

Item no.	10
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Salford Health and Wellbeing Board

Title of report	The Local Government declaration on tobacco control (formerly the Newcastle declaration)
Date	10 th July 2013
Contact Officer	Erica Kinniburgh, Public Health Development Manager 793 3516

1. Executive Summary

Why is this report being brought to the Board? - Relevance of this report to the priorities of the Joint Health and Wellbeing Strategy, the Joint Strategic Needs Assessment or integrated working	Smoking is still the leading cause of ill health and premature death and the majority of smokers live in the most deprived areas. The declaration is a national initiative which is particularly significance for areas with high smoking prevalence.
Health and Wellbeing Board's duties or responsibilities in this area	To support initiatives which contribute to healthy life expectancy. (JHWS over arching outcomes)
Key questions for the Health and Wellbeing Board to address - what action is needed from the Board and its members?	To note the content of the declaration and to consider how it could be implemented through their respective organisations or communities of interest.
What requirement is there for internal or external communication around this issue?	Board members should cascade the information in the declaration.

2. Introduction

The leader of Newcastle City Council proposed a declaration on tobacco control in April when Public Health moved into Local Government (see Appendix 1). He presented this to Greater Manchester (GM) council leaders at a conference on Tobacco, Inequality and Child Poverty on May 22nd in Manchester to highlight the wider impact of smoking on the local economy.

In Salford an estimated 26% of the adult population smoke (48,000 smokers), compared with the national average of 20%. In 2012-13, five hundred pregnant women continued to smoke throughout their pregnancy. Life expectancy in Salford could be dramatically increased if the whole of the city was smoke-free and over half the premature deaths could be prevented:

- 56% of premature deaths (i.e. deaths under 75 years) in Salford are from smoking attributable causes (530 out of 940 premature deaths on average each year). These deaths are preventable.

- The causes of premature deaths per year in Salford that are related to smoking include:
 - Approximately 150 deaths from heart disease
 - Approximately 100 deaths from lung cancer
 - Approximately 60 deaths from respiratory disease
 - Approximately 40 deaths from stroke
- In terms of all deaths for all ages, nearly two in three (61%) are caused by smoking related illnesses (1,460 out of 2,400 deaths in Salford each year).

Smoking can also impact on health right at the beginning of life. Smoking during pregnancy leads to a range of health risks for both mother and baby, including a higher rate of miscarriage, premature birth and infant death.

Salford had the third highest number of premature deaths from lung disease in the country in 2011 <http://longerlives.phe.org.uk> .

The City Mayor committed Salford City Council as the first council in GM to sign the declaration when he formally signed it on June 12th 2013.

3. Key issues for the Board to consider

Signing the declaration commits the council to:

- Reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities.
- Develop plans with our partners and local communities to address the causes and impacts of tobacco use, according to our local priorities and secure maximum benefit for our communities
- Participate in local and regional networks for support (such as the Smoke Free Action Coalition, see Appendix 2)
- Monitor the progress of our plans against our commitments and publish the results

Outcomes: A reduction in smoking prevalence year on year across the city would have significant benefits on the local economy by:

- Improving people's health and their quality of life particularly in deprived wards
- Increasing household income when smokers quit
- Improving the life chances of young children by reducing their exposure to 2nd hand smoke
- Reducing the costs of dealing with smoking-related fires
- Reducing costs related to clearing up cigarette litter
- Reducing organised crime linked to the sale of illicit tobacco

Board members are asked to note that the City Council has recently joined the Smoke Free Action Coalition, one of only 28 local authorities to do so.

4. Recommendations for action

The Salford Health and Wellbeing board are recommended to consider how the aspects of the declaration could be developed and promoted more widely in their respective organisations.

5. Contextual information

BACKGROUND DOCUMENTS: see Appendix 1 and 2

THIS REPORT CONTENT HAS ALSO BEEN CONSIDERED BY: Full council on 17th July

EQUALITY IMPACT ASSESSMENT AND IMPLICATIONS: not applicable

ASSESSMENT OF RISK: not applicable

LEGAL IMPLICATIONS: not applicable

FINANCIAL IMPLICATIONS: not applicable

PROCUREMENT IMPLICATIONS: not applicable

HR IMPLICATIONS: not applicable

Appendix 1

Declaration agreed by Newcastle City Council May 2013

The Local Government Declaration on Tobacco Control

We 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;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 80,000 people its products kill in England every year; and
- The illicit trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

As local leaders in public health we welcome the:

- Opportunity for local government to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- 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 public health policy from the vested interests of the tobacco industry; and
- Endorsement of this declaration by central government and Public Health England.

We commit our Council from this dateto

- 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 plans with our 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 national level to help local authorities reduce smoking prevalence and health inequalities in our communities;
 - Protect our tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships, payments, gifts and services, monetary or in kind or research funding offered by the tobacco industry to officials or employees;
 - Monitor the progress of our plans against our commitments and publish the results; and
- Declaration agreed by Newcastle City Council May 2013
- Publicly declare our commitment to reducing smoking in our communities by joining the Smokefree Action Coalition, the alliance of organisations working to reducing the harm caused by tobacco.

