

Subject:	Declaration on Tobacco Control		
Date of Meeting:	27 November 2013		
Report of:	Director of Public Health		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 This report sets out to inform the Health and Wellbeing Board about the Declaration on Tobacco Control.

2. RECOMMENDATIONS:

- 2.1 That the health and wellbeing board recommends that the Full Council adopts this declaration.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 In May 2013, Newcastle City Council passed a declaration setting out their commitment to tackle the harm smoking causes to communities. This has become known as the Local Government Declaration on Tobacco Control and has been endorsed by, among others, the Public Health Minister, Chief Medical Officer and Public Health England.
- 3.2 On 23 October, Brighton & Hove City Council were invited to join Newcastle and sign up to the declaration.
- 3.3 The Declaration will commit our 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
- There will be a formal launch of the Declaration in early December in Parliament.
- 3.4 Tobacco remains the single greatest cause of preventable deaths in England – killing over 80,000 people every year, more people each year than obesity, alcohol, road accidents and illegal drug use put together. Thousands of children also suffer harm as a result of smoking. Not only are 17,000 children under the age of five admitted to hospital every year as a result of passive smoking but

Cancer Research UK also estimate that 430 children in England start smoking every day.

- 3.5 Although smoking has fallen from 40% to 20% since 1980 there has been little change within our poorest communities and smoking is responsible for half the difference in life expectancy between the richest and poorest. There can be no doubt that, in the context of our public health responsibilities, smoking is the greatest challenge facing us today. Locally in Brighton & Hove the Health Counts Survey for 2012 reported that 14% of adults in Brighton & Hove smoke daily and 9% smoke occasionally.
- 3.6 In response, this declaration has been developed to provide a very visible opportunity for local government: to publically acknowledge the significant challenge facing us; to voluntarily demonstrate a commitment to take action; and to publish a statement of our declaration to protect local communities from the harm caused by smoking. 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 – however, this declaration reminds us of our obligations and restates our commitment.
- 3.7 This report will go to Full Council for formal adoption. A copy of the Brighton & Hove City Council Declaration on Tobacco Control can be found at appendix 1.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 The Declaration is being considered for adoption across all of Sussex and Surrey and in effect it does not commit us to do anything more than we are doing at present.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 The tobacco control alliance, is chaired by Tim Nichols Head of Regulatory Services, Planning and Public Protection, officers from various council departments including trading standards, public health, seafront office, parks and gardens, taxi licensing, and environmental health, smoking cessation workers, health professionals and councillors; they support this measure.

6. CONCLUSION

- 6.1 The Health and Social Care Act 2012 provides a transition towards the establishment of a new public health system and confirms the Government's vision for the new public health role in local authorities. Under this new framework, local authorities are responsible for tobacco control and smoking cessation services.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The 2013/14 public health budget for smoking cessation and tobacco control is £810k. The Declaration reinforces the work the Council is undertaking and is not expected to lead to an increase in the cost of the planned activities.

Finance Officer Consulted: Anne Silley

Date: 12/11/13

Legal Implications:

- 7.2 The proposals in the report are consistent with the Council's new public health responsibilities, set out in the Health and Social Care Act 2012.
Lawyer Consulted: Elizabeth Culbert *Date: 12/11/13*

Equalities Implications:

- 7.3 In the context of Public Health responsibilities, smoking is the greatest challenge facing us today and is a major contributor towards health inequalities.

Sustainability Implications:

- 7.4 Local authorities should embed new public health functions into all their activities, tailoring local solutions to local problems, and using all the levers at their disposal to improve health and reduce inequalities.

Any Other Significant Implications

- 7.5 Public health is committed to protect local communities from the harm caused by smoking.

SUPPORTING DOCUMENTATION

Appendices:

1. Proposed Brighton & Hove Declaration on Tobacco Control.

Documents in Members' Rooms

1. None

Background Documents

1. None

Proposed Declaration to be agreed by Brighton & Hove City Council December 2013

The Brighton & Hove City Council 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
- 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.

Signatories for the Council

Leader of the Council

Director of Public Health

Chief Executive