



To: Health and Well-Being Board

Date: 21st October 2013

Subject: Signing of the Local Government Declaration on Tobacco Control

1 Purpose of the Note

- 1.1 To provide the Board with background information about the Tobacco Control Declaration and set out why Coventry should be one of the early signatories.

2 Recommendations

- 2.1 Health and Well-Being Board is recommended to:
- a) Note the background paper.
 - b) Approve the signing of the Tobacco Control Declaration.

3 Information/Background

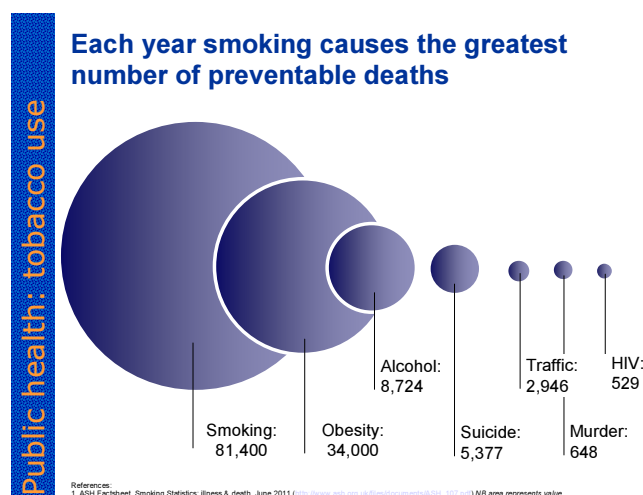
- 3.1 **What is the Local Government Declaration on Tobacco Control**
- 3.2 The Declaration was initially developed by Newcastle City Council in early 2013 as a way of securing high level, local authority commitment to the importance of tackling issues relating to smoking. It is based on the highly successful Nottingham Declaration on Climate Change and has been endorsed by the Health Minister, Chief Executive of Public Health England and the Chief Medical Officer.
- 3.3 *“As the Minister responsible for public health, both I and the Chief Medical Officer applaud the initiative of Newcastle City Council in bringing forward their Declaration on Tobacco Control. We endorse this approach and encourage every local authority to sign-up and make a clear commitment to take action to reduce the rate of smoking tobacco in their local area.”* Anna Soubry, Public Health Minister, June 2013
- 3.4 The Declaration includes a number of specific commitments which will enable Councils to take a strong leadership approach and champion the importance of tackling smoking right across local communities.
- 3.5 So far, eight local authorities have signed the declaration: Newcastle, Salford, Swindon, Manchester, Hartlepool, St Helens, Warwickshire and Bristol.

3.6 The smoking issue has not been solved

3.7 Over the last 15 years, great strides have been taken to reduce smoking rates across England. The Smokefree Law, introduced in 2007, has removed smoking from nearly all enclosed public spaces; the age of sale for tobacco has increased from 16 to 18 and there are now wide ranging bans on almost all aspects of tobacco advertising. Tobacco control measures like these have helped to protect millions from the harm of second hand smoke and there are over 2 million fewer smokers than there were a decade ago.

3.8 However, despite huge progress, the smoking issue has not been solved:

- Smoking remains the single greatest cause of preventable death.
- Over 400 people in Coventry die prematurely every year because of smoking related diseases (equivalent to a jumbo jet full).
- Smoking is a childhood addiction – hardly anyone starts after the age of 21.
- Treating smoking-related illnesses costs the NHS £2.7 billion every year.
- While rates of smoking have continued to decline over past decades, 19% of adults in England still smoke (22% in Coventry).



3.9 Progress in Coventry in recent years

- Coventry's smoking prevalence has fallen from 29% to 22% over the last 6 years.
- Since 2010 Coventry has employed a new delivery model for Smoking Cessation Services in which we commission multiple providers with payment by results. Since this change we are seeing around an extra 2000 local people per year access our local services and an extra 1200, 4 week quitters per annum.
- In 2012 Coventry was the only Olympic City to create a designated 'Smokefree Zone' in the heart of the city for local people to watch highlights of the games on a big screen.
- As part of this Olympic Smokefree legacy, in July this year Coventry made all its Children's Playgrounds completely smokefree. This campaign will help to change social norms and create clean, smokefree places for children to play. All primary and nursery school gates in the city are to be made smokefree in November 2013.
- Coventry's Shisha Awareness Campaign was 'highly commended' in the 2012 MJ local gov't awards and has been used by numerous local authorities across the country.
- Coventry has a well-established 'Smokefree Alliance' which brings together a range of public, private and voluntary partners together to tackle issues relating to tobacco at a local level (chaired by Cllr Clifford).

3.10 Significant & growing role for local authorities

3.11 The local authority already plays an important role in reducing tobacco use in Coventry. The Environmental Health team enforces the Smokefree Law across the city and the Trading Standards department work to reduce the availability of smuggled and counterfeit tobacco as well as ensuring local shops are not allowing under-age sales.

3.12 The local authority's role increased even further in April 2013 when it took over Public Health responsibilities from the Primary Care Trust – part of which includes the commissioning of the city's Stop Smoking Services.

3.13 Building on the momentum

3.14 Through the work of The Smokefree Alliance, Coventry is already in the process of undertaking and implementing the commitments set out in the declaration.

3.15 However, more needs to be done. We cannot afford to be complacent. As a city we must continue to build on the successes of recent years and work together with our partners to make tobacco control 'everybody's business'.

3.16 Having the local authority fully behind the fight to reduce smoking prevalence across the city will play a huge part in helping the people of Coventry live healthier and longer lives – and with the signing of the Declaration we have a clear mandate to move forward.

3.17 Queries to:

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