

## **SLOUGH BOROUGH COUNCIL**

**REPORT TO:** Slough Wellbeing Board    **DATE:** 23 September 2015

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**WARD(S):** All

### **PART I** **FOR DECISION**

## **LOCAL GOVERNMENT DECLARATION ON TOBACCO CONTROL**

### **1. Purpose of Report**

1.1 The purpose of this report is to seek the approval of the Wellbeing Board of Slough Borough Council to signing up to the Local Government Declaration on Tobacco Control.

### **2. Recommendation(s)/Proposed Action**

2.1 Slough Wellbeing Board is asked to:

- a) Consider the content of the Local Government Declaration on Tobacco Control;
- b) Request the Leader of the Council, Chief Executive and Assistant Director of Public Health to sign the Local Government Declaration on Tobacco Control on behalf of Slough Borough Council; and
- c) Consider how the principles of the Declaration could be developed and promoted more widely across council and amongst each of the Wellbeing Board's respective organisations.

### **3. The Slough Joint Wellbeing Strategy, the JSNA and the Council's Five Year Plan**

#### **3(a) Joint Wellbeing Strategy priorities**

Signing up to the Declaration would support specific delivery against each of the following Joint Wellbeing Strategy priorities:

**Health** - Reducing inequalities and reducing the prevalence of tobacco smoking will help our communities live longer in good health and protect the unborn from the harms of smoking on their birth weight and development.

**Economy and skills** - When people stop smoking they tend to spend their tobacco money on other things predominantly in the local economy. It has been estimated that helping people quit smoking creates local jobs cheaper and faster than traditional economic regeneration methods. In addition there are additional benefits to the local economy by tackling the sale of illicit tobacco.

#### **3(b) Joint Strategic Needs Assessment (JSNA)**

- 1) In Slough, around 22% of adults aged over 16 were estimated to still smoke in (2014), this equates to approximately 22,850 people. Of these 10.48% of all pregnant women continued to smoke up to delivery and many more continue afterwards (2013/14 – 2014/15).
- 2) The effect of second hand smoke on unborn babies and young children is especially harmful. Slough's rates of low birth weight in babies who have been born at term was 4.0 per 1000 live births i.e. it was above the England average (in 2011-2013).of 2.8 per 1000 live births.
- 3) The poorest are twice as likely to smoke as the richest. Poorer smokers spend 5 times as much of their weekly household budget on smoking than richer smokers. A household where two adults smoke a pack a day each could save over £5,000 per year if they quit.
- 4) The estimated cost of smoking to society in Slough in 2014 was £40.3 million<sup>1</sup>.
- 5) Early deaths from smoking related diseases result in 375 years of total lost productivity and cost the local economy £9m.
- 6) Smoking related breaks cost businesses across Slough £20.8m annually.
- 7) Lost productivity to local businesses is estimated at 35,796 sick days costing £3m.
- 8) Current and ex-smokers who require care in later life as a result of smoking-related illnesses cost society an estimated £2.2m per annum across Slough.
- 9) Smoking related disease costs the NHS a further £4.5 million a year in Slough.
- 10) The latest tobacco control profiles (for 2015) estimate that 1,436 people are admitted per 100,000 for smoking attributable diseases at a cost per head of £34.50.
- 11) Children of smokers are almost twice as likely to be admitted to hospital with breathing problems as those who live in a smoke free home. Current estimates of respiratory admissions for children *are* about 25 admissions per month for acute upper and lower respiratory diseases and bronchiolitis.<sup>2</sup>
- 12) Each year there are around 5 smoking related fires costing the economy £637,000 a year.
- 13) The vast majority of cigarette filters are non biodegradable and 84m filtered cigarettes (including roll ups) result in approximately 16 tonnes of waste each year.
- 14) From April 2014 to March 2015, the council's Trading Standards team seized the following items of illegal tobacco products:
  - 1,935 packs of cigarettes
  - 1,728 packs of hand rolling tobacco
  - 1,886 pouches of chewing tobacco
  - 110 packs of tobacco shisha
- 15) All items were either smuggled or counterfeit tobacco products, being sold at discount prices. Counterfeit and smuggled cigarettes have no fire inhibitors in their papers, which has been evidenced as contributing to house fires. Local enforcement action resulted in three written warnings, two simple cautions and four prosecutions (one currently ongoing) – total fines of £7,700 and total costs awarded of £2,661.
- 16) Trading standards have also carried out a concerted educational campaign to guide all SBC traders through the new Tobacco Display Regulations (which commenced on the 1st April 2015 and found compliance to be very high (90+%) and have adopted the Chartered Institute of Trading Standards Stance on engagement with the tobacco industry
- 17) Guidance has been sent to all shisha premises in the borough to make them aware of the law and this will be followed with visits from partner agencies<sup>3</sup>.

