Local Government Declaration on Tobacco Control

Working in partnership with Corby Clinical Commissioning Group, Northants County Council Public Health and the Corby Health and Wellbeing Forum, Corby Borough Council is asked to consider signing up to the Declaration on Tobacco control.

1. Relevant Background Details

Smoking remains the single biggest preventable cause of premature death in the United Kingdom today. Around half of all long-term smokers will prematurely die as a result of tobacco use. Tobacco is a leading cause of health inequalities and is responsible for half the difference in life expectancy between rich and poor.

Every year in England more than 80,000 people die from smoking related diseases. This is more than the combined total of the next six causes of preventable deaths. 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.

The Health Profile for Corby (August 2014) identifies the rate of smoking-related deaths is worse than the average for England; 27.3% of adults smoke (England average is 19.5%) and 15.4% of women smoke at the time of delivery (England average 12.7%).

2. Report

The Local Government Declaration on Tobacco Control (Appendix 1) is a statement of a Council’s commitment to ensure tobacco control is part of mainstream public health work and commits Councils to taking comprehensive action to address the harm from smoking. Since it was launched in May 2013, over 70 Councils across the country have signed the Declaration. In August 2014, a sister document to the Declaration, the NHS Statement of Support was launched to allow NHS organisations to show their support for tobacco control.

The Declaration commits Councils 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 our plans
- Join the Smokefree Action Coalition

It is therefore recommended that Corby Borough Council, in partnership with the Corby Clinical Commission Group (CCCG), Northants County Council (NCC) Public Health and the Corby Health and Well-being Forum considers signing up to the Declaration that enables local authorities and the NHS to take leadership in tackling local tobacco issues.
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 showing the way for partners both inside and outside the local Council.

For many local authorities the most appropriate route for ensuring implementation of the Declaration will be through the Health and Wellbeing Forum. The Health and Wellbeing Forum can be tasked with assessing current practice and establishing a clear way forward.

Tobacco control aims to tackle the death, disability and disease caused by smoking. The aim of tobacco control is to make smoking less desirable, accessible and affordable.

Locally this means improving health and reducing health inequalities by reducing the number of smokers (preventing the uptake of smoking and assisting those who want to quit). Delivering evidence based tobacco control requires long term strategic commitment to ensure the mechanisms are in place to drive the agenda forward. This relies on the commitment of a range of partners understanding and supporting the evidence and coming together to tackle tobacco use.

The main aims of tobacco control activities include:

- reducing exposure to second-hand smoke
- the use of proven treatments of tobacco addiction
- promoting effective health campaigns
- banning tobacco marketing and promotion
- increasing tobacco taxation
- tackle illicit trade in tobacco products

Local tobacco control measures can include:

- effective enforcement of existing legislation: for example, age of sale restrictions and smoke free laws
- commissioning and promoting stop smoking services
- designating additional smoke free areas: for example, playgrounds or parks

These measures have a number of benefits including:

- saving money for local health and social care services
- protecting children from harm
- increasing the disposable income of local populations
- reducing inequalities caused by smoking

The Declaration is a statement of a Council’s commitment to ensure tobacco control is part of mainstream public health work. The Declaration has also been widely endorsed by leading figures and organisations.

3. Options to be considered (if any)
   (i) That Members agree to support the NHS Statement of Support for Tobacco Control, the implementation of the Declaration will be through the Health and Wellbeing Forum.
   (ii) Do not agree to sign the NHS Statement of Support for Tobacco Control.

4. Issues to be taken into account:
   
   **Policy Priorities**
   
   Wellbeing is one of the key priorities within the Corporate Plan.
**Financial**
No specific implications in this report.

**Risk**
Corby’s health statistics show high prevalence of smoking, without support these health statistics may decline.

**Legal**
No specific implications in this report.

**Performance Information**
Corby’s Health and Wellbeing Forum will monitor the work being undertaken in the Borough around smoking.

**Best Value**
Promotion of Healthier Lifestyles in the Borough will help to support the development of a healthier community.

**Human Rights**
No specific implications in this report

**Equalities**
Corby has some of the lowest life expectancy statistics in the country. Much of this is a result of lifestyles including high levels of smoking.

**Sustainability**
The Health and Wellbeing Forum have identified smoking as a priority and will lead on this area.

**Community Safety**
No specific implications in this report

5. **Conclusion**
The Local Government Declaration on Tobacco Control is a response to the enormous and ongoing damage smoking does to communities. It is a commitment to take action and a statement about a local authority’s dedication to protecting their local community from the harm caused by smoking.

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 showing the way for partners both inside and outside the local council. Corby Health and Wellbeing Forum will work to establish a clear way forward in helping to support smokers to stop smoking and help improve the health of the Borough.

6. **Recommendation**
   (i) Support the NHS Statement of Support for Tobacco Control; and
   (ii) Take comprehensive action to address the harms from smoking and to work with local partners.

**Background Papers**
Local Government Declaration on Tobacco Control: Briefing Note
Local Government Declaration on Tobacco Control: Frequently Asked Questions
External Consultation
Corby Clinical Commissioning Group
Corby Health and Wellbeing Forum

List of Appendices
Appendix 1: NHS Statement of Support for Tobacco Control

Officer to Contact
Liz Hudson, Leisure Manager - Healthier Lifestyles (01536) 464687