



1. **PURPOSE OF REPORT**

To seek for the Council to sign the Local Government Declaration on Tobacco Control (Appendix 1) and join the Smokefree Action Coalition.

2. **RECOMMENDATION**

That the Council signs the Local Government Declaration on Tobacco Control and joins the Smokefree Action Coalition.

3. **BACKGROUND TO THE REPORT**

Every year in England more than 80,000 people die from smoking related diseases, and estimated to be 182 deaths each year in the borough. This is more than the combined total of the next six causes of preventable deaths, including alcohol and drugs misuse. Smoking accounts for one third of all deaths from respiratory disease, over one quarter of all deaths from cancer, and about one seventh of all deaths from heart disease. On average a smoker loses 10 years of life. The earlier a smoker quits the less life they lose.

The annual cost of smoking to the UK national economy has been estimated at £13.7 billion, and estimated for the borough at £23.4 million. Poorer smokers proportionately spend five times as much of their weekly household budget on smoking than do rich smokers and more likely to spend the money they save from quitting in the local community.

About half of all smokers in England work in routine and manual occupations. Workers in manual and routine jobs are twice as likely to smoke as those in managerial and professional roles. The poorer and more disadvantaged you are, the more likely you are to smoke and as a result to suffer smoking related disease. Ill health caused by smoking is therefore much more common amongst the poorest and most disadvantaged in society.

Add to these facts to the effects of smoke on children being at much greater risk of cot death, meningitis, lung infections etc ;two thirds of smokers start before they are 18; the tobacco industry needs to recruit 200,000 smokers a year to maintain current levels of consumption, replacing those who have quit or who have died from diseases related to their addiction; the illicit trade in tobacco funds the activities of organized criminal gangs and gives children access to cheap tobacco and it is seen how local action to reduce smoking prevalence will secure health ,welfare ,social, economic and environmental benefits in the borough.

The Local Government Declaration on Tobacco control is a response to the enormous and on going damage smoking is doing to communities across the country. 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. By signing the Declaration the Council will:

- Recognise that smoking remains the greatest single cause of premature death and disease in our local community, and the major cause of health inequalities.

- Act with our local partners to help reduce smoking prevalence and health inequalities.
- Develop plans with our partners and local community to address the causes and impacts of tobacco use.
- Report on a regular basis on progress in achieving the commitments set out in these plans.
- Support and encourage the government to take action at a national level to reduce smoking prevalence.
- 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.
- Sign the Newcastle Declaration on Tobacco Control, a cross-party statement for local authorities declaring tobacco control work to be a public health priority, and co-operate with other local authorities sharing our commitment to tobacco control, and
- Join the Smokefree Action Coalition, the national alliance of organisations working to reducing the harm caused by tobacco.

Through the Councils work with the Hinckley and Bosworth Health and Well Being Partnership we are already achieving the majority of these actions and by signing the Declaration the Council will further send a message of our commitment to our community on tobacco control.

The Smokefree Action Coalition is free to join and is an alliance of over 100 organisations including medical royal colleges, the British Medical Association, the Trading Standards Institute, the Chartered Institute of Environmental Health, the Faculty of Public Health, the Association of Directors of Public Health and ASH. The Coalition was created during the successful campaign for legislation ending smoking in enclosed public places (Health Act 2006), and has also engaged with Government on a wide range of tobacco control issues, including the introduction of standardised (“plain”) packaging for tobacco products. Membership of the Smoke free Action Coalition will be a further demonstration of this Council’s commitment to tobacco control.

4. FINANCIAL IMPLICATIONS (SE)

None, actions will be taken within existing budget

5. LEGAL IMPLICATIONS (AB)

The Local Government Declaration on Tobacco Control is not a legally binding document and signing up to it has no legal implications.

6. CORPORATE PLAN IMPLICATIONS

By signing the Declaration the Council will be demonstrating its commitment to tobacco control in the borough demonstrating a pro active service which will support individuals and empower our communities.

Reducing the prevalence of smoking remains a priority for the Leicestershire and Rutland Director of Public Health and an underpinning priority for Hinckley and Bosworth Health and Well Being Partnership.

7. CONSULTATION

Executive is supportive of the proposal.

8. RISK IMPLICATIONS

It is the Council's policy to proactively identify and manage significant risks which may prevent delivery of business objectives.

It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer's opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.

The following significant risks associated with this report / decisions were identified from this assessment:

Management of significant (Net Red) Risks		
Risk Description	Mitigating actions	Owner
Reputation	By adopting the Declaration the Council is demonstrating commitment to tobacco control to the community.	Steven Merry

9. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

No implications as the Declaration will cover the whole of the borough.

10. CORPORATE IMPLICATIONS

By submitting this report, the report author has taken the following into account:

- Community Safety implications
- Environmental implications
- ICT implications
- Asset Management implications
- Human Resources implications
- Planning Implications
- Voluntary Sector

Background papers: 1) Local Government Declaration on Tobacco Control – Briefing Note
2) Local Government Declaration on Tobacco Control – Frequently Asked Questions

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