

## **CABINET**

**13 MARCH 2012**

### **TOBACCO CONTROL UPDATE**

Portfolio Holders: Councillor O'Brien, Community Safety and Customer Contact  
Councillor Brake, Adult Services

Report from: Dr Alison Barnett, Public Health Directorate

Author: Rachael Noxon, Tobacco Control Strategic Co-ordinator

#### **Summary**

This report updates Members on progress in tobacco control. It describes the approach taken, achievements to date and future aspirations.

#### **1. Budget and Policy Framework**

1.1 The Tobacco Control workstream is delivered within the framework of the government's 'Healthy Lives Healthy People, A Tobacco Control Plan for England' (March 2011), which supports the six, internationally recognised strands of tobacco control:

- Stopping the promotion of tobacco
- Making tobacco less affordable;
- Effective regulation of tobacco products
- Helping tobacco users to quit
- Reducing exposure to secondhand smoke
- Effective communications for tobacco control.

The plan sets out national ambitions:

- to reduce adult (aged 18 or over) smoking prevalence in England to 18.5 per cent or less by the end of 2015 (from 21.2 per cent), meaning around 210,000 fewer smokers a year.
- to reduce rates of regular smoking among 15 year olds in England to 12 per cent or less (from 15 per cent) by the end of 2015.
- to reduce rates of smoking throughout pregnancy to 11 per cent or less (from 14 per cent) by the end of 2015 (measured at time of giving birth).

1.2 The Medway Sustainable Community Strategy 2012-26 recognises the importance of bringing partners together to establish a multi-agency tobacco control alliance in order to deliver these ambitions.

- 1.3 The Medway Community Safety Plan recognises the Tobacco Control workstream's role in reducing tobacco related litter. Trade in illicit tobacco and sales of tobacco to under 18's are national issues. The Portfolio holder for Community Safety and Customer Contact is committed to addressing these issues in Medway.
- 1.4 The Public Health Outcomes Framework for England, 2013 – 2016, introduces numerous indicators relating to tobacco control. The framework focuses on the roles of local government, the NHS and Public Health England, in improving health and wellbeing outcomes. Smoking prevalence in 15 year olds and over 18's will be used as indicators and smoking in pregnancy will be measured at time of delivery. Tobacco Control also impacts across range of other measures in the framework, such as mortality from cancer, respiratory diseases and all cardio vascular disease. It influences low birth weight, infant mortality, sickness absence, preventable sight loss, and emergency readmissions.

