

BARNSELY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the council's definition and has been included in the relevant Forward Plan

Report of the Director of Public Health (Acting)

THE LOCAL GOVERNMENT DECLARATION ON TOBACCO CONTROL

1. Purpose of report

- 1.1 The purpose of the report is to provide Cabinet with background information about the Local Government Declaration on Tobacco Control and set out why Barnsley should consider signing the declaration.
- 1.2 The report also presents the new Terms of Reference for the Barnsley Tobacco Control Alliance soon to be re-launched with new membership.

2. Recommendations

- 2.1 **The signing of the Local Government Declaration on Tobacco Control is approved.**
- 2.2 **Approval is given to the re-launch of the Barnsley Tobacco Control Alliance with new Terms of Reference.**

3. Introduction

- 3.1 Tobacco use is the single biggest preventable cause of ill health in England and in Barnsley. Smoking and tobacco use is the biggest modifiable factor in the high rates of premature death and for cardiovascular disease (heart disease and stroke) in Barnsley.
- 3.2 We have higher rates of tobacco use in Barnsley than the regional and England average. The high numbers of women who continue to smoke during pregnancy is of considerable concern.
- 3.3 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 and electronic or e-cigarettes appear to be gaining popularity especially among young people.
- 3.4 E-cigarettes are battery powered products designed to replicate smoking behaviour without the use of tobacco. Some look like conventional cigarettes, while others appear more like an electronic device. They consist of a cartridge containing liquid nicotine, flavour and other chemicals that is turned into a vapour which is inhaled by the user. E-cigarettes are being marketed as a way of helping smokers quit the habit but there is a lack of research evidence to say that they are safe or effective for this purpose. The British Medical Association agrees that e-cigarettes should be included in the ban on smoking in public places as they directly undermine the effects and intentions of existing legislation.

3.5 The Framework Convention on Tobacco Control (FCTC) 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 United Kingdom. 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 smoking cessation
- Tackle illicit trade in tobacco products
- End sales to children

Article 5.3 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.

The FCTC is binding on all levels of Government, including local government.

3.6 The Local Government Declaration on Tobacco Control (Appendix 1) is a cross-party response to the enormous and on-going damage smoking does to our communities. It is a commitment to take action and a statement about a local authority's dedication to protecting local communities from the harm caused by smoking. It is also an opportunity for local leadership. At the time of writing the Declaration has been signed off by the following councils:

- Newcastle City Council
- Manchester City Council
- Salford City Council
- Warwickshire County Council
- St Helens Metropolitan Borough Council
- Liverpool City Council
- Swindon Borough Council
- Bath and North East Somerset Council
- Bristol County Council

There is a strong cross-party consensus on tobacco control with every major party signed up to a comprehensive approach to reduce smoking. Everything contained in the Declaration has previously been committed to at a national level by all political parties. The Declaration is also strongly supported by the wider public health community including the Association of Directors of Public Health, Chartered Institute of Environmental Health, Trading Standards Association as well as Public Health England, the Public Health Minister and the Chief Medical Officer.

3.7 Following the transfer of public health to the Council in April 2013, the Director of Public Health (Acting) commissioned an independent peer review of the Barnsley tobacco control agenda using the CLeaR Model Assessment for Excellence in Local Tobacco Control. The review highlighted a number of strengths but also areas of improvement including the need to revitalise the Barnsley Tobacco Alliance and strengthen leadership of the tobacco control agenda in a number of

important areas including vision and leadership, planning, partnership, innovation and learning, prevention, compliance and communications. The Terms of Reference and membership of the Barnsley Tobacco Alliance have since been revised. The new Terms of Reference can be found at Appendix 2.

- 3.9 Endorsing the Local Government Declaration on Tobacco Control through full Council will be a clear indication of commitment and intent and greatly help to widen elected Member engagement.

