#) is the world's first global public health treaty. Set up by the World Health Organisation, it covers a wide range of issues aiming to reduce the global harm caused by tobacco. Over 160 states have ratified the Convention including the UK.

The Convention is evidence based and contains measures to protect smokers and non-smokers from harm by reducing exposure to second hand smoke, help populations to stop smoking and reduce the supply and demand of illegal tobacco products. Article 5.3 of the FCTC aims to protect public policy from the vested interests of the tobacco industry.

What is Article 5.3 and why is it important?

Article 5.3 of the Framework Convention on Tobacco Control is specifically aimed at Public Sector organisations. It is about preventing the tobacco industry influencing the development of public policy and tobacco control interventions. The tobacco industry is one of the wealthiest in the world and history has shown the lengths it will go to in order to protect profits.

A definition of the tobacco industry includes growers, manufacturers, retailers and distributors.

The guidelines set out under Article 5.3 of the FCTC apply to all branches of the government and public bodies involved in, or potentially contributing to, the development of public health policy.

Actions prohibited under Article 5.3

- No partnerships, non-binding or non-enforceable agreements between the tobacco industry and governments
- No contributions by tobacco industry to governments or public bodies
- No tobacco industry-drafted legislation or policy, or voluntary codes as substitutes for legally enforceable measures
- No investments by governments or public officials in the tobacco industry
- No tobacco industry representation on government tobacco control bodies or FCTC delegations

For obvious reasons the commercial interests of the tobacco industry are in direct conflict with those of public health. The industry continues to work against tobacco control measures in a number of ways and the World Health Organisation defines some of these tobacco industry tactics as:

- Intelligence gathering - monitoring opponents and social trends in order to anticipate future challenges
- Public opinions - moulding public opinion, using the media to promote positions favourable to the tobacco industry
- Lobbying - to make deals and influence political processes
- Consultancy - to recruit supposedly independent experts who are critical of tobacco control measures
- Smoker's rights groups - to create an impression of spontaneous, grassroots public support, for example Freedom Organisation for the Right to Enjoy Smoking Tobacco (FOREST)
- Creating alliances and front groups – such as the Tobacco Manufacturers Association and Association of Small Retailers
- Corporate Social Responsibility - to promote voluntary measures as an effective way to address tobacco control and create an illusion of being a 'changed' company and to establish partnerships with health interests

Local Action

Article 5.3 should be included in tobacco control plans, strategies and projects, and monitored frequently. This should be communicated with stakeholders and the public.

Be clear on whether your organisation has any links or investments with the tobacco industry including pensions.

Funding or support of any kind (such as gifts and hospitality) from the tobacco industry should not be accepted. There have been cases of the tobacco industry paying for sniffer dogs during inspections for illegal tobacco. The Trading Standards Institute is producing guidance for its members.

Raise awareness amongst colleagues, Councillors and partners of Article 5.3 and tobacco industry influence on public health policy.

Limit interaction with the tobacco industry. Some workers, for example Trading Standards, have a regulatory and legislative relationship with the industry but contact should be kept to a minimum and the relationship should be a clear and transparent.

If colleagues are contacted about a tobacco related issue the question should always be asked 'who do you work for – who is funding you?'

If you could do one thing:
Ensure all relevant staff are aware of article 5.3 and its importance

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Action 8

Commissioning or Contracting

Organisations or companies who commission or contract services have a unique opportunity to extend the tobacco control message. Contracts or service level agreements with other enterprises may be used as a lever to increase the effectiveness of your existing measures. It is important that these are effectively monitored.

What are the opportunities to embed elements of Tobacco Control as part of formal contracting arrangements?
- Consider what opportunities you have to link with existing mechanisms within your organisations;
    - Are there any aspects that you have to report on which link with health and wellbeing? (Avoid duplication and look at how you can link aspects together?)
    - Does this link with any strategies, objectives outcomes of your organisation?

For example, the company providing your cleaning or security services could be asked to adopt your smokefree policy.

Targets, performance indicators and milestones within contracts or service level agreements can be used to influence change.

Suggestions of areas for the contractor/provider to include:
- Ensure the smokefree policy is updated to include e-cigarettes or other nicotine delivery devices (we expect new products on the market)
- Include smoking in the terms and conditions of employment. For example, in job descriptions include a statement such as 'Willing to comply with *employer name*'s no-smoking policy'
- Ensure staff are aware of the free stop smoking services available in Nottinghamshire County and Nottingham City and local sessions are publicised
- Allow staff a designated amount of paid time off to attend stop smoking sessions
- Provide subsidised nicotine replacement therapy (NRT) for use during working hours and for a defined period in a 'try-it' scheme

Suggestions of areas for the commissioner to include:
- Embed tobacco control measures as part of the quality aspects of the contract e.g. Use of NICE guidance - [Overview | Tobacco: preventing uptake, promoting quitting and treating dependence | Guidance | NICE](#)
- Terms and conditions of a contract
- Include elements as part of a tender exercise e.g., when demonstrating evidence of being a responsible employer and supporting employee's health and wellbeing

> **If you could do one thing:**
> Ask to see your providers' smokefree workplace policy or ask that they adopt yours and or sign up to the Nottinghamshire County and Nottingham City Declaration on Tobacco Control.

