

1. LOCAL GOVERNMENT DECLARATION ON TOBACCO CONTROL

**Proposed by Councillor Chris Meaden
Seconded by Councillor Denise Roberts**

(1) Wirral Council commits itself to signing up to the local government declaration on Tobacco Control.

This declaration commits the council 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 local and regional 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 any 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 plans against our commitments and publish the results; and
- Publicly declare our commitment to reducing smoking in our communities by joining the Smoke-free Action Coalition, the alliance of organisations working to reducing the harm caused by tobacco.

(2) Council notes that this has the support of, among others, the Public Health Minister, Chief Medical Officer and Public Health England and that such declarations have already been signed by Salford City Council, Warwickshire County Council and Bath & North East Somerset Council.

(3) Such a declaration is aimed at reducing the single biggest cause of preventable deaths in the UK – with over 80,000 dying each year - more than obesity, alcohol, road accidents and illegal drug use put together.