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<sup>1</sup> ASH ready reckoner August 2015

<sup>2</sup> Better Care Fund

<sup>3</sup> There are 5 known shisha premises in Slough. All of these premises have been given detailed advice and support by the council's Food Safety Team, including site visits to advise on compliance and health risks. The Food and Safety team have also carried out a series of late night shisha visits

- 18) Press releases concerning the upcoming changes to the law in respect of the age limit of 18 on the sale of E-cigarettes will also be distributed.
- 19) Trading Standards log all intelligence relating to the supply of smuggled and illicit tobacco onto a national intelligence database and contribute to the South East England Tobacco Focus Group.

### **3(c) Five Year Plan Outcomes**

Reducing inequality, supporting the most vulnerable and enabling people to help themselves are threads that run through each of the challenges and opportunities identified in the council's Five Year Plan (2015 – 2019). Signing up to the Declaration will support specific delivery against each of the following Five Year Plan outcomes:

- 4 – Slough will be one of the safest places in the Thames Valley
- 5 - Children and young people will be healthy, resilient and have positive life chances.
- 6 - More people take responsibility and manage their own health care and support needs.

### **4. Other implications**

- (a) Financial - There are no specific implications in this report. The proposed action plan (to support the strategy) and any new activities required will be delivered within existing resources. Any new investment that is required will be assessed within the value for money context and a business case drawn up and approved before any financial commitments are made. Applications for specialist grant funding for regulatory enforcement activities will be made to help offset delivery costs where appropriate and necessary.
- (b) Legal – ASH has reviewed the health impact of being exposed to second hand smoke in cars and policy options to tackle the problem. The health risks of exposure to second hand smoke are well established and in the UK it has been against the law to smoke in vehicles used for work since July 2007.  
The Children and Families Act 2014 gave the Secretary of State for Health the power to legislate against smoking in private vehicles when children are present. Regulations were approved in February 2015 and the law will enter into force on 1st October 2015.
- (c) Risk Management - Slough's health statistics show high prevalence of smoking and without support these health statistics may increase.
- (d) Human Rights Act and Other Legal Implications - There are no specific implications in this report.

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jointly with the Licensing team and police to check on compliance and enforcement where necessary. This recently resulted in two arrests and the closure of two non complaint premises. The food and safety team have also consulted with Chartered Institute of Environmental Health on which areas of the law are open to abuse (and which are currently being exploited in Slough) and are undertaking carbon monoxide monitoring in a number of shisha premises in order to assess the health risks to employees from poorly ventilated premises.

- (e) Equalities Impact Assessment (EIA) – An EIA has not been undertaken but Slough has some of the lowest life expectancy statistics in the country. Much of this is a result of lifestyles including high levels of smoking.
- (f) Workforce – The cost to the local economy as a result of the number of days lost to sickness related to smoking in Slough is £3m.

