

9th January 2014	ITEM: 11
Thurrock Health and Well-Being Board	
Local Government Declaration on Tobacco Control	
Accountable Director: Roger Harris, Director of Adults, Health and Commissioning	
This report is: Public	
Purpose of Report: The purpose of this report is to inform the Health and Well-Being Board about Thurrock Council's commitment to become a signatory to the Local Government Declaration on Tobacco Control, and seek the support of partners to protect local communities from the harmful effects of smoking through their respective organisations.	

EXECUTIVE SUMMARY

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. On average a smoker loses 10 years of life.

In May 2013, Newcastle City Council passed a declaration setting out their commitment to take concerted action to tackle the harm that smoking causes their communities. A number of other councils across England have since signed up to this Declaration.

The Declaration commits a Council 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 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

A motion proposing that Thurrock Council should sign up to the Local Government Declaration on Tobacco Control was agreed at full Council on 27h November 2013.

1. RECOMMENDATION:

Members of the Health and Well Being Board are asked to:

- 1.1 Note the commitment of Thurrock Council to sign up to the Local Government Declaration on Tobacco Control
- 1.2 Note the content of the Local Government Declaration on Tobacco Control and,
- 1.3 Consider how their respective organisation could support its implementation.

2. INTRODUCTION AND BACKGROUND:

- 2.1 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.
- 2.2 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.
- 2.3 A number of other councils have signed up to the Declaration to date. There was a formal launch of the Declaration in Parliament on 11th December 2013.

3.0 The Impact of Tobacco on Health

- 3.1 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.
- 3.2 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.
- 3.2 The 2013 Tobacco Control Profile for Thurrock highlights that 20.8% of adults are smokers, which is not significantly different to the England average.

Smoking prevalence in the routine and manual groups in Thurrock is higher at 28.4%, and 12.6% women are still smoking during their pregnancy. Both of these figures are not significantly different to the England average.

- 3.3 However, smoking attributable mortality, deaths from lung cancer, deaths from chronic obstructive lung disease, lung cancer registrations and smoking attributable hospital admissions are all worse than the England average. The extent of the negative impact of smoking on the health of the local population led to the prioritisation of smoking as one of the public health priorities in the Thurrock Health & Wellbeing Strategy.

4.0 Signing up to the Local Government Declaration on Tobacco Control

- 4.1 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.

- 4.2 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.

- 4.3 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.

- 4.4 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 council to tackle smoking. It is proposed that a Thurrock tobacco control strategy is developed by a multiagency group that reports to the Public Health Strategy Group.

5. REASONS FOR RECOMMENDATION:

- 5.1 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 demonstrates the Council's commitment to help to reduce the burden of disease caused by smoking and improving population health.

6. CONSULTATION (including Overview and Scrutiny, if applicable)

- 6.1 The Local Government Declaration on Tobacco Control was considered at Full Council, when the motion to become a signatory was agreed.

7. IMPACT ON CORPORATE POLICIES, PRIORITIES, PERFORMANCE AND COMMUNITY IMPACT

- 7.1 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.

8. IMPLICATIONS

8.1 Financial

Implications verified by: **Mike Jones**
 Telephone and email: **01375 652 772**
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Any activity undertaken to deliver the commitment as set out in the Declaration will be found from existing resources.

8.2 Legal

Implications verified by: **Chris Pickering –Principal Solicitor**
 Telephone and email: **01375 652 925 (ext 2925)**
chris.pickering@bdtlegal.org.uk

There are no legal implications resulting from signing this declaration.

8.3 Diversity and Equality

Implications verified by: **Samson DeAlyn**
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Public Health continues to work towards reducing the smoking prevalence in Thurrock. By reducing the smoking prevalence, particularly in the most disadvantaged areas, we will have the greatest impact on improving the health of the community and reducing the gap in life expectancy between the richest and poorest in our society.

8.4 Other implications (where significant) – i.e. Section 17, Risk Assessment, Health Impact Assessment, Sustainability, IT, Environmental

BACKGROUND PAPERS USED IN PREPARING THIS REPORT (include their location and identify whether any are exempt or protected by copyright):

Thurrock Tobacco Control Profile, www.tobaccoprofiles.info
 Local Government Tobacco Control Declaration Briefing Note

APPENDICES TO THIS REPORT:

Appendix A: Local Government Tobacco Control Declaration.

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