

Report of Director of Children and Families

Report to Scrutiny Board (Children and Families)

Date: 6th March 2019

Subject: Scrutiny inquiry - is Leeds a child friendly city?



<p>Outcome: Children and young people enjoy healthy lifestyles</p>	<p>Focus areas: Tobacco Fewer children and young people experience poor health as a direct result of smoking or being exposed to tobacco smoke.</p>
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Story behind the baseline and turning the curve story

- Few smokers take up smoking in adulthood, with over two thirds of adult smokers starting before they are legally allowed to purchase tobacco products. We can therefore consider smoking as an addiction that largely starts in childhood.
- Children who live with parents or siblings who smoke are up to 3 times more likely to become smokers themselves than children of non-smoking households. If both parents smoke, children are four times more likely to start smoking. Addressing smoking in the adult population is therefore key to reducing smoking among young people.
- Other factors such as the ease of obtaining cigarettes, smoking by friends and peer group members, socioeconomic status, influence the uptake of smoking in young people. Since 2005, we have delivered actions to normalise being smokefree, prevent the uptake of smoking, support those that want to stop and protect people especially children from the harms of second hand smoke (SHS).
- Smoking in the adult population has fallen from 22.7% in 2012 to below 16.7% in 2017. Smoking amongst young people is currently at an all-time low of 3%.

Summary of the journey

<p>Narrative/key milestones</p>	<p>Early uptake of smoking is associated with higher levels of dependency, a lower chance of quitting, and higher mortality from smoking related diseases. Initiatives that have been delivered to reduce uptake of smoking among young people include:</p> <ul style="list-style-type: none"> • Social Norms Initiative to Prevent Smoking (SNIPS) (2012) was a project to develop and evaluate an intervention with Year 8 pupils using a social norms approach to challenge perceptions of young people and to recognise smokefree as the norm. • ASSIST (2014) was a peer led intervention that targeted Year 8 pupils. Influential pupils were nominated by their peers and trained to become peer educators. This included knowledge about the health, financial and environmental impacts of tobacco use. Educators were then encouraged to have informal conversations
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	<p>with other Year 8 students about the risks of smoking and the benefits of being smoke-free.</p> <ul style="list-style-type: none"> • West Yorkshire Trading Standards (WYTS) have an ongoing programme to tackle underage sales particularly in areas where sales are known to be higher than average. The programme includes retailer education and enforcement activity and has resulted in increased levels of compliance. • Since 2014, Public Health in each of the West Yorkshire authorities have contributed towards an ongoing programme to reduce illicit tobacco. Since the start of the programme the illicit tobacco market share has reduced from 11% to 10%. In contrast the general UK market share increased from 8% to 13% in the same time frame. • In Leeds, around 40% of children and young people are living with a smoker. Children living in the poorest households have the highest levels of exposure. The Smoke Free Homes (SFH) programme was first initiated in 2004, and aims to reduce the exposure of children to SHS and has included: <ul style="list-style-type: none"> - A SFH lesson (2011) to teach primary age pupils what SHS is, how they can protect themselves and discuss SHS with their families. - Interventions (ongoing) to highlight SHS and what mothers can do to protect themselves and their baby (midwives and health visitors). • Take Seven Steps Out (2016), raised awareness of the health risks of children's exposure to SHS. In addition to marketing materials, a cohort of health and child care staff were trained to become smokefree champions and cascade training to other staff. • Smokefree play areas (2016) - following consultations with residents in Leeds, all LCC playgrounds became smokefree areas. The policy was upgraded to a Public Space Protection Order in June 2018 after further public consultation. • National initiatives include: Banning of tobacco sales from vending machines (2011), Ban on smoking in cars carrying children under 18yrs (2015), Standardised packaging for tobacco products (2017).
<p>Performance measures 2011 to 2018</p>	<p>11-15 year olds who smoke regularly (>1 cigarette per week):</p> <ul style="list-style-type: none"> • In England in 2016 (most recent data available), 3% of 11-15 yr olds smoked regularly compared with 5% in 2011. (<i>Smoking, Drinking and Drug Use Among Young People in England</i>) • Leeds has followed a similar downwards trend to England but has made a greater reduction since 2011 (6% to 3%) and now has smoking rates comparable to the national average as shown in the graph below. (<i>Leeds My Health My School Survey</i>)

	<table border="1"> <caption>% young people 11-15 who are regular smokers</caption> <thead> <tr> <th>Year</th> <th>Leeds</th> <th>England</th> </tr> </thead> <tbody> <tr> <td>2011</td> <td>6</td> <td>5</td> </tr> <tr> <td>2012</td> <td>7</td> <td>4</td> </tr> <tr> <td>2013</td> <td>5</td> <td>3</td> </tr> <tr> <td>2014</td> <td>5</td> <td>3</td> </tr> <tr> <td>2015</td> <td>3</td> <td>-</td> </tr> <tr> <td>2016</td> <td>3</td> <td>3</td> </tr> <tr> <td>2017</td> <td>3</td> <td>-</td> </tr> </tbody> </table>	Year	Leeds	England	2011	6	5	2012	7	4	2013	5	3	2014	5	3	2015	3	-	2016	3	3	2017	3	-	
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Additional supporting evidence 2011 to 2018	<ul style="list-style-type: none"> Quarterly performance data from WYTS and stop smoking services Smoking data collected through primary care 																									
Universal	<ul style="list-style-type: none"> Promote the regional Breathe 2025 campaign that aims to see the next generation of children born and raised in a place where smoke free is the norm. Promote and provide support for stopping smoking: campaigns, services (may be accessed by young people) and self-help. Enforcement of smoke free legislation 																									
Vulnerable	<ul style="list-style-type: none"> Deliver actions at a local level, prioritising the most deprived areas of the city, to have the greatest impact on the most vulnerable. For example, since 2011, schemes to support pregnant smokers have been delivered in areas where prevalence is higher and children are more likely to be exposed to SHS; including a scheme to enlist the support of friends and family with stop smoking services and an opt out pathway for stop smoking support. 																									
Children looked after	<ul style="list-style-type: none"> All young people Looked After receive a health needs assessment each year, which may be undertaken by a school nurse or specialist CLA Nurse. This is an opportunity to identify smoking or other issues around healthy choices, and to provide support. 																									
Next stage of our journey																										
Future aspirations	<ul style="list-style-type: none"> To further reduce the levels of regular smokers aged 15 and under To further reduce the prevalence of smoking in pregnancy to ensure more babies have the best start to life To further reduce smoking in the adult population to 13% by 2024 Leeds Tobacco Action Plan (2019-2024) will focus on supporting smokers who wish to stop, prevent the uptake of smoking amongst young people and normalising smoke free living. 																									
Challenges/ barriers	<ul style="list-style-type: none"> Delivering interventions at a large enough scale to successfully reduce prevalence amongst young people and adults 																									
Supporting evidence																										
<ul style="list-style-type: none"> Public Health England – Tobacco Profiles https://fingertips.phe.org.uk/profile/tobacco-control NICE Guidance PH14 Smoking: preventing uptake in children and young people https://www.nice.org.uk/guidance/ph14 																										