

Local Government Declaration on Tobacco Control

Agenda item 10

Date	28 January 2015																
Board Sponsor	Marcus Hart, Chair and County Council Cabinet Member for Health and Well-being																
Author	Dr Frances Howie, Head of Public Health																
Relevance of paper	<p>Priorities</p> <table border="0"> <tr> <td>Older people & long term conditions</td> <td>Yes</td> </tr> <tr> <td>Mental health & well-being</td> <td>No</td> </tr> <tr> <td>Obesity</td> <td>No</td> </tr> <tr> <td>Alcohol</td> <td>No</td> </tr> <tr> <td>Other (specify below)</td> <td>No</td> </tr> </table> <p>Groups of particular interest</p> <table border="0"> <tr> <td>Children & young people</td> <td>Yes</td> </tr> <tr> <td>Communities & groups with poor health outcomes</td> <td>Yes</td> </tr> <tr> <td>People with learning disabilities</td> <td>Yes</td> </tr> </table>	Older people & long term conditions	Yes	Mental health & well-being	No	Obesity	No	Alcohol	No	Other (specify below)	No	Children & young people	Yes	Communities & groups with poor health outcomes	Yes	People with learning disabilities	Yes
Older people & long term conditions	Yes																
Mental health & well-being	No																
Obesity	No																
Alcohol	No																
Other (specify below)	No																
Children & young people	Yes																
Communities & groups with poor health outcomes	Yes																
People with learning disabilities	Yes																
Item for	Decision																
Recommendation	<p>1. That the Health and Well-being Board:</p> <p>a) Support Worcestershire County Council (WCC) in signing the Local Government Declaration on Tobacco Control and support implementation of the Declaration through a partnership approach; and</p> <p>b) Encourage members to also consider signing the declaration (District Councils) or the sister declaration that has been launched for NHS organisations - the NHS Statement of Support.</p>																
Background	<p>2. Tobacco use remains the primary cause of preventable illness and premature death, accounting for approximately 80,000 deaths a year in England. There is clear evidence that through reducing smoking prevalence we will improve the overall health and life expectancy of</p>																

Tobacco Control Alliance

many people.

3. Smoking prevalence among adults has declined from just under 50% in the 1970s to approximately 19% in 2013. There are many reasons for this decline, including tobacco control legislation, evidence based NHS Stop Smoking Services and national educational campaigns.
4. Two thirds of smokers start before the age of 18.
5. Smoking is a crucial factor in health inequalities and is the single biggest cause of inequalities in death rates between the riches and the poorest communities.
6. Illicit trade in tobacco remains a problem in the UK, with 9% of cigarettes consumed being illicit, and the proportion of illicit hand rolled tobacco being around 36%.
7. Reducing smoking prevalence significantly increases household income and benefits the local economy. The annual cost of smoking to the UK national economy has been estimated at £13.7 billion.
8. The cost of smoking to the National Health Service in England is estimated to be £2 billion a year. It is estimated that smoking costs the NHS in Worcestershire approx. £27 million each year.
9. Smoking prevalence in Worcestershire was 14.7% in 2013. However, smoking harms not only the smoker but those who inhale their smoke too.
10. The Health Improvement Group (HIG) approved the Tobacco Control Plan 2014-2017 for Worcestershire, and will continue to monitor the progress of the plan. The Plan has set out the following three aims with a detailed action plan setting out how they will be achieved:
 - To prevent young people from becoming smokers;
 - To empower every smoker to stop; and
 - To protect families and communities from smoking-related harm
11. Implementation of the Tobacco Control Plan will be led, co-ordinated and monitored by the Tobacco Control Alliance (TCA) with annual reports to the HIG and up to the Board. The TCA includes a range of partners who have an influence on tobacco control and will operate as a virtual network with an annual workshop focused on updating knowledge; reviewing/mapping actions against the plan; and updating priorities for action in the next

Local Government Declaration on Tobacco Control

planning period.

12. The Local Government Declaration on Tobacco Control (Appendix 1) is a response to the enormous and ongoing damage that smoking does to our communities. It is a statement of a local authority's commitment to ensure that tobacco control is given a high priority and to take action to reduce harm from smoking.
13. As local leaders in public health, Worcestershire County Council welcome the:
 - Opportunity for local government to lead local action on tobacco control and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking;
 - Commitment by the government to live up to its obligations as a party to the World Health Organization's Framework Convention on Tobacco Control (FCTC) and in particular to protect the development of the public health policy from the vested interests of the tobacco industry;
 - Endorsement of this declaration by the Department of Health, Public Health England and professional bodies.
14. The Declaration commits local authorities to:
 - Reduce smoking prevalence and health inequalities;
 - Develop plans with partners and local communities;
 - Participate in local and regional networks;
 - Support Government action at national level;
 - Protect tobacco control work from the commercial and vested interests of the tobacco industry;
 - Monitor the progress of plans;
 - Join the Smokefree Action Coalition.
15. The Council intends to sign the Declaration, and will ensure implementation through the Tobacco Control Plan. The Declaration is relevant for District Councils, who also have the opportunity to sign, and a sister document to the Declaration, the NHS Statement of Support, has been launched to allow NHS organisations to show their support for tobacco control.