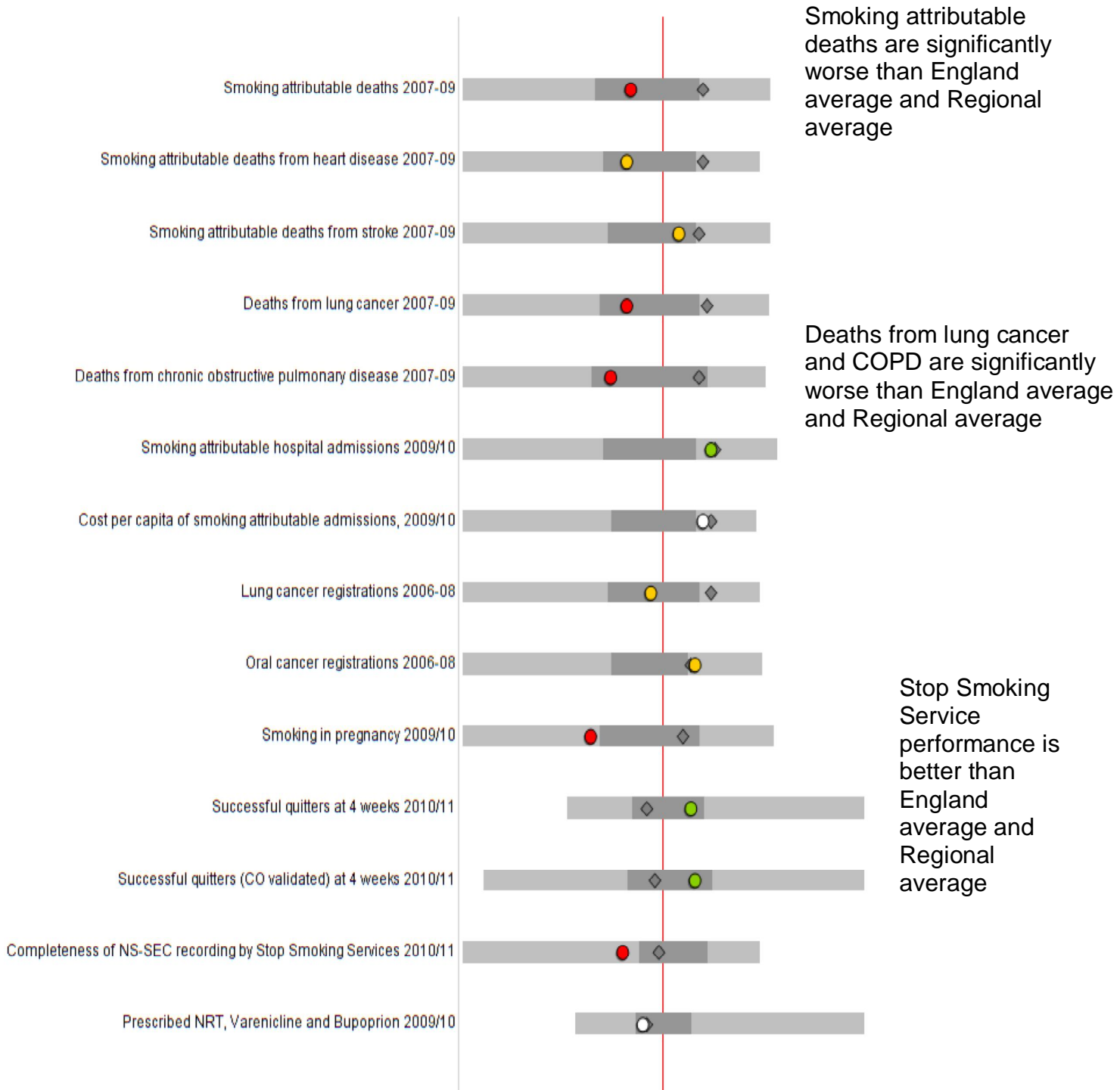
## 2. Background

- 2.1 In 2009-2011, 25 local authorities received a grant from the Department of Health to initiate tobacco control programmes and establish the Alliance. Medway Council was one of two local authorities in the South East Region to receive this grant. An NHS funded post continues to sustain the programme now that the grant has ended.
- 2.2 Medway has established a Tobacco Control Alliance, chaired by the portfolio holder for Community Safety and Customer Contact, reporting to the Community Safety Partnership. This diverse alliance unites public sector partners, community groups and individuals. At the outset, alliance partners worked together to commission local research which identified three areas of priority for Medway:
  - **Tackling illegal supply** The need to tackle the thriving illicit trade in tobacco in some urban wards, with suppliers actively selling to children and to coordinate efforts to address the retail of legitimate tobacco products directly, or by proxy, to under 18's.
  - **De-normalising smoking** Supporting Medway residents' belief that adults who interact with children in a professional capacity should be smoke free role models. Addressing the misconception, among young people, that most adults smoke (recognised as an indicator of likelihood of uptake of smoking). Addressing the concerns about tobacco related litter - a major issue that people wanted to see addressed - which adds to the perception that smoking is widespread.
  - **Advancing the smokefree agenda** Addressing the misconception that second hand smoke is not harmful beyond the immediate vicinity of a lit cigarette. Harnessing the potential efficacy of parents in encouraging young people to lead smoke free lives. Supporting residents' belief that family-friendly outdoor venues, such as children's play areas and sports facilities should be smoke free.

- 2.3 The overall prevalence of adult smoking in Medway is estimated to be 22.2%. Of the 22 wards in Medway, 7 have a smoking prevalence greater than 30%. Smoking prevalence levels in Medway correlate very closely to areas of deprivation.
- 2.4 *'Fair Society, Healthy Lives'* published in 2010, following Professor Sir Michael Marmot's review into health inequalities in England, recommends: *"Tobacco Control is central to any strategy to tackle health inequalities as smoking accounts for approximately half of the difference in life expectancy between the lowest and highest income groups. Smoking-related death rates are two to three times higher in low-income groups than in wealthier social groups"*
- 2.5 With expert help and treatments from Medway NHS Stop Smoking Service 2260 residents quit successfully in 2010-2011. The Medway Stop Smoking Service's Health Equity Audit confirms that more people from deprived areas access the service than those from the less deprived areas and that quit rates achieved by the service are not affected by deprivation. The high success of Medway Stop Smoking Service is demonstrated in the Tobacco Control Profile below, showing Medway's performance higher than regional and National averages.

## 2.6 Medway PCT Tobacco Control Profile,

- Significantly worse than England average
- Not significantly different than England average
- Significantly better than England average
- No significance calculated



Source: Local tobacco control profiles. Produced by the London Health Observatory on behalf of the Public Health Observatories in England

### **3 The challenge**

- 3.1 *“Comprehensive tobacco control is more than just providing local stop smoking services or enforcing smokefree legislation. The effectiveness of tobacco control is dependent on strategies which implement a wide range of actions that complement and reinforce each other...”* Healthy Lives, Healthy People, Tobacco Control Plan for England.
- 3.2 Faced with factors such as the continued uptake of smoking among young people and a ready supply of cheap illegal tobacco, Stop Smoking Services alone cannot deliver the government’s ambition to reduce adult smoking to 18.5 per cent or less by the end of 2015. This can only be achieved through comprehensive tobacco control measures, tackling both demand and supply of cigarettes.
- 3.3 Working to de-normalise smoking in our communities, so that young people in Medway do not grow up with the perception that smoking is a normal part of adult life is essential if we are to achieve the government’s ambition to reduce the rate of uptake of smoking.

### **4 Achievements to date**

- ‘The Real Cost’ illegal tobacco campaign, face-to-face engagement with 2000 residents leading to:
- 363,620 illicit cigarettes, 153.9 kilos illicit tobacco equivalent to avoided duty of approximately £135,000 seized in a joint operation initiated by Public Health.
- 96 multi-agency, frontline staff trained by public health to spot illegal tobacco
- Development of an online resource for young people, with approximately 2500 page views since August 2011 (<http://www.smokefreemedway.co.uk/newgen> Medway)
- Development of the innovative SWAP 1 scheme, promoting use of nicotine replacements to improve workplace productivity by reducing smoking breaks.
- Investment in community projects to build local third sector capacity to tackle tobacco issues at community level.
- Launch of Smokefree Play in Medway, which included engaging 284 local children and their families in a competition to design ‘Please don’t smoke in our play area’ signs, now installed in Medway’s 80 outdoor play areas.
- Supply and installation of high spec cigarette disposal units as part of the regeneration of Chatham and face-to-face campaigning, in conjunction with the Love Medway campaign, to promote responsible disposal of cigarette litter and distribution of personal ashtrays to members of the public.

## **5 Current activity**

- Developing a parent-led approach to communicating the dangers of second hand smoke and helping children stay smoke free in the White Road area of Chatham.
- Supporting Medway Maritime Hospital, including leading on the 'Please don't smoke in the hospital grounds' staff-endorsed campaign, ensuring legal compliance with smokefree legislation and policy review.
- Face to face campaigning (second phase) for 'The Real Cost' illegal tobacco campaign and promotion through Sure Start.
- Installation of cigarette disposal units at Great Lines Heritage Park to tackle litter and grassfire risk and joint campaigning with KFRS to promote careful cigarette disposal.
- Extending the SWAP 1 scheme to encourage people to protect others and be better role models for young people, by choosing where and when they smoke.

## **6 Planned activity**

- Smokefree Sports 2012, creating a smoke free legacy through sports related events and venues in 2012, including routine referrals to stop smoking service by gym staff, sale of nicotine replacements at leisure centres, smoke free zone in castle gardens during Medway Mile event and encouraging adults to be smoke free role models at children's outdoor sports events.
- Comprehensive review of Medway Council policy on smoking with particular focus on policies and practices within services that engage with young people.
- Addressing residents' concerns about proxy sales of tobacco.
- Working with partners, especially those working with young people, to develop robust smokefree policies and practices.
- Review effectiveness of Smokefree Play.
- Smokefree Stories project, de-normalising smoking by promoting awareness that most people in Medway do not smoke.

## **7 The way forward**

Supported by the NHS funded Tobacco Control Co-ordinator, the Tobacco Control Alliance will continue to develop and deliver a comprehensive programme of work. Through the alliance members and their networks, there is much scope for co-ordinating local efforts to tackle tobacco issues and maximising opportunities for promoting smoke free lifestyles.

## 8 Risk management

Risk	Description	Action to avoid or mitigate risk
Economic climate and budget constraints challenging future tobacco control activity.	Need to maintain co-ordination of tobacco control work programme and momentum achieved to date in the face of increasing budget constraints.	Funded post and strong alliance established to sustain work.
Difficulty in maintaining strong partnership as partners are experiencing financial pressures which may reduce their ability to engage	Failure to coordinate effectively with partners in Medway potentially causing duplication of effort, missed opportunities for maximising impact and failure to target resources most effectively.	Maintaining partner relationships recognised as a priority for Tobacco Control Coordinator and supported by Alliance Chair.

## 9 Financial and Legal implications

9.1 There are no legal or financial implications associated with this report.

## 10 Recommendation

10.1 That Members note the contents of the report and note the three tobacco control priorities (see 2.2) identified by Medway's Tobacco Control Alliance from local research.

## 11 Suggested Reasons for Decisions

11.1 To ensure that a comprehensive programme of work to tackle tobacco issues is given a clear focus within Medway and that the Cabinet can be assured that progress is being made.

### Lead officer contact

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## **Background papers**

Healthy Lives, Healthy People, A Tobacco Control Plan For England. (March 2011)  
[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_124917](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_124917)

Insight Research into Tobacco Control in Medway, Explain Research 2010

Medway Stop Smoking Service Health Equity Audit

Improving Outcomes and Supporting Transparency. Part 1: A public health outcomes framework for England, 2013-2016  
[http://www.dh.gov.uk/prod\\_consum\\_dh/groups/dh\\_digitalassets/@dh/@en/documents/digitalasset/dh\\_132559.pdf](http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/documents/digitalasset/dh_132559.pdf)