

Cabinet – 26 October 2016

Tobacco Control Plan for Walsall 2016-2019

Portfolio: Councillor J Fitzpatrick, Community, Leisure and Culture

Related portfolios: Councillor Robertson, Health

Service: Public Health and Regulatory Services

Wards: All

Key decision: No

Forward plan: Yes

1. Summary

1.1 This report seeks approval of:

- A new Tobacco Control Plan