

Report of: Director of Public Health

Report to: Executive Board

Date: 18/06/14

Subject: Local Government Declaration on Tobacco Control

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. Tobacco is the single biggest contributor to excess mortality in Leeds. It is responsible for half of the health inequalities in the UK and is responsible for more deaths than the next six causes combined. Tobacco has a cost to the economy, health and quality of life of people in Leeds.
2. The Local Government Declaration commits local authorities to take concerted action to protect their communities from the harm tobacco causes. It has been developed to provide a very visible opportunity for local government:
 - to publically acknowledge the significant challenge faced;
 - 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
3. The Declaration commits the Council 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 its plans; and
 - Join the Smokefree Action Coalition

Recommendations

4. For the Executive Board to endorse the Local Government Declaration on Tobacco Control

4.1. To note that the Director of Public Health is responsible for the implementation of the Local Government Declaration on Tobacco Control

1 Purpose of this report

1.1 The purpose of this report is to outline the current situation of smoking in Leeds and provide to the Executive Board a brief on the Local Government Declaration on Tobacco Control. The Executive Board is also asked to endorse the declaration.

2 Background information

2.1 The Government strategy on tobaccoⁱ has three national ambitions by 2015 to:

- Reduce adult smoking prevalence in England to 18.5% or less;
- Reduce regular smoking among 15 year olds to 12%; and
- Reduce smoking throughout pregnancy to 11%.

2.2 The Framework Convention on Tobacco Control (FCTC)ⁱⁱ is the world's first public health treaty, negotiated through the World Health Organisation. It has been ratified by more than 170 countries, including the UK. Key provisions include:

- support for price and tax measures to reduce the demand for tobacco products
- public protection from exposure to tobacco smoke;
- regulation of the contents of tobacco products;
- controlling tobacco advertising, promotion and sponsorship measures to reduce tobacco dependence and promote cessation;
- tackle illicit trade in tobacco products; and
- end sales to children.

2.2.1 Local authorities are also subject to this treaty however policies on how to ensure local compliance are rare. By signing the Local Government Declaration on Tobacco Control councils are reinforcing their existing obligations and sending a message that they will protect policies from tobacco industry lobbying.

2.3 In May 2013 Newcastle City Council passed a declaration committing the council to take comprehensive measures to address the harm from smoking. This has now become known as 'The Local Government Declaration on Tobacco Control'ⁱⁱⁱ.

- 2.3.1 The Local Government Declaration on Tobacco Control is a cross-party document built on the same principles as the Nottingham Declaration on Climate change which is now endorsed by over 300 councils across the country.
- 2.3.2 There is strong cross party consensus on tobacco control issues with every major party signed up to a comprehensive approach to reducing smoking. The content of the Declaration has been supported at a national level by all political parties. The Declaration is also strongly supported by the wider public health community including The Trading Standards Association, Chartered Institute of Environmental Health and the Association of Directors of Public Health as well as Public Health England, the Public Health Minister and the Chief Medical Officer. A number of councils have already signed the Local Government Declaration on Tobacco Control across England, including Birmingham, Manchester, Liverpool, Wakefield, Calderdale and Sheffield.
- 2.3.3 A number of different routes have been taken by councils in signing the Declaration. Newcastle City Council debated the motion at full council, where it was supported unanimously across the council before signing. In comparison, Warwickshire, where there was a greater emphasis on health engagement, the council signed up to the Declaration through the Health and Wellbeing Board.

It is suggested that the Declaration is signed by;

- The Leader of the Council
- Director of Public Health
- The Chief Executive

2.4 Current situation in Leeds

- 2.4.1 Tobacco is the single biggest contributor to excess mortality in Leeds. It is responsible for half of the health inequalities in the UK and is responsible for more deaths than the next six causes combined. Tobacco has a cost to the economy health and quality of life of people in Leeds. Although the risk of smoking reduces when people stop smoking, the impact of tobacco in Leeds is higher than the current prevalence due to the legacy of ex-smokers and the long term exposure to second hand tobacco smoke.
- 2.4.2 Smoking prevalence in Leeds is currently 23%, the national average is 19% however the impact is greatest in our most deprived communities, with rates of over double the national average, in some wards.
- 2.4.3 The Council has recently updated the smokefree workplace policy to address new developments in tobacco control such as the emergence of electronic cigarettes as well as supporting staff to quit smoking. The new policy stipulates that line managers proactively ask staff who smoke if they require any assistance to stop smoking and support them in accessing support. Over the past 7 years the Council have worked in partnership with Leeds stop smoking service to provide stop smoking sessions for staff, held at various council sites.

