

WIRRAL COUNCIL

HEALTH AND WELLBEING BOARD

SUBJECT:	TOBACCO CONTROL WIRRAL
WARD/S AFFECTED:	ALL
REPORT OF:	JULIE WEBSTER
KEY DECISION? <i>(Defined in paragraph 13.3 of Article 13 'Decision Making' in the Council's Constitution.)</i>	YES THERE WILL BE AN EFFECT ON ALL WIRRAL WARDS

1.0 EXECUTIVE SUMMARY

- 1.1 To provide the Health and Wellbeing Board with an update on the delivery of the tobacco control programme for Wirral and to highlight recent local action taken by Wirral Council, Cheshire and Wirral Partnership NHS Foundation Trust and Wirral University Teaching Hospital NHS Foundation Trust to reduce smoking rates.

The report also outlines the next steps in the development of the tobacco control programme to take account of existing and emerging challenges in the Borough to reduce smoking prevalence and health inequalities.

2.0 BACKGROUND AND KEY ISSUES

- 2.1 Smoking remains the biggest cause of health inequalities and the most preventable cause of ill health. Action to reduce health inequalities needs to focus on reducing the number of people smoking. Appendix 1 details the cost of smoking to the Wirral economy.

Policy Context

Successive UK Governments have used public health policy measures to reduce smoking prevalence e.g. increasing the cost of tobacco at a faster rate than inflation, banning tobacco advertising (2002), raising the minimum smoking age from 16 to 18 (2007), banning smoking in indoor public places (2007), putting pictorial health warnings on tobacco packaging (2008) and banning tobacco vending machines (2011). Future measures being considered include banning smoking in cars, plain packaging for tobacco products and increasing availability of pharmacotherapy products.

The most recent key national policy document is 'Healthy Lives, Healthy People, a Tobacco Control Plan for England (2011)'. The Plan details the following areas for action:

- stopping the promotion of tobacco;
- making tobacco less affordable;
- effective regulation of tobacco products;
- helping tobacco users to quit;
- reducing exposure to second-hand smoke; and

- effective communications for tobacco control

National Targets

The Public Health Outcomes Framework 2013-2016 has three targets focused on reducing smoking. The targets are;

- Smoking status at time of delivery per 100 maternities: the national target is to reduce from a 2010 baseline of 14% to 11% or less by 2015, the most recent data for Wirral reports a rate of 16%
- Prevalence of smoking among 15 year olds: the national target is to reduce from a 2010 baseline of 15% to 12% or less by 2015; the North West smoking prevalence rate for 14-17year olds is 15%
- Prevalence of smoking among persons aged 18 years and over: the national target is to reduce from a 2010 baseline of 21.2% to 18.5% or less by 2015, currently for Wirral the prevalence rate is 23%.

Delivery of the Tobacco Control Programme in Wirral

Wirral has a Tobacco Control Alliance which consists of local stakeholders and partners who work together to implement a local tobacco control plan to address tobacco control and smoking cessation (Appendix 2).

An action plan supports the delivery of the strategy plan and is reported on a quarterly basis at the alliance meeting. The action plan is available on request.

Key developments

National

Smokefree cars. In February 2014, the House of Lords agreed to support key amendments to the Children and Families Bill which will give the Health Secretary the power to protect children and young people by:

- a. Making it an offence to smoke in cars where children under 18 are present
- b. Requiring cigarettes and other tobacco products to be sold in standardised packaging

Proxy purchasing for tobacco products and age of sale for e-cigarettes. The Children and Families Bill includes an amendment prohibiting the purchase of tobacco on behalf of under 18s and banning the sale of e-cigarettes to under 18s.

Local

On the 12th February 2014, the Families and Wellbeing Policy and Performance Committee of Wirral Council agreed to propose that the Council adopt the Local Government Declaration on Tobacco Control. The declaration commits the council to acting at a local level to raising the profile of the harm caused by smoking and to reduce smoking prevalence (Appendix 3).

In the light of the commitment to the Local Government Declaration, Public Health and Health and Safety teams have reviewed the Council's existing smokefree policy. A significant change to the current policy has been proposed to make all council

sites/premises/grounds smokefree. This amendment will now be discussed with Trade Unions and staff groups and an implementation plan developed. Included in the policy is an explicit statement about the commitment of Wirral Council to provide support to staff that wish to give up.

On 26th February 2014, Wirral took part in the CLear peer review. CLear is an improvement tool which provides a comprehensive review of local action and recommendations for future action. This process has provided a plan to refresh the tobacco control plan.

On February 3rd 2014, Cheshire and Wirral Partnership NHS Foundation Trust grounds and premises became completely smokefree. The Trust and Wirral University Teaching Hospital NHS Foundation Trust have signed up to this commitment. Stop Smoking support is available on and off site for patients, staff and visitors.