Appendix 2

Smokefree Action Coalition FAQs

What are the benefits for local organisations of being part of the Smokefree Action Coalition?

The SFAC is a community of experts which facilitates shared knowledge and action across England. The Coalition was founded by some of the countries leading medical charities to co-ordinate work across the country and provide a shared platform to fight back against the misinformation put forward by the tobacco industry. Being a member of the Coalition is a public demonstration of your organisation's commitment to ending the harm caused by tobacco.

When you sign up the Coalition provides you with a joining pack which includes a:

- template press release to support local communications
- logo which you can add to your website
- template web page to communicate your involvement to stakeholders in more detail

After sign up you will have access to a range of benefits. On an ongoing basis these include:

- **Support** – Coalition core members provide advice and support to other members such as engaging local stakeholders or responding to national consultations.
- **Information** – SFAC will get regular emails about national and regional activity with detailed briefings made available on core topics.
- **Profile** – being part of the SFAC is a symbol of your organisation's commitment to ending the harm caused by tobacco.
- **Networks** – The Coalition in an excellent way to stay in touch across the country, not only is there an annual conference but SFAC members will also be supported to meet regionally.
- **Collective action** - there are many opportunities to be part of the national platform on tobacco control, including taking part in collective action regionally or nationally.

Membership of the Smokefree Action Coalition is part of the CLear standard and involvement in the Coalition can support activity to improve local CLear scores.

What do organisations need to do to become members of the Smokefree Action Coalition?

Any organisation committed to ending the harm caused by tobacco can join the Coalition. All that is required is a letter or email detailing the organisation's desire to join the Coalition signed by someone with the authorisation to make external commitments on behalf of the organisation.

As a member of the Coalition what is expected of you?

Becoming a member of the Coalition means that your organisation is committing to the principles of ending harm through tobacco.

You will not be required to undertake specific actions as part of your membership of the Coalition, however the more organisations who take part in joint activities the stronger the Coalition will be and the greater the collective impact.

Members outside of the core membership are not asked to contribute funds to the work of the Coalition.

What types of activity does the Coalition undertake?

There are a wide range of actions which the Coalition undertakes as part of overarching campaigns on tobacco harm. These include:

- Briefings for MPs and others on tobacco related legislative issues
- Public reports and briefings
- Informing the public debate
- Focusing public health advocacy
- Events for politicians and others stakeholders
- Sharing information and good practice across the Coalition.

What has the Smokefree Action Coalition achieved in the past?

The Coalition was formed to make the case for smokefree workplaces, when this was achieved the Coalition broadened its objectives to tackling the harm caused by tobacco in general.

In 2010 the Coalition was successful in pushing for the introduction of point of display bans and a ban on the sale of tobacco through vending machines.

Following pressure from the Coalition in March 2011 the Government published their Tobacco Plan with a commitment to reduce smoking prevalence to 18.5% by 2015.

What are the Smokefree Action Coalition's future policy objectives?

The Coalition published its forward policy plans in 2011 with three key objectives:

- 1) The DH Tobacco Plan is fully implemented and appropriately funded at national and local level, as well as at intermediate tiers where appropriate. This includes ensuring that Point of Sale and vending machine legislation is fully implemented.
- 2) Legislation to require plain, standardised packaging of tobacco products is passed by parliament.
- 3) Ambitious policies to reduce tobacco use are included in the manifestos of the main political parties ahead of the next general election.

The activity of the Coalition is focused on achieving these outcomes. For more information about the Coalition's future policy priorities please see the [full plan](#).

What is the governance structure of the Smokefree Action Coalition?

The Smokefree Action Coalition administrative function is carried out by ASH on behalf of Coalition members. There is a core membership of national organisations with a significant role in public health who provide management and oversight of Coalition activity, undertake activity on behalf of the Coalition and provide access to resources.

Other members are invited to sign-up to key documents, briefings and public materials on specific issues as or to take local or national action on specific issues.

How is the Smokefree Action Coalition funded?

Cancer Research UK and the British Heart Foundation provide funding for the Coalition to be administered. Individual partners also contribute through their time and access to facilities such as meeting rooms.

Will we be consulted on policy decisions made by the Smokefree Action Coalition?

The policy goals and the planned activities of the Coalition are set out in the Smokefree Action Coalition [2011-2015 Strategy available on the website](#). The Coalition as a whole are not consulted on every activity undertaken by the Coalition as this would be impractical, however the core group have oversight of all activities.

Where there is a call for acting publically around an issue individual organisations will be invited to sign-up or opt-out of statements.

Does the Coalition have a political agenda?

The Coalition is a non party political body which advocates evidence based policy to reduce the harm caused by tobacco. The Coalition works with all and no political parties in pursuit of its policy goals.