4. Consideration of alternative approaches

- 4.1 The Framework Convention on Tobacco Control is binding on local government and so, strictly speaking, there is no requirement for the Council to explicitly sign up to the Declaration. Signing the Declaration will show strong leadership on one of the most important public health issues affecting local people and the Council's on-going commitment to prioritise health inequalities which is an outcome in the Corporate Plan.
- 4.2 With the changes to the NHS and public health system arising from the Health and Social Care Act 2012 it is timely to review the Terms of Reference and membership of the Barnsley Tobacco Alliance and re-launch the group.
- 4.3 CLear is an improvement model which provides local government and its partners with a structured evidence-based approach to achieving excellence in local tobacco control. The model comprises a self-assessment questionnaire, backed by an assessment visit from a team of expert and peer assessors. The process is robust as a benchmarking exercise for the Barnsley Tobacco Alliance and provides an evidence base for further action.

5. Proposal and justification

- 5.1 In Barnsley 25.6% adults smoke compared with the national average of 20%. Life expectancy could be dramatically increased and lives saved if smoking prevalence was reduced.
- 5.2 Signing the Declaration commits the Council to:
- Reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities
 - 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
 - Participate in local and regional networks for support
 - Monitor the progress of our plans against our commitments and publish the results
 - Join the Smoke Free Coalition

A reduction in smoking prevalence year on year across the borough will have significant benefits on the local economy and deliver the following outcomes:

- Improving people's health and their quality of life particularly in disadvantaged communities where smoking prevalence is higher
- Increasing household income when smokers quit

- Improving the life chances of infants and children by reducing their exposure to second hand smoke
- Reducing the costs of dealing with smoking-related fires
- Reducing costs related to cleaning up cigarette litter
- Reducing organised crime linked to the sale of illicit tobacco

5.3 The re-vitalised Barnsley Tobacco Alliance will be responsible for the development, implementation and performance monitoring of a new Tobacco Control Strategy for Barnsley in line with the six strands of comprehensive tobacco control outlined in the Tobacco Control Plan for England 2011:

- 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 communication for tobacco control.

6. Implications for local people / service users

6.1 Local people will be protected from smoking related harm and supported to quit smoking

7. Financial implications

7.1 There are no financial implications from this report. All associated costs with the management of the Tobacco Control Alliance will be absorbed by Public Health and funded by the ring-fenced Public Health Grant.

8. Employee implications

8.1 None

9. Communications implications

9.1 The signing of the Declaration will need to be published on the Council's website and communicated to all partners

10. Consultations

Members of the Smoke Free Barnsley Tobacco Alliance
 Public Health Directorate
 Children, Young People and Families Directorate
 Adult and Communities Directorate
 Development, Environment and Culture Directorate
 Finance
 Legal and Governance
 NHS Barnsley Clinical Commissioning Group

11. Community Strategy and the Council's Performance Management Framework

- 11.1 The report is fully compliant with and supports the Corporate Performance Management Framework and outcome 12 – health inequalities

12. Tackling health inequalities

- 12.1 Smoking is the biggest cause of health inequalities in the Borough. Work on this area will help to reduce health inequalities and support our ambition to close the gap in life expectancy .

13. Risk management issues

- 13.1 None

14. Health & safety issues

- 14.1 The use of e-cigarettes has been included in the refresh of the Council's Smoking in the Workplace Policy already approved.

15. Compatibility with the European Convention on Human Rights

- 15.1 The recommendations in the report are fully compatible

16. Promoting equality & diversity and social inclusion

- 16.1 The recommendations in the report will help to reduce health inequalities and promote social inclusion

17. Reduction of crime & disorder

- 17.1 Support to the work to reduce distribution of and access to illicit tobacco and the illegal selling of tobacco products to children

18. List of appendices

Appendix 1. Local Government Declaration on Tobacco Control
Appendix 2. Terms of Reference for Barnsley Tobacco Control Alliance

19. Background Papers

CLear Model of Assessment for Excellence in Tobacco Control for Barnsley dated 26th September 2013. The report is available by contacting the Public Health Department or by email to catherinehuby@barnsley.gov.uk

Officer Contact: Carl Hickman Tel No. 773971 Date: 22 January 2014

Financial Implications /
Consultation
(To be signed by senior Financial Services officer
where no financial implications)

Local Government Declaration on 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.

