

Local Government Declaration on Tobacco Control

Health and Wellbeing Board

Date: 11th September 2013

Author: Acting Director of Public Health

Wards: All

Locality Affected: All

Parishes Affected: All

1. Purpose and Reasons

- 1.1 Every year in England more than 80,000 people die from smoking related diseases. This is more than the combined total of the next six causes of preventable deaths, including alcohol and drugs misuse. Smoking accounts for one third of all deaths from respiratory disease, over one quarter of all deaths from cancer, and about one seventh of all deaths from heart disease. On average a smoker loses 10 years of life.
- 1.2 In Swindon there were on average over 260 smoking related deaths a year (2008 – 2010) which equates to approximately 20% of all deaths of people over 35 years old
- 1.3 Not only does smoking cut lives short it damages local communities and economies. It takes money out of the pockets of those who cannot afford it and causes half the difference in life expectancy between the richest and the poorest. Nationally smoking is the primary reason for the gap in healthy life-expectancy between rich and poor (Fair society healthy lives. The Marmot review. 2010).
- 1.4 The Local Government Declaration on Tobacco Control is a public health led charter endorsed by the Chief Medical Officer Department of Health, Chief Executive Public Health England and the Chief Executive of the Chartered Institute for Environmental Health, which aims to ensure tobacco control is part of mainstream public health work. (see appendix one and two)

2. Recommendations

The Board is recommended to:

- 2.1 Note the content of the Local Government Declaration on Tobacco
- 2.2 Consider how it could be implemented through their respective organisations or communities of interest.
- 2.3 Request Swindon Borough Council Cabinet to sign up to the declaration.
- 2.4 Make a clear commitment to tackle the harmful effects of tobacco

Further information on the subject of this report can be obtained from Cherry Jones, 01793 444681, cherryjones@swindon.gov.uk.

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3. Detail

- 3.1 Smoking continues to be the main cause of preventable disease and early death in the UK. In England alone, over 80,000 deaths per year are due to smoking.
 - 3.2 Nationally smoking is the primary reason for the gap in healthy life-expectancy between rich and poor (Fair society healthy lives. The Marmot review. 2010)
 - 3.3 Smoking kills more people each year than obesity, alcohol, road accidents and illegal drug use put together
 - 3.4 One in every two regular smokers die prematurely as a result of consuming tobacco, and half of them will die before age 70, losing an average 10 years of life. Most die from one of three main diseases associated with smoking: lung cancer, chronic obstructive pulmonary (lung) disease (bronchitis and emphysema) and cardio vascular disease.
 - 3.5 Two-thirds of smokers say they began smoking before age 18, and 9 out of 10 started before the age of 19.
 - 3.6 The illicit trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco
 - 3.7 Children exposed to tobacco smoke are at much greater risk of cot death, meningitis, lung infections and ear disease. Children whose parents or siblings smoke are more likely to smoke themselves.
 - 3.8 Poorer smokers spend five times as much of their weekly household budget on smoking as richer smokers. An adult smoking 20 cigarettes a day would save about £2,300 a year if they did not smoke.
 - 3.9 Although smoking is generally declining, the latest data within the Swindon Joint Strategic Needs Assessment (JSNA) suggests that:
 - 3.9.1 Over 21% of Swindon's adult population still smoke, (slightly higher than the national average of just under 21%).
 - 3.9.2 Smoking prevalence is higher in routine and manual groups in Swindon at nearly 30%.
 - 3.9.3 Smoking rates in some of our less affluent communities is as high as 50%
 - 3.9.4 Of the 2974 maternities in NHS Swindon in 2011/12 14.8% of women were smokers at the time of delivery.
 - 3.9.5 The Child Health Related Behaviour Survey conducted across a number of schools in Swindon appears to show that smoking rates amongst our young people have declined from 28% in 2004 to 11% in 2011
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- 3.10 Smoking poses substantial costs to individuals and to the community.
 - 3.9.1 There were on average over 260 smoking related deaths a year in Swindon (2008 – 2010) which equates to approximately 20% of all deaths of people over 35 years old.
 - 3.9.2 There were over 1400 smoking attributable hospital admissions (per 100,000 population aged 35+) in 2009/10
 - 3.9.3 According to the national Action on Smoking and Health toolkit the annual estimated costs of tobacco for Swindon are £50million
 - 3.9.4 Smokers have, on average, eight more days a year off sick than non-smokers
- 3.11 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.
- 3.12 The declaration acknowledges that as local leaders in public health we welcome the:
 - 3.12.1 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;
 - 3.12.2 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
 - 3.12.3 Endorsement of this declaration by the Department of Health, Public Health England and professional bodies.
- 3.13 Signing the declaration commits a council to:
 - 3.13.1 Reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities.
 - 3.13.2 Develop plans with our partners and local communities to address the causes and impacts of tobacco use, according to our local priorities and secure maximum benefit for our communities
 - 3.13.3 Participate in local and regional networks for support (such as the Smoke Free Action Coalition which Swindon Borough Council is already a member of)

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- 3.13.4 Monitor the progress of our plans against our commitments and publish the results
- 3.14 A reduction in smoking prevalence year on year across the borough would have significant benefits on the local economy by:
 - 3.14.1 Improving people's health and their quality of life particularly in deprived wards
 - 3.14.2 Increasing household income when smokers quit
 - 3.14.3 Improving the life chances of young children by
 - reducing their exposure to second hand smoke
 - denormalising smoking
 - 3.14.4 Reducing the costs of dealing with smoking related fires
 - 3.14.5 Reducing costs related to clearing up cigarette litter
 - 3.14.6 Reducing organised crime linked to the sale of illicit tobacco

4. Alternative Options

- 4.1 Not to support the declaration

5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

- 5.1 The work to support and deliver tobacco control is funded through existing capacity and existing budgets

Legal and Human Rights Implications

- 5.2 Legal and Human rights have been taken fully into account in compiling this report. It is considered that the recommendations within this report are compatible with Convention Rights

All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.3 The contents of this report have positive implications for the health and wellbeing of the people of Swindon.

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The ITF will support the aim of providing people with the right care, in the right place, at the right time, including through a significant expansion of care in community settings and builds on the work we are already doing.

Links to One Swindon, Strategic Objectives, Plans and Policies

- 5.4 Tobacco Control and reducing smoking prevalence will contribute to improving health and wellbeing and reducing health inequalities both of which contribute to One Swindon outcomes and aligns directly with our draft Joint Health And Wellbeing Strategy to improve health and wellbeing and ensure everyone in Swindon lives a healthy, safe, fulfilling and independent life.

Diversity Impact Assessment

- 5.5 A Diversity Impact Assessment (DIA) has not been done as this report does not make any new recommendations that would have a detrimental impact on services

Risk Management

- 5.6 No specific risks identified at this stage

6. Consultees

- 6.1 The Board Director Finance, Revenues, Benefits and Property (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer) are consulted in respect of all reports.

7. Background Papers

- 7.1 None

8. Appendices

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| Appendix One. | The Local Government Declaration on Tobacco Control |
| Appendix Two. | The Local Government Declaration on Tobacco Control - frequently asked questions |