3 Main issues

- 3.1 The Local Government Declaration on Tobacco Control is a response to the enormous and ongoing damage smoking does to our 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.
- 3.2 Article 5.3 of the World Health Organisation Framework Convention on Tobacco control commits parties to protecting their public health policies from the commercial and vested interests of the tobacco industry and the UK has explicitly committed to live up to this obligation in chapter 10 of the Tobacco Control Plan for England. Signing the declaration would ensure Leeds is fulfilling its commitments under Article 5.3 of the World Health Organisation Framework Convention on Tobacco control.
- 3.3 The best way to reduce smoking prevalence 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.
- 3.4 Reducing smoking prevalence is one of the key indicators within the Leeds Health and Wellbeing Strategy^{iv} and the Declaration of Tobacco Control will contribute towards the Leeds aspiration to be the best city for health and wellbeing.
- 3.5 In Leeds smoking costs the local economy an estimated £226.6m per year including £67.5 from early deaths, £41.2m in loss of productivity and sickness absence, £44.5m in NHS costs and £5.6m in cleaning and smoking related fires^v.
- 3.6 In addition to these costs to society, smokers in Leeds spend approximately £242.8m per year on tobacco products. A family with 2 people smoking 20 cigarettes per day costs the household £5000 per year. If smokers quit then it is likely that this money would be spent on other goods and services within their local community.
- 3.7 Modelling of regional trends in tobacco use suggest that if quit rates doubled and new smokers halved, then we could achieve a 10% prevalence of smoking in adults of by 2020. Evidence suggests that in order to make this difference we need both population environmental measures as well as good stop smoking services. The ban on smoking in enclosed public places led to a reduction in young people starting to smoke over the past few years. It also brought a large increase in the numbers of people who are stopping smoking as smoking becomes less of a social norm.
- 3.8 Smoking litter is estimated to account for 40% of litter, therefore in addition to health and financial gains of reducing smoking prevalence, there are environmental benefits.

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 Leeds recently completed a peer assessment called CLear which reviewed and independently scored our actions in tackling the damaging effects of tobacco. Overall Leeds scored well in the assessment, but assessors recommended that Leeds signs up to the Local Declaration of Tobacco Control to help focus our work on advocacy issues and provide further impetus in our tobacco control work.
- 4.1.2 A further advantage is that it makes Leeds City Council a member of the Smokefree Action Coalition (SFAC). The SFAC has over 170 local and national organisations and has wide membership among the Royal Colleges, the public health professional bodies, local councils and health charities. Membership of the SFAC gives local council's a national platform to make the case for Central Government action to reduce the level of smoking in support of local authorities.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 This declaration will contribute to a reduction in smoking. Reducing smoking amongst the most disadvantaged in our communities is the single most important means of reducing health inequalities.
- 4.2.2 About half of all smokers in England work in routine and manual occupations. Workers in manual and routine jobs are twice as likely to smoke as those in managerial and professional roles. The poorer and more disadvantaged you are, the more likely you are to smoke and as a result to suffer smoking-related disease. Ill-health caused by smoking is therefore much more common amongst the poorest and most disadvantaged in society. Tackling this will help us meet the commitment to improve the health of the poorest fastest.

4.3 Council policies and City Priorities

- 4.3.1 Reducing smoking prevalence is a key 2014/15 aim within the Best Council Plan objective, 'Supporting communities and tackling poverty' through the priority, 'Supporting healthy lifestyles and getting people active'. It is also one of the key indicators within the Leeds Health and Wellbeing Strategy. The Local Government Declaration of Tobacco Control will contribute towards these and Leeds aspiration to be the best city for health and wellbeing.

4.4 Resources and value for money

- 4.4.1 For every £1 spent on tobacco locally less than 10p stays in the local community. Tackling smoking is one of the key things that Leeds City Council can do to create strong and healthy communities.

4.5 Legal Implications, Access to Information and Call In

- 4.5.1 There are no specific legal implications resulting from signing the declaration

4.6 Risk Management

4.6.1 There are no specific legal implications resulting from signing this declaration

5 Conclusions

5.1 Signing the Declaration is a clear statement of intent that Leeds City Council is serious about tackling the impact of tobacco across the city, which is consistent with the aspirations of the Health and Wellbeing Strategy and the City Priorities. It demonstrates a commitment to taking the appropriate actions to improve the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence. It is an opportunity for the Council leaders to signal to internal and external stakeholders that this is an important issue for Leeds.

5.2 Furthermore, it will help the council raise the profile of the harm caused by smoking to our communities and publicly demonstrate that Leeds is committed to helping smokers quit and to reduce the uptake of smoking by children and young people. It also further builds on our successes and reputation and establishes Leeds as an exemplar in tobacco control.

6 Recommendations

6.1 For the Executive Board to endorse the Local Government Declaration on Tobacco Control

6.2 For the Executive Board to note that the Director of Public Health is responsible for the implementation of the Local Government Declaration on Tobacco Control

7 Background documents¹

7.1 None

8 Further information

ⁱ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/213757/dh_124960.pdf

ⁱⁱ http://www.who.int/fctc/text_download/en/

ⁱⁱⁱ <http://www.smokefreeaction.org.uk/declaration/files/Declaration.pdf>

^{iv} http://www.leeds.gov.uk/docs/JHWS_FINAL_webREV%20ZI.pdf

^v [ASH ready reckoner \(The local cost of smoking\)](#)

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.