A number of emerging challenges are impacting on reducing smoking rates. The use of e-cigarettes is increasing year on year and there has been a decrease in access to stop smoking services and in use of other aids to smoking cessation such as licensed nicotine replacement therapy (NRT) products. E-cigarettes are not regulated under smoke free law in the UK.

Shisha pens/E-shish - or disposable e-cigarettes - are a recent phenomenon, especially with young people. No minimum age laws apply to sale. Although the packaging claims that they are nicotine free, there is no regulation of these products so the actual contents are unknown. As they don't contain any tobacco, they don't come under the regulation of trading standard for age of sale restrictions.

3.0 CHALLENGES

3.1 A number of emerging challenges are impacting on reducing smoking rates. The use of e-cigarettes is increasing year on year and there has been a decrease in use of other aids to smoking cessation such as licensed nicotine replacement therapy (NRT) products. E-cigarettes are not regulated under smoke free law in the UK.

Shisha pens/E-shish - or disposable e-cigarettes - are a recent phenomenon, with reports from Bolton schools that pupils are using them whilst on school premises. No minimum age laws apply to sale. Although the packaging claims that they are nicotine free, there is no regulation of these products so the actual contents are unknown. As they don't contain any tobacco, they don't come under the regulation of trading standard for age of sale restrictions.

4.0 OTHER OPTIONS CONSIDERED

4.1 Not Applicable

5.0 CONSULTATION

5.1 Service user engagement and feedback is managed through the local stop smoking services

6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

6.1 Voluntary Community Action Wirral (VCAW) is the current infrastructure for the 3rd sector stop smoking services.

7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

7.1 No additional implications for resources

8.0 LEGAL IMPLICATIONS

8.1 No additional legal implications

9.0 EQUALITIES IMPLICATIONS

9.1 No implications for equalities as stop smoking services are delivered Wirral wide

10.0 CARBON REDUCTION IMPLICATIONS

10.1 The indirect exposure of an individual to smoke (whether they are a smoker or not) is known as second hand tobacco smoke. Through the provision of a smokefree environment, organisations should seek to ensure that no person is put at unnecessary risk from exposure to second hand tobacco smoke.

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 Review of current smokefree policies within organisations and consideration for future policies to support the reduction of smoking rates

12.0 NEXT STEPS

- 12.1 The following local action is proposed to maintain a focus on reduction smoking rates:
- Develop the tobacco control strategy plan by implementing the recommendations from the CLear review
 - Ensure there is a clear connection between the tobacco plan, Joint Strategic Needs Assessment and Health and Wellbeing strategy
 - Continue to work with the wider health and social care economy and engage partners in the tobacco control agenda e.g. develop stronger links with housing providers and review housing policies in relation to smoking cessation and tobacco control
 - Continue to develop an evidence base around trends in use of non-nicotine devices in young people and continue to work with schools
 - Maintain local support to lobby for standardised packaging of tobacco products

13.1 RECOMMENDATION/S

13.1

The Board is asked to note :

- the work of the Tobacco Control Alliance and continue their support for local and national action to reduce smoking prevalence.
- In the light of the action taken by Wirral Council, Cheshire and Wirral Partnership NHS Foundation Trust and Wirral University Teaching Hospital NHS Foundation Trust to reduce smoking rates, all board members are asked to review their organisations current activity to reduce smoking rates to ensure a consistent approach across all members.
- the new challenges to reducing smoking prevalence from e-cigarettes and disposable cigarettes and ensure steps are taken to mitigate the impact of these products by including sanctions against their use in local stop smoking policies and support advocacy and lobbying for better restrictions on sale.

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APPENDICES

Appendix 1: Results from ASH Reckoner, 'The Cost of Local Tobacco Control' 2012

Appendix 2: Wirral Tobacco Alliance Membership

Appendix 3: Motion for Council – 16th December – Local Government Declaration on Tobacco Control.

