



COUNCILLOR CHRIS JONES

CABINET
19 JUNE 2017

WIRRAL RESIDENTS LIVE HEALTHIER
LIVES: TOBACCO CONTROL AND
ALCOHOL STRATEGIES

Councillor Chris Jones, Cabinet Member - Social Care and Health, said:

“To have the best chance of improving their health then residents need to know what they are facing, what their options are, and where to go for help. Smoking and alcohol misuse are the leading causes of ill-health and early death in Wirral.

“It’s vitally important we support every resident affected by these issues, and this Strategy describes how we will bring down the rates of smoking and alcohol misuse in the borough.”

REPORT SUMMARY

The Wirral Plan: A 2020 Vision sets out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan are underpinned by the development and implementation of a set of key strategies.

This report provides Cabinet with copies of the strategies developed to address tobacco and alcohol use in the borough as outlined in the Wirral Plan Healthy Lives pledge: “We want all of our residents to have a good quality of life and live healthy lifestyles in clean and safe environments”.

This matter affects all Wards within the Borough. This is a key decision.

RECOMMENDATION/S

Cabinet are asked to formally approve the Tobacco Control and Alcohol Strategies.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 Strategies to address tobacco use and alcohol misuse have been developed to deliver the Wirral Plan pledge to create an environment in which our residents are encouraged and supported to live a healthy life.
- 1.2 The strategies have been developed with residents, partners and stakeholders to ensure that there has been extensive engagement in their development and priority areas for action.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 No other options have been considered.

3.0 BACKGROUND INFORMATION

- 3.1 The Wirral Plan contains twenty pledges to be achieved by 2020; one of the plans under the environment theme is the Healthy Lives pledge which sets out the following commitment:
- 3.2 “We remain committed to addressing health inequalities in Wirral through encouraging residents to lead healthier lives and promoting physical activity and healthy eating. We will also continue to reduce the prevalence of smoking amongst our residents and the levels of alcohol related ill-health and anti- social behaviour through restricting availability of “super-strength” alcohol. We want to see the 30% of Wirral’s off–license retailer’s sign up to the Council supported “reduce the strength campaign”.
- 3.3 The initial steps in delivering this pledge have been to develop tobacco control and alcohol strategies.
- 3.4 Smoking is the primary cause of preventable ill health and early death, accounting for 1 in 5 deaths per year in Wirral (658 deaths a year). One in five people in Wirral smoke (46,432 people). People in our most deprived areas are more than twice as likely to smoke as people in our least deprived areas. Those doing jobs which are classed as ‘routine and manual’ are much more likely than average to smoke (28.5% or 11,000 people working a routine and manual job smoke). Reducing smoking rates in these groups and areas is one of the fastest ways to increase life expectancy and reduce smoking related ill health.
- 3.5 Tackling tobacco use in Wirral therefore requires action to address individual, cultural and social influences on smoking behaviour.
- 3.6 Treating smoking related illness cost the local NHS £12.8 million in 2015. However the costs of tobacco use are much greater than just costs to the NHS, with the overall economic burden of tobacco use to the Wirral estimated at £77.7 million a year. These costs comprise not only treatment of smoking related illness but also the loss in productivity from smoking breaks and increased absenteeism, the cost of cleaning up cigarette butts, the cost of smoking related house fires

and the loss in economic output for people who die from disease related to smoking or exposure to second-hand smoke.

- 3.7 Our vision for taking action to tackle tobacco use is to make smoking history for the children of Wirral.
- 3.8 Alcohol plays an important role in our social, economic and cultural life. In recent years alcohol consumption has increased dramatically and it is now estimated that 85% of adults drink alcohol. Although many people drink sensibly, it is judged that probably 1 in 5 people drink too much. According to the World Health Organisation (WHO), harmful consumption of alcohol results in 2.5 million deaths around the world annually. Alcohol misuse is now the third biggest risk factor to health behind tobacco and high blood pressure. Long term drinking has been linked directly to seven forms of cancer and there are also acute harms caused by binge drinking.
- 3.9 Our Vision is for Wirral to be a place that promotes a responsible attitude towards alcohol and minimises the risks, harms and costs of alcohol misuse to allow individuals, families and communities to lead healthier and safer lives.
- 3.10 Our ambition is to support Wirral to have a healthier relationship with alcohol by intervening as early as possible - we want to:
- Reduce alcohol-related health harms
 - Reduce alcohol-related crime, anti-social behaviour and domestic abuse
 - Establish diverse, vibrant and safe day time high streets and night time economy
- 3.11 It is expected that implementation of these strategies will complement the work of a range of other borough wide strategic plans. These include:
- Healthy Wirral Programme
 - Children and Young People's pledges
 - Growth Plan

4.0 FINANCIAL IMPLICATIONS

- 4.1 As projects to deliver the strategies are developed the financial implications will be identified as part of the project plans and met within existing resources.

5.0 LEGAL

- 5.1 There are no legal implications arising directly from this report. As projects to deliver the strategies are developed the legal implications will be identified as part of the project plans.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 Work to deliver the strategies will be co-ordinated in partnership by existing staff resources. Any additional resource requirements will be identified as detailed delivery plans are developed.

7.0 RELEVANT RISKS

- 7.1 Departmental and corporate risk registers will be refreshed as action plans are developed to ensure that any risks to delivery are understood and mitigating actions are put into place as appropriate.

8.0 ENGAGEMENT / CONSULTATION

- 8.1 Both strategies have been developed through wide consultation with residents, partners and other stakeholders.
- 8.2 Over the summer of 2015, research was undertaken with local people to understand their motivation for improving their health and wellbeing and the challenges they face in doing this. The research findings challenge current ways of working and suggest that change is required in the way health and wellbeing services and communications are designed, commissioned and delivered. This research has been used to develop the strategies.
- 8.3 Stakeholder events took place on the 23rd November 2016 (tobacco) and the 12th January 2017 (alcohol) to inform the developments of the strategies.
- 8.4 A local citizen's jury ran between December 2015 and February 2016 to inform the development of the alcohol strategy. Over the three month period a group of nineteen local people met to discuss with local and regional experts action to address alcohol misuse. They developed a series of recommendations which have been used to shape the actions in the alcohol strategy.
- 8.5 Both strategies were presented to the People Overview and Scrutiny Committee meeting on the 1st February 2017 for pre decision scrutiny.

9.0 EQUALITY IMPLICATIONS

- 9.1 The potential impact has been reviewed with regard to equality, the impact assessments will be published on the Council website in due course.

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APPENDICES

Smokefree Wirral: Making Smoking History for Wirral's children

Wirral Alcohol Strategy

REFERENCE MATERIAL

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
People Overview and Scrutiny Committee	1 st February 2017