As local leaders in public health we welcome the:

- 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;
- 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
- Endorsement of the this declaration by the Department of Health, Public Health England and professional bodies.

We commit our Council from this date to:

- Act 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;
- Develop plans with our partners and local communities to address the causes and impacts of tobacco use;
- Participate in regional and national networks for support;
- Support the government in taking action at national level to help local authorities reduce smoking prevalence and health inequalities in our communities;
- Protect our tobacco control work from the commercial and vested interests of the tobacco industry by not accepting and partnerships, payments, gifts and services, monetary or in kind or research funding offered by the tobacco industry to officials or employees;
- Monitor the progress of our plan against our commitments and publish the results; and

- Publicly declare our commitment to reducing smoking in our communities by joining the Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.

Signatories

Sir Stephen Houghton CBE
Leader of Council

Diana Terris
Chief Executive

Sharon Stoltz
Director of Public Health
(Acting)

BARNSELEY TOBACCO CONTROL ALLIANCE

TERMS OF REFERENCE

1. Purpose of the Alliance

Barnsley's Tobacco Control Alliance will contribute to the improvement of the health, environmental and economic status of people living and working in the borough through co-ordinated, effective and sustained action against tobacco by organisations and individuals working in partnership.

2. Membership

2.1 The Tobacco Control Alliance will consist of the following members:

Cabinet Spokesperson for Public Health
Director of Public Health
Public Health lead for Tobacco
Head of Regulatory Services
Children, Young People and Families representative (s)
Adult and Communities representative (s)
Community Pharmacist
South West Yorkshire Partnership NHS Foundation Trust
Barnsley Hospital NHS Foundation Trust
NHS Barnsley Clinical Commissioning Group
South Yorkshire Fire Services Authority
Public Health Communications lead

2.2 The Cabinet Spokesperson for Public Health will chair the Tobacco Control Alliance or the Director of Public Health in their absence

2.3 Members of the Alliance will have nominated deputies to attend in their absence.

3. Attendance at meetings

3.1 Other members of staff will attend the Alliance by invitation as and when required.

4. Frequency of meeting

The Barnsley Tobacco Control Alliance will meet quarterly for two hours. Additional meetings may be called with the agreement of the Chair.

Sub-groups of the Alliance may be established to work on specific initiatives. The intention is for these to be task focused and time limited.

5. Aims

5.1 To develop, implement and monitor the Barnsley Tobacco Control Strategy and Action Plans

5.2 To ensure tobacco control work contributes to reductions in health inequalities in Barnsley

6. Duties

6.1 Develop the strategy for tobacco control in Barnsley

6.2 To provide strategic leadership and drive for the tobacco control agenda in Barnsley

6.3 To monitor performance of activities against targets set out in the action plan

6.4 To publicise the work of the Alliance and influence locally, regionally and nationally for support for the tobacco control agenda

6.5 To recognise and celebrate achievements

6.6 To promote and co-ordinate joint and partnership working for tobacco control wherever possible

6.7 Ensure action plans are based on evidence and cost effectiveness learning from best practice locally and from other areas

6.8 Developing and evaluating innovative ways of working with a focus on continuous service improvement

7. Reporting arrangements

7.1 The Barnsley Tobacco Alliance will report to the Health and Wellbeing Board to highlight the work of the Alliance

8. Administrative Arrangements

8.1 Administration will be provided by the Public Health Team Barnsley Council. The secretary to the meeting will be responsible for:

- Attending to take minutes of the meeting
- Keeping a record of matters arising and issues to be carried forward
- Liaising with the Chair of the Meeting and to agree the agenda
- Collating papers for meetings, circulating them 5 working days before the meeting
- Ensuring that future meeting dates are notified on the Council's website
- Ensuring that the minutes and meeting papers are filed on the Council's website

9. Review

Terms of Reference will normally be reviewed annually

Date of Review: January 2015.

