

## ITEM NO: 9(b)

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| <b>Report to:</b>  | <b>HEALTH AND WELLBEING BOARD</b>  |
| <b>Date:</b>   | 9 October 2014   |
| <b>Executive Member / Reporting Officer:</b>                             | Councillor Lynn Travis – Executive Member (Health and Neighbourhoods)<br>Angela Hardman - Director of Public Health  |
| <b>Subject:</b>  | <b>NHS STATEMENT OF SUPPORT FOR TOBACCO CONTROL</b>  |
| <b>Report Summary:</b>   | Tobacco use is the single biggest preventable cause of ill health in England, and in Tameside. Tobacco is the biggest modifiable factor in the high rates of premature death and cardiovascular disease in Tameside.   |
| <b>Recommendations:</b>  | <ol style="list-style-type: none"><li>1. The Health and Wellbeing Board endorses the attached NHS Statement of Support for Tobacco Control.</li><li>2. NHS partners consider adoption of the Statement.</li><li>3. The Health and Wellbeing Board considers scheduling a public signing of the local Statements for next meeting in December 2014.</li></ol> |
| <b>Links to Sustainable Community Strategy:</b>                          | Preventing children from starting to smoke, and helping smokers to quit are priorities in the Tameside Joint Health and Wellbeing Strategy 2013-16.  |
| <b>Policy Implications:</b>  | The declaration is consistent with the Principles, values, rights and pledges of the NHS Constitution, particularly the following Value: Improving Lives - We strive to improve health and wellbeing, and poses no risk to delivery of the Constitution.   |
| <b>Financial Implications:<br/>(Authorised by the Borough Treasurer)</b> | All associated expenditure will be financed within the available funding envelope of Public Health which is £12.600m in 2014/2015 and £13,463m in 2015/16.   |
| <b>Legal Implications:<br/>(Authorised by the Borough Solicitor)</b>     | Adoption of the declaration is in line with the strategic priorities of the Board to deliver improved outcomes for health and reduce health inequalities.  |
| <b>Access to Information :</b>   | The background papers relating to this report can be inspected by contacting Gideon Smith, Consultant in Public Health Medicine.   |



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## 1. BACKGROUND

- 1.1 Tobacco use is the single biggest preventable cause of ill health in England, and in Tameside. Tobacco is the biggest modifiable factor in the high rates of premature death and cardiovascular disease in Tameside.
- 1.2 We have higher rates of tobacco use in Tameside than the regional and England average. We have particularly high prevalence among pregnant women.
- 1.3 As well as smoking cigarettes, which remains the commonest form of tobacco use, new and emerging methods of taking tobacco, such as shisha water pipes, appear to be gaining popularity in Tameside especially among young people.
- 1.4 In order to provide a healthy environment for all the members of our communities to live in, a healthy atmosphere for our children to grow up in, and supportive environment to enable people to make positive changes to their lifestyles we need to work effectively together to deliver a multi-pronged attack on the health threat that tobacco poses.
- 1.5 Preventing children from starting to smoke, and helping smokers to quit are priorities in the Tameside Joint Health and Wellbeing Strategy 2013-16.

## 2. NHS STATEMENT OF SUPPORT FOR TOBACCO CONTROL

- 2.1 The NHS Statement of Support for Tobacco Control commits NHS organisations to:
  - Actively support local work to reduce smoking prevalence and health inequalities;
  - Develop plans with partners and local communities;
  - Play a role in tackling smoking through appropriate interventions such as 'Make Every Contact Count';
  - Protect tobacco control work from the commercial and vested interests of the tobacco industry;
  - Support Government action at national level;
  - Participate in local and regional networks for support; and
  - Join the Smokefree Action Coalition (SFAC) <http://www.smokefreeaction.org.uk>
- 2.2 The full Statement is included at **Appendix 1**.
- 2.3 The Statement has been developed to sit alongside the Local Government declaration on Tobacco Control.
- 2.4 Councillor Nick Forbes, Leader of the Newcastle City Council, wrote to all Council Leaders in 2013 inviting them to adopt a renewed commitment to tobacco control initiated by Newcastle.
- 2.5 A parliamentary launch of the Local Government Declaration on Tobacco Control by All Party Parliamentary Group on Smoking and Health was held in December 2013.
- 2.6 Tameside Health and Wellbeing Board endorsed the Declaration in November 2013, and it was adopted by Tameside Council in March 2014.

## 3. ADOPTION OF THE STATEMENT BY LOCAL NHS TRUSTS

- 3.1 The Chief Executives of Newcastle upon Tyne Hospitals, Taunton and Somerset, and North Tees and Hartlepool NHS Foundation Trusts wrote to all NHS Trusts in August 2104 with

details of the Statement, confirming their intention to sign, noting the role of NHS Trusts in tobacco control, and encouraging their organisation to sign.

- 3.2 Action on Smoking and Health (ASH) have also written to all Clinical Commissioning Groups, Directors of Public Health, and NHS Trusts asking them to support the Statement.
- 3.3 The Statement is intended to be co-signed by the NHS organisation, Chair of the local Health and Wellbeing Board and the local Director of Public Health.
- 3.4 It is suggested that local NHS organisation agree to adopt the Statement in the coming weeks with a view to a public sign off at the Health and Wellbeing Board in December.

#### **4. RECOMMENDATIONS**

- 4.1 Recommendations as on the front cover of this report.

# NHS Statement of Support for 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.

**We welcome the:**

- Commitment from 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;
- Opportunity to support partnership working with local government as part of delivering local tobacco control in line with NICE guidance;
- Endorsement of this statement by central government, Public Health England, NHS England and others.

We, ....., commit from the date ..... to:

- Continue to actively support work 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;
- 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;
- Work with our partners and local communities to address the causes and impacts of tobacco use, according to NICE guidance on smoking and tobacco control;
- Play our role in tackling smoking through appropriate interventions such as 'Make Every Contact Count';
- Protect our 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;
- Support the government in taking action at national level to help local authorities reduce smoking prevalence and health inequalities in our communities; and
- Participate in local and regional networks for support.

**Signatories**



Local NHS leader



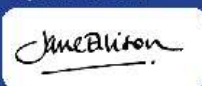
Chair of the Health and Wellbeing Board



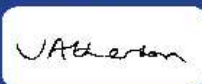
Director of Public Health

**Endorsed by**

Jane Ellison,  
Public Health Minister,  
Department of Health



Dr Janet Atherton,  
President, Association of Directors  
of Public Health



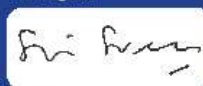
Duncan Selbie,  
Chief Executive,  
Public Health England



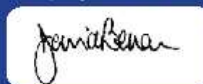
Professor John Ashton CBE,  
President,  
UK Faculty of Public Health



Simon Stevens,  
Chief Executive,  
NHS England



David Behan,  
Chief Executive,  
Care Quality Commission



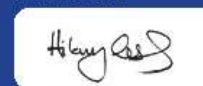
Sir Richard Thompson,  
President,  
Royal College of Physicians



Baroness Hollins,  
Chair,  
BMA Board of Science



Dr Hilary Cass, President,  
Royal College of Paediatrics  
and Child Health



Dr Maureen Baker,  
Chair, Royal College of General  
Practitioners