## **5. Supporting information**

- 5.1 Tobacco is the single greatest cause of death and disability in our communities and kills more people than the next 6 causes of premature death combined. Smoking is also the greatest cause of health inequalities. Smoking at any age has serious negative consequences for people's health with one in two life-long smokers dying early. In the UK, smoking in pregnancy causes up to 5,000 miscarriages, 300 peri-natal deaths and around 2,200 premature births each year.<sup>4</sup>
- 5.2 National Institute of Clinical Excellence (NICE) guidance states that stopping smoking at about aged 30 leads to a gain of almost 10 years of life expectancy, while stopping at age 60 still yields a 3 year gain in life expectancy. Even after the onset of life-threatening disease there are rapid benefits from quitting: People who quit smoking after having a heart attack reduce their chances of having another heart attack by 50 percent. Smoking cessation is therefore the most effective intervention for reducing health inequalities as a cause of modifiable disease.
- 5.3 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 that results from smoking and other tobacco use. Since it was launched in May 2013, over 80 councils across the country have signed the Declaration. A copy of the declaration and the guidance that has been produced for local authorities are appended to this report.
- 5.4 Signing the Declaration commits the council 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 our plans
  - Join the Smokefree Action Coalition (SFAC), the alliance of organisations working to reduce the harm caused by tobacco.
- 5.5 The Declaration has been endorsed by a number of leading figures and authorities:
  - Public Health Minister

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<sup>4</sup> (RCP, 2010)

- Chief Medical Officer
- Public Health England
- NHS England
- Association of Directors of Public Health
- UK Faculty of Public Health
- Trading Standards Institute
- Chartered Institute of Environmental Health
- Care Quality Commission
- Royal College of Physicians
- BMA Board of Science
- Royal College of Paediatrics and Child Health
- Royal College of General Practitioners

5.6 By signing up the Declaration and reducing smoking prevalence the council could expect to see the following improvements in Slough (and its workforce's) health and economy:

- Improvements in people's health and quality of life
- Increasing household incomes when smokers quit
- Increasing the disposable income of local populations
- 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
- Saving money for local health and social care service providers.

## 6. **Comments of Other Committees / Priority Delivery Groups (PDGs)**

6.1 There are no comments from other committees.

## 7. **Conclusions**

- The Local Government Declaration on Tobacco Control is a response to the enormous and ongoing damage smoking does to 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.
- Signing up to the Declaration could therefore be seen as a public statement of the council's ongoing commitment to ensure tobacco control is part of its mainstream employee welfare, public health and regulatory enforcement work.
- As such it is primarily an acknowledgment of existing and ongoing best practice activities - whilst linking to a nationally recognised process for assessing current practice and establishing a clear way forward (with the support and assistance of the Slough Wellbeing Board and partners, where necessary and appropriate).
- An action plan to achieve the Declarations outcomes will be developed, owned and monitored by the Health and Social Care PDG, in collaboration with the council's Workforce Project Board (which oversees the work of the

Employee Wellbeing Board) and the Corporate Enforcement Group to promote healthier lifestyles amongst its workforce and support the development of a healthier and safer community.

- It should also be noted that the council is committed to becoming a smoke free council (across all of its sites) by 1 April 2016.
- A dedicated Smoke Free Project Board has been established and is taking the lead on developing a new smoke free policy and dedicated guidance for managers etc. on how it should be implemented with key partners and trade unions.
- The council's existing smoking policy (which sets out current expectations on staff - albeit this is not smoke free) will remain in place until this new policy is ready to be implemented.
- The SmokeFree Berkshire's helpline and other smoking cessation services commissioned by the council's public health team (as part of its responsibilities under the Health and Social Care Act - and including Solutions for Health) are actively being promoted to staff to help them quit.
- A new in house awareness raising campaign will be developed to help promote these services and the new smoke free policy (once agreed) and will run up to its launch next year.
- A report summarising the effectiveness of this campaign and the activities undertaken in support of the delivery of the Declaration's outcomes could be tabled at future meeting of the Board where necessary.

## **8. Appendices attached**

A - Local Government Declaration on Tobacco Control

## **9. Background papers**

Local Government Declaration on Tobacco Control: Briefing Note  
Local Government Declaration on Tobacco Control: Frequently Asked Questions  
Tobacco Control Profile for Slough  
ASH local reckoner