Action 9

Advocacy for Tobacco Control

What is it?

Advocacy is about influencing outcomes; therefore, tobacco control advocacy could be any action helping to change our physical, political and social environment to make smoking history.

Communication has the potential to reach all smokers in the local population, something that the local offer of stop smoking support will never achieve. Every local area has many persuasive potential communicators among its workforce and members, and across its partnerships. Community partners and individual champions of tobacco control within local communities are invaluable as conduits of information, education and advice. However, the stories of former smokers are often the most powerful, especially if they come from individuals who are respected within the local community.

Raising awareness of tobacco control can change attitudes, so that people do not just accept that:
- *'Everyone smokes round here'*
- *'Smoking has been around for centuries, there's nothing you can do about it'*
- *'Smoking is a personal choice and it doesn't hurt anyone else'*

By keeping tobacco on the agenda and exposing the tactics of the powerful tobacco industry, much can be achieved. There is an influential group of organisations, including Cancer Research UK, Action on Smoking and Health, British Heart Foundation and the Royal College of Physicians who have come together to advocate for tobacco control. For example, the movement has supported:
- Banning smoking in enclosed and substantially enclosed public places and workplaces (Health Act 2006)
- Reducing the age restricted sales laws from 16 to 18 (Children and Young persons [Protection from Tobacco] Act 1991). It is illegal to sell cigarettes or any other tobacco products to anyone under 18.
- Introducing standardised tobacco packaging in England (ongoing 2014)
- Supporting a ban on smoking in cars with children (Children and Families Act)

ASH have produced a summary of key dates in the history of tobacco campaigning, from the introduction of tobacco to Europe, to recent changes in legislation.

Myths and misconceptions

Smoking affects everyone in our society. Virtually everyone is either a smoker, ex-smoker or knows a smoker. Tobacco control opponents often claim advocates are killjoys, against human rights or freedom of individuals. However:

- Smoking is the largest preventable cause of death and disease in the UK
- Tobacco is the only product which kills half of all lifelong users when used as intended
- Two thirds of people start before they are 18 years old, so smoking is not often a 'choice' made by adults
- Smoking kills 5 times more people than road traffic and other accidents, poisoning, overdose, murder, manslaughter, suicide and HIV infection put together.
- Smoking is not just down to personal choice but is the result of social and economic forces, marketing strategies and public relations policies of the tobacco industry and allied groups[1]
- Research shows that 70% of smokers want to quit
- Smoking doesn't just harm the smoker – exposure to second-hand smoke (SHS) increases the risk of cot death, ear and chest infections, asthma and bacterial meningitis in children. Pregnant women and those with existing heart or lung conditions, plus pets are also particularly vulnerable to the effects of SHS.[2]

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[1] Tobacco Control Advocacy Toolkit: a guide to planning advocacy activity to tackle tobacco 2010.
[2] Secondhand smoke in the home. ASH. November 2011;

How can your organisation help?

- Your high-level champion(s) needs to keep up to date with news and emerging issues in tobacco control. Action on Smoking and Health (ASH) News - ASH a free daily or fortnightly e-bulletin
- Use your networks to influence change, such as contact with local councillors, MPs and other decision makers
- Use opportunities to comment, for example stories in the media about areas/organisations that have extended smokefree policies and also people stopping smoking.
- Be creative and develop photo opportunities to get tobacco control and your organisation in the local media. This could be a workplace competition or event to mark national awareness campaigns such as Stoptober, No Smoking Day or Action on Stroke Month. See Health events list
- Create a supportive environment for smokers who want to quit within your organisation.
- Be involved with your local Smoking and Tobacco Control Alliance Group

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If you could do one thing:
Keep up to date with smokefree issues and how you can support them by signing up to the ASH bulletins.

EXAMPLE

Nottinghamshire County and Nottingham City Declaration on Tobacco Control Example Action Plan

Objective	Lead	Output	Outcome	Timescales	Progress
(What action are you focusing on?)	*(Who will lead this action?)*	*(What will we actually deliver?)*	*(What will be the gains to our organisation?)*	*(what are the timescales for completing this action?)*	*(Progress so far)*
Staff and customers/visitors have a greater understanding of tobacco control issues	HR Team managers	• Up to date information displayed in various formats • Staff know where to sign post people to receive stop smoking support • Sign up to ASH's monthly bulletins • Support local and national campaigns	Organisation X is an advocate for tobacco control and encourages this through its staff	Ongoing March 2023 August 2023 Ongoing	Information updated on organisation intranet, resources ordered from smokefree website Staff completed MECC online training and local stop smoking services leaflets stocked Monthly bulletin signed up for and disseminated to team managers Resources ordered for Stoptober event to run at lunchtime on 01/10/23