



HEALTH AND WELLBEING BOARD: 5 DECEMBER 2013

REPORT OF THE DIRECTOR OF PUBLIC HEALTH

THE LOCAL GOVERNMENT DECLARATION ON TOBACCO CONTROL

Purpose

1. The purpose of this report is to seek the approval of the Health and Wellbeing Board to sign up to the Local Government declaration on Tobacco Control.

Background

2. The leader of Newcastle City Council proposed a declaration on tobacco control in April 2013 when the public health function moved into Local Government. This commits councils to taking comprehensive action to address the harm caused by cigarette smoking and other tobacco use. A copy of the declaration is appended to this report.

Local Government Declaration on Tobacco Control

3. 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.
 - Participate in local and regional networks for support (such as Tobacco Free Leicestershire and Rutland).
 - Protect tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships, payments, gifts and services offered by the tobacco industry.
 - Monitor the progress of our plans against our commitments and publish the results.
 - Join the Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.
4. The declaration has been endorsed by a number of leading figures and authorities:
 - Minister for Public Health
 - Chief Medical Officer
 - Public Health England
 - Association of Directors of Public Health
 - Faculty of Public Health
 - Trading Standards Institute
 - Chartered Institute of Environmental Health
5. Within Leicestershire, smoking remains the largest single cause of preventable ill health and death in our communities. Reducing the prevalence of tobacco smoking is

a key priority in Leicestershire's Health and Wellbeing Strategy. Although smoking prevalence in Leicestershire is below the national average (19% and 21% respectively) there are still close to 100,000 smokers in Leicestershire. Half of those can expect to die of a smoking related illness.

6. Local action on tobacco control is co-ordinated through the Tobacco-free Leicestershire and Rutland (TLR), which is accountable to the Staying Healthy Board. TLR is already signed up as a member of the Smokefree Action Coalition and has developed productive alliances with tobacco control partnerships in Leicester City and across the East Midlands.

Expected benefits

7. By signing up the declaration and reducing smoking prevalence we would expect to see significant improvements in Leicestershire's health and economy:
 - Improvements in people's health and quality of life
 - Increasing household incomes when smokers quit
 - Improving the life chances of young children by reducing their exposure to second hand smoke
 - Reducing the costs of dealing with smoking related household fires
 - Reducing the costs related to cigarette litter
 - Reducing organised crime linked to the sale of illicit tobacco
 - Reducing the costs of social care and productivity lost to sickness absence.
8. Due to the work of Tobacco Free Leicestershire and Rutland (TLR) we are well placed to respond to the requirements of the declaration.

Recommendations

9. The Health and Wellbeing Board is asked to:
 - Approve Leicestershire County Council signing up to the local government declaration;
 - Consider how the principles of the declaration could be developed and promoted more widely in its respective organisations.

Officers to Contact

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