

Report of Head of Scrutiny and Member Development

Report to Scrutiny Board (Health and Well-Being and Adult Social Care)

Date: 25 January 2012

Subject: Reducing Smoking – the draft Leeds Tobacco Action Plan (2012 -15)

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 type="checkbox"/> Yes	<input checked="" 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

- The purpose of the report is to present the draft Leeds Tobacco Action Plan (2012 - 15) – attached at Appendix 1. This action plan aims to implement the national tobacco action plan (*Healthy Lives, Healthy People: A Tobacco Control Plan for England*) at a local level in Leeds and reflects the key themes presented in the National Tobacco Action Plan, namely:
 - Stopping the promotion of tobacco
 - Making tobacco less affordable
 - Effective regulation of tobacco products
 - Helping tobacco users to quit
 - Reducing exposure to second-hand smoke
 - Effective communications for tobacco control

National context

- Healthy Lives, Healthy People: a Tobacco Control Plan for England (March 2011) sets out how tobacco control will be delivered in the context of the new public health system, focusing in particular on the action that the Government will take nationally over the next five years to drive down the prevalence of smoking and to support comprehensive tobacco control in local areas. It includes commitments to:
 - implement legislation to end tobacco displays in shops;
 - look at whether the plain packaging of tobacco products could be an effective way to reduce the number of young people who take up smoking and to

support adult smokers who want to quit, and consult on options by the end of the year;

- continue to defend tobacco legislation against legal challenges by the tobacco industry, including legislation to stop tobacco sales from vending machines from October 2011;
- continue to follow a policy of using tax to maintain the high price of tobacco products at levels that impact on smoking prevalence;
- promote effective local enforcement of tobacco legislation, particularly on the age of sale of tobacco;
- encourage more smokers to quit by using the most effective forms of support, through local stop smoking services; and
- publish a three-year marketing strategy for tobacco control.

3. Through the actions described in the national plan, the Government aims to reduce smoking rates faster in the next five years than has been achieved in the past five years. The plan sets out national ambitions to:

- Reduce adult (aged 18 or over) smoking prevalence in England to 18.5 per cent or less by the end of 2015 (from 21.2 per cent), meaning around 210,000 fewer smokers a year.
- Reduce rates of regular smoking among 15 year olds in England to 12 per cent or less (from 15 per cent) by the end of 2015.
- Reduce rates of smoking throughout pregnancy to 11 per cent or less (from 14 per cent) by the end of 2015 (measured at time of giving birth).

Local context

4. A Leeds Tobacco Control Management group is currently working to achieve the commitment and agreement of Leeds city Council (LCC) directorates and partners for actions to be delivered within the plan. The key timescales with regard to the production of the plan are as follows.

- Production of 1st Draft of Strategic Action Plan: January 2012
- Consultation on 1st Draft of Strategic Action Plan: February/March 2012
- Production of final Strategic Action Plan: April 2012
- Strategy and Action Plan approved by Health and Wellbeing Board: April 2012
- Action Plan published and launched: May 2012

5. Presenting the draft Action Plan provides an opportunity for the Scrutiny Board to examine and explore the local issues described, alongside the proposed actions and put forward any appropriate recommendations.

6. The Joint Director of Public Health has been invited to attend the meeting to present the draft action plan and address questions raised by members of the Scrutiny Board. In addition, a representative from West Yorkshire Trading Standards has also been invited to attend the meeting to outline the contribution of Trading Standards in both developing and implementing the action plan.

Recommendations

7. To consider the draft Leeds Tobacco Strategy / Action Plan (2012 -15) and determine any specific comments and/or recommendations in relation to the issues and proposed actions outlined.

Background documents

- Healthy Lives, Healthy People: A Tobacco Control Plan for England (March 2011) available at:
http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_124960.pdf