

Committee: Health and Wellbeing Board

Date: 28 January 2014

Wards: All

Subject: Local Government Declaration on Tobacco Control

Lead officer: Dr Kay Eilbert, Director of Public Health

Lead member: Councillor Linda Kirby, Cabinet Member for Adult Social Care and Health

Forward Plan reference number:

Contact officer: Barry Causer, Public Health Commissioning Manager.

Recommendations:

- A. To note that on the 5th December 2013, Merton officially signed up to the Local Government Declaration on Tobacco Control.
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report outlines the Local Government Declaration on Tobacco Control, which aims to ensure tobacco control is part of mainstream public health work and was developed in response to the enormous and on-going damage smoking does to our communities. 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.
- 1.2 On 5th December 2013 this declaration was signed by the Leader, Chief Executive and Director of Public Health and marked a public commitment by Merton Council to
- reduce smoking prevalence and health inequalities
 - develop plans with partners and local communities
 - participate in local and regional networks
 - support Government action at national level
 - protect tobacco control work from the commercial and vested interests of the tobacco industry
 - monitor the progress of our plans
 - join the Smokefree Action Coalition
- 1.3 Signing up to this declaration enabled Merton Council to attend the launch of the declaration at the House of Commons on the 11th December 2013 and marked Merton Council as an early signatory; sending a message of our commitment to local community but also to other councils who need to make further progress in this area.

2. DETAILS

- 2.1 The Local Government Declaration on Tobacco Control aims to ensure tobacco control is part of mainstream public health work and shows a public commitment to tackle that harm that tobacco cause on communities by acknowledging that
- smoking is the single greatest cause of premature death and disease in our communities;
 - reducing smoking in our communities significantly increases household incomes and benefits the local economy
 - reducing smoking amongst the most disadvantaged in our communities is the single most important means of reducing health inequalities
 - smoking is an addiction largely taken up by children and young people, as two thirds of smokers start before the age of 18
 - smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 80,000 people its products kill in England every year;
 - the illicit trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.
- 2.2 Signing up to the Local Government Declaration on Tobacco Control has committed Merton 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 Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.
- 2.3 Signing up to the declaration does not contain specific commitments in relation to Merton Councils' pension fund investments in the tobacco industry. Guidance suggests that Councils may wish to review these investments and may conclude that the tobacco industry is not an appropriate investment, but these decisions are outside of the scope of the declaration.

3. Next Steps

3.1 Although there are no formal next steps required, the impact of signing up to the declaration will be monitored closely as part of the overall strategy to reduce smoking prevalence in Merton.

4. ALTERNATIVE OPTIONS

4.1 None.

5. CONSULTATION UNDERTAKEN

5.1 None.

6. TIMETABLE

6.1 None

7. FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

7.1 None.

8. LEGAL AND STATUTORY IMPLICATIONS

8.1 None.

9. HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

9.1 None.

10. CRIME AND DISORDER IMPLICATIONS

10.1 None.

11. RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

11.1 None

12. APPENDICES

12.1 Local Government Declaration on Tobacco Control

13. BACKGROUND PAPERS

13.1 None

14. CONTACT OFFICERS

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Dr Kay Eilbert - Kay.eilbert@merton.gov.uk

Local Government Declaration on Tobacco Control

We acknowledge that:

- Smoking is the single greatest cause of premature death and disease in our communities;
- Reducing smoking in our communities significantly increases household incomes and benefits the local economy;
- Reducing smoking amongst the most disadvantaged in our communities is the single most important means of reducing health inequalities;
- Smoking is an addiction largely taken up by children and young people, two thirds of smokers start before the age of 18;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 80,000 people its products kill in England every year; and
- The illicit trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

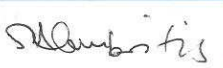
As local leaders in public health we welcome the:

- Opportunity for local government to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- Commitment by the government to live up to its obligations as a party to the World Health Organization's Framework Convention on Tobacco Control (FCTC) and in particular to protect the development of public health policy from the vested interests of the tobacco industry; and
- Endorsement of this declaration by the Department of Health, Public Health England and professional bodies.

We commit our Council from this date *5. December 2013* **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 Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.

Signatories



Leader of Council



Chief Executive



Director of Public Health

Endorsed by

Anna Soubry, Public Health Minister, Department of Health



Dr Janet Atherton, President, Association of Directors of Public Health



Duncan Selbie, Chief Executive, Public Health England



Dr Lindsey Davies, President, UK Faculty of Public Health



Professor Dame Sally Davies, Chief Medical Officer, Department of Health



Graham Jules, Chief Executive, Chartered Institute of Environmental Health



Leon Livermore, Chief Executive, Trading Standards Institute

