

Report to:	COUNCIL
Relevant Officer:	Dr Arif Rajpura, Director of Public Health
Relevant Cabinet Member:	Councillor Eddie Collett, Cabinet Member for Public Health
Date of Decision:	11 March 2015

LOCAL GOVERNMENT DECLARATION ON TOBACCO CONTROL

1.0 Purpose of the report:

- 1.1 To consider the Executive's recommendation that the Council signs up to the Local Government Declaration on Tobacco Control.

2.0 Recommendation(s):

- 2.1 To endorse the Local Government Declaration on Tobacco Control.
- 2.2 To sign up to the Local Government Declaration on Tobacco Control.

3.0 Reasons for recommendation(s):

- 3.1 By endorsing and signing up to the Local Government Declaration on Tobacco Control the Council will:

- demonstrate Blackpool Council's commitment to the:
 - World Health Organisation Framework Convention on Tobacco Control
 - Tobacco Control Plan for England and;
 - Blackpool Tobacco Control Strategy
- protect local health policy from the tobacco industry
- provide strong leadership on tobacco issues within the Council

- 3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

- 3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

The alternative option is not to endorse the Local Government Declaration on Tobacco Control.

4.0 Council Priority:

4.1 The relevant Council Priority is:

“Improve health and well-being especially for the most disadvantaged “

5.0 Background Information

5.1 Background

Smoking is associated with a range of illnesses and is the primary preventable cause of ill health and premature death. Each year, there are over 403 smoking related deaths (around a quarter of all deaths in Blackpool every year) and 2,125 smoking related hospital admissions in Blackpool. Annual costs to Blackpool's health service associated with smoking-related illness are estimated to exceed £7m each year with an additional £744,000 as a result of secondhand smoke.

Whilst figures in other areas of England have seen reductions in the numbers of adults who smoke, in Blackpool the figures have remained static over the last few years at around 29.5% of the adult population smoking as compared to the England average at 20%. Smoking rates in the most deprived communities in Blackpool remain disproportionately high.

Tobacco control remains central to achieving Blackpool Council's Vision and Priorities, as well as to meeting the Council's international obligations such as the World Health Organisation's Framework Convention for Tobacco Control. For Blackpool to become a more successful town, with opportunities for everyone to flourish, everyone needs to remove the burden of ill health, which tobacco contributes significantly to.

Blackpool Council is committed to tackling tobacco related harm through its Tobacco Strategy 2014-2016. This Strategy has been developed with input from the Blackpool Tobacco Alliance, which includes partners from Lancashire Fire and Rescue, North West Ambulance, Blackpool Clinical Commissioning Group and Blackpool Teaching Hospitals and sets out the next steps on Blackpool's journey to becoming tobacco-free. The strategy and associated action plan has been endorsed by Blackpool's Health and Wellbeing board.

5.2 The Declaration

The Local Government Declaration on Tobacco Control is a statement of a Council's commitment to ensure tobacco control is part of mainstream public health work and

commits Councils to taking comprehensive action to address the harm from smoking.

The Declaration commits Councils to:

- Reduce smoking prevalence and health inequalities
- Develop plans with partners and local communities
- Participate in local and regional networks
- Support Government action at national level
- Protect tobacco control work from the commercial and vested interests of the tobacco industry
- Monitor the progress of their plans
- Join the Smokefree Action Coalition

5.3 Key reasons for signing up to the declaration

The Local Government Declaration on Tobacco Control is a national response to the enormous and on-going damage smoking does to the health of Blackpool's communities. It has been developed to provide a very visible opportunity for local government to:

- Publicly acknowledge the significant challenge facing Blackpool
- Voluntarily demonstrate a commitment to lead local action to tackle smoking
- Secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence
- Publish a statement of declaration to protecting local communities from the harm caused by smoking.

The key reasons for signing up to the Local Government Declaration on Tobacco Control are:

1. To demonstrate Council commitments to the World Health Organisation Framework Convention on Tobacco Control and the Tobacco Control Plan for England

Under the World Health Organisation Framework Convention on Tobacco Control, to which the UK is a signatory, countries have pledged to protect health policy from the commercial interests of the tobacco industry. Local authorities are also subject to this treaty. By signing the Declaration, Blackpool Council will demonstrate commitment to a comprehensive local approach.

2. To protect local health policy from the tobacco industry

Tobacco companies have a long record of attempting to influence council policies. For example, in England they have sponsored schools and museums, paid for industry branded smoking shelters on Council property and used subsidiaries to arrange

meetings with members and officers on local harm reduction policies. Signing the Declaration allows the Council to send a clear signal to the public, health professionals and the industry itself that local health policy will not be influenced by the vested interests of the industry.

3. To provide strong leadership on tobacco issues within the Council

Signing the declaration demonstrates a strong corporate and political commitment by the Council as a whole to make tackling the harm from smoking a priority. This is particularly important as tobacco remains the biggest cause of premature death and contributes to half the difference in life expectancy between the rich and poor.

5.4 Does the information submitted include any exempt information?

No

5.5 **List of Appendices:**

Appendix 7(a) – Executive Decision Notice EX/12

6.0 **Legal considerations:**

6.1 No implications identified

7.0 **Human Resources considerations:**

7.1 None specific. Any new initiatives would be considered as part of operational budgets or subject to separate proposals to be considered.

8.0 **Equalities considerations:**

8.1 No implications identified

9.0 **Financial considerations:**

9.1 None specific. Any new initiatives would be considered as part of operational budgets or subject to separate proposals to be considered.

10.0 **Risk management considerations:**

10.1 No implications identified.

11.0 **Ethical considerations:**

11.1 Signing the declaration would support the Council's core values, morals and beliefs

12.0 Internal/ External Consultation undertaken:

12.1 Not applicable

13.0 Background papers:

13.1 Blackpool Tobacco Control Strategy