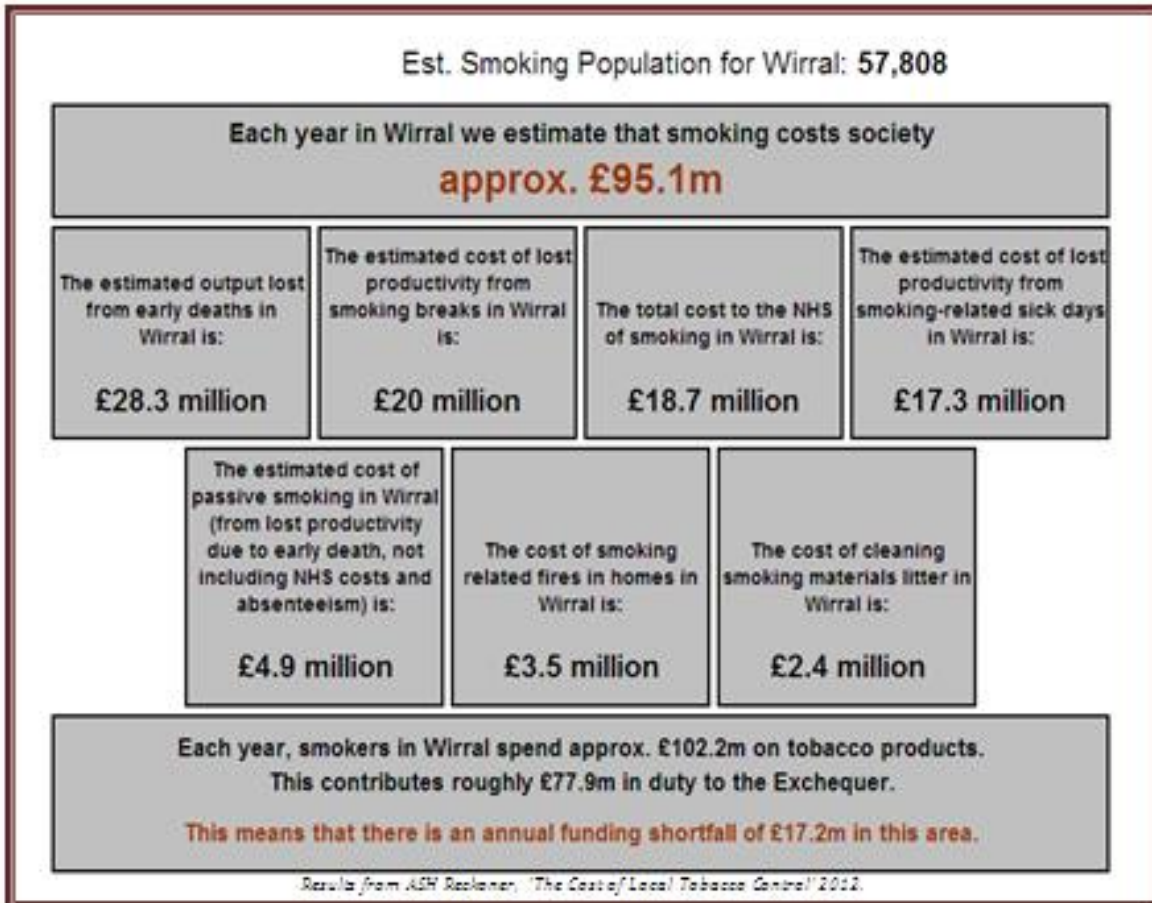
REFERENCE MATERIAL

(Include background information referred to or relied upon when drafting this report, together with details of where the information can be found. There is no need to refer to publicly available material: e.g. Acts of Parliament or Government guidance.)

SUBJECT HISTORY (last 3 years)

Council Meeting	Date

Appendix 1:
 Results from ASH Reckoner, 'The Cost of Local Tobacco Control' 2012



Appendix 2:

Wirral Tobacco Alliance Membership

		Wirral Community Trust / Wirral University Teaching Hospital
Alsaden	Safwa	Hospital
Armstrong	Lindsay	RNIB
Baynton	Tisha	Halton & St Helens Division, Bridgewater NHS
Blower	Liz	Arch Initiatives
Corvers	Carol	Wirral Community Trust
Davies	Mark	Wirral Council (Environmental Health)
Green	Kathryn	Wirral Council
Howard	Rob	Wirral Community Trust
Johnson	Sue	Forum Housing
Jones	Heidi	Wirral Council (Trading Standards)
Kelly	Catherine	Wirral University Teaching Hospital
Kelly	Steve	Arch Initiatives
Larkin	Paul	Interniche Markt
Love	Sarah	Wirral Community Trust
Martelli	Sonia	Wirral Change
Matthews	Peter	Healthbox
Maxwell	Melanie	Wirral University Teaching Hospital
McHugh	Clare	The Social Partnership
Mianowana	Sylwia	Wirral Change
Patterson	Helen	WUTH
Payet	Derek	Wirral Council
Pine	Victoria	Cheshire and Wirral Partnership
Price	Angela	Wirral Community Trust
Richards	Emma	Terrence Higgins Trust
Russell	Kate	Voluntary and Community Action Wirral
Sandford	Simon	Healthbox
Scarlett	Mellissa	The Social Partnership
Simpson	Dave	Merseyside Fire Service
Simpson	Jessica	Forum Housing
Subinyoung	Tiffany	Wirral Change
Sutton	Nicky	Wirral Council
Tebb	Vicki	Advocacy in Wirral
Thompson	Samantha	Solutions 4 Health
Vicary	Gill	Wirral Council (Trading Standards)
Westray	Gaynor	Wirral University Teaching Hospital
Woods	Vicki	Wirral Council (Environmental Health)

To be noted that the membership of this group is fluid

Appendix 3:

Motion for Council – 16th December – Local Government Declaration on Tobacco Control.

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.

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

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.

Proposed by Chris Meaden
Seconded by Denise Roberts

Chris Meaden

Denise Roberts

Brian Kenny

Paul McLaughlan H. Smith Adrian Jones