

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board

DATE: 15th July 2020

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WARD(S): All.

PART I

FOR COMMENT AND CONSIDERATION

LOCAL GOVERNMENT DECLARATION ON TOBACCO CONTROL

1. **Purpose of Report**

To request that the Board sign the Local Government Declaration on Tobacco Control

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

The Board is requested to sign the Local Government Declaration on Tobacco Control and support tobacco control efforts across the Borough.

The Board is requested to review progress against tobacco control work in six months.

3. **The Slough Joint Wellbeing Strategy, the JSNA and the Five Year Plan**

3a. **Slough Joint Wellbeing Strategy Priorities**

This Declaration meets the priorities:

- Increasing life expectancy by focusing on inequalities
- Improving mental health and wellbeing

Slough has a high smoking prevalence rate of 16.2% compared to a regional value of 12.2% and an England average of 13.9% (Figures for 2019). Smoking remains the principle cause of premature preventable deaths and accounts for one third of respiratory deaths, more than half of cancer deaths and one sixth of circulatory disease deaths.

Smoking is a leading cause of health inequalities and is particularly prevalent among people in lower socio-economic groups, people with mental health conditions and other disadvantaged groups.

3b. **Five Year Plan Outcomes**

This position statement will help to deliver:

- Slough children will grow up to be happy, healthy and successful
- Our people will be healthier and manage their own care needs

4. **Other Implications**

(a) Financial - none

(b) Risk Management - none

(c) Human Rights Act and Other Legal Implications - There are no direct legal implications. There are no Human Rights Act Implications

(d) Equalities Impact Assessment - There is no requirement to complete an Equalities Impact Assessment (EIA) in relation to this report.

5. **Supporting Information**

5.1 In 2017, the government set the ambition for England to move towards a smoke free generation, with an adult smoking prevalence rate of 5% or less by 2030. With one of the highest rates in England, there is a lot of work to do in Slough to support this ambition and reduce smoking rates across the Borough

5.2 The Local Government Declaration on Tobacco Control is a public commitment to prioritising tobacco control and reducing the harm caused by tobacco use in the local community.

5.3 Since its launch in 2013, the Declaration has now been signed by nearly half of all top tier authorities in England and, including District Councils, by over 100 councils.

5.4 The Declaration doesn't commit the Council to specific policies but to overarching principles. Local authorities decide their own priorities and can use the Declaration as a tool to support their work or provide a starting point for action.

5.5 Partnership work on tobacco control has been shown to be extremely effective. The LGA state that comprehensive tobacco control is the best thing a local authority can do for public health.

5.6 A Slough Tobacco Control Network has recently been established by the Public Health team which currently includes stakeholders from Trading Standards, Housing, Environmental Health, Education, Mental Health, East Berks Clinical Commissioning Group, Maternity & Smoking cessation services. This group will work collaboratively across the Borough to deliver against tobacco control priorities

6. **Comments of Other Committees**

None.

7. **Conclusion**

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. 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.

The most effective way to tackle smoking is through a comprehensive, collaborative approach working with partners across the locality.

The newly formed Slough Tobacco Control Network aim to reduce the health harms from smoking in Slough by working collaboratively to promote smoke free homes, parks and hospitals, supporting people to quit, preventing young people taking up smoking as well as tackling illegal tobacco.

The Local Government Declaration on Tobacco Control will support the efforts of the newly formed local network and will provide a framework for delivering effective tobacco control in Slough.

The Board is requested to sign the Declaration and support the work of the Slough Tobacco Control Group. The group will provide updates on progress to the Wellbeing Board every 6 months.

8. **Appendices Attached**

A – Local Government Declaration on Tobacco Control
B – Frequently asked questions

9. **Background Papers**

None.