

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Director of Public Health
to
Health and Wellbeing Board
on
30th January 2014

Report prepared by: Andrea Atherton
Director of Public Health

Local Government Declaration on Tobacco Control

1. Purpose of Report

- 1.1 The purpose of this report is to inform members of the Health and Well-Being Board about the Local Government Declaration on Tobacco Control and to seek support for Southend-on-Sea Borough Council becoming a signatory to the Declaration.

2. Recommendation:

- 2.1 Members of the Health and Wellbeing Board are asked to:
- Note the content of the Local Government Declaration on Tobacco Control, and
 - Support the Council to become a signatory to the Local Government Declaration on Tobacco Control

3. Background

- 3.1 In May 2013, Newcastle City Council passed a declaration setting out their commitment to tackle the harm that smoking causes their communities. This became known as the Local Government Declaration on Tobacco Control and has been endorsed by the Chief Medical Officer for England, the Public Health Minister and Public Health England.
- 3.2 The Declaration commits councils to:
- Reduce smoking prevalence and health inequalities
 - Develop plans with partners and local communities to address the causes and impacts of tobacco use
 - Participate in local and regional networks for support
 - Support the government in taking action at a national level to help local authorities reduce smoking prevalence and health inequalities
 - Protect tobacco control work from the commercial and vested interests of the tobacco industry

- Monitor the progress of the commitments in their tobacco control action plans
- Publically declare their commitment to reduce smoking in their communities by joining the Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.

3.3 Thirty councils have signed up to the Declaration to date. There was a formal launch of the Declaration in Parliament on 11th December 2013.

4.0 The Impact of Tobacco on Health

4.1 Smoking is the main preventable cause of ill health and premature death. Every year in England more than 80,000 people die from smoking related diseases. Smoking accounts for one third of all deaths from respiratory disease, over one quarter of all deaths from cancer and about one seventh of all deaths from heart disease. On average a smoker loses 10 years of life.

4.2 Two thirds of smokers started their habit before the age of 18, and before they were legally old enough to buy cigarettes. Growing up around smoke puts children at a major health disadvantage in life. Children exposed to tobacco smoke are at much greater risk of cot death, bacterial meningitis, lung infections and middle ear disease. Children in households who smoke are 90% more likely to become a smoker.

4.3 The 2013 Tobacco Control Profile for Southend highlights that 22.4% of adults are smokers, which is significantly higher than the England average. Smoking prevalence in the routine and manual groups in Southend is higher at 30.6%, and 11.9% women are still smoking during their pregnancy. Both of these figures are not significantly different to the England average. However, smoking attributable hospital admissions in Southend are worse than the England average.

4.4 The extent of the negative impact of smoking on the health of the local population led to the prioritisation of tobacco control in the 'Promoting Healthy Lifestyles Ambition' in the Southend Health & Wellbeing Strategy.

5.0 Signing up to the Local Government Declaration on Tobacco Control

5.1 The Local Government Declaration on Tobacco Control (Appendix A) has been developed to publically acknowledge the significant challenge of smoking related harm as well as to voluntarily demonstrate a commitment to take action and to publish a statement of the Council's dedication to protect local communities from the harm caused by smoking.

5.2 The Declaration includes a specific and important commitment to protect health policy from the influence of the tobacco industry. This is an obligation already placed on local authorities through the World Health Organisation treaty on tobacco.

5.3 The Declaration will be signed up to by:

- The Leader of the Council

- Director of Public Health
- Chief Executive

These have a collective responsibility for the public health and wellbeing of local people.

- 5.4 The best way to tackle smoking is through a comprehensive approach working with all partners. The Local Government Declaration on Tobacco Control can be a catalyst for local action and bringing together partners both inside and outside of the council to tackle smoking. A refresh of the tobacco control strategy and action plan is being included as part of an overarching Southend Substance Misuse Strategy whose development is being overseen by a multiagency group.

6.0 Reasons for Recommendations

- 6.1 From 1st April 2013, the Council has a statutory duty to improve the health of the population. Being a signatory to the Local Government Declaration on Tobacco Control will demonstrate the Council's commitment to help to reduce the burden of disease caused by smoking and improving population health.

7.0 Corporate Implications

- 7.1 **Contribution to Council's Vision & Corporate Priorities**
Reducing the prevalence of smoking in the borough will lead to improved health and wellbeing and help to reduce health inequalities. A healthy population will reduce demands on services and provide a healthier workforce to contribute to the economic prosperity of the borough.
- 7.2 **Financial Implications**
There are no costs associated with signing up to the Declaration. The 2013 Southend Annual Public Health Report puts the cost of smoking at £7.07m for the health service – a number of local residents with smoking related disease will also require social care. In addition it is estimated that smoking costs Southend businesses £2.3m per year due to lost productivity from smoking breaks and smoking related sickness absence. There are also costs to the fire service and the cost of street cleansing.
- 7.3 **Legal Implications**
There are no legal implication relating to the signing of this Declaration.
- 7.4 **People Implications**
None.
- 7.5 **Property Implications**
None.
- 7.6 **Consultation**
The proposal to sign up to the Declaration would be taken through the democratic process.
- 7.7 **Equalities and Diversity Implications**
A full equality impact assessment of the Declaration has not been undertaken.

7.8 Risk Assessment

A formal risk assessment has not been undertaken. Reducing the number of people who smoke will help to reduce smoking related harm.

7.9 Value for Money

The reduction in the number of smokers related to the adoption of the Declaration will contribute to cost savings across a number of different agencies.

7.10 Environmental Impact

Reducing the number of smokers in the population will help to reduce the amount of smoking related litter in the streets and reduce exposure to second hand smoke in those areas where smoking is allowed under current legislation.

8.0 Appendices

Appendix 1 – Copy of Local Government Declaration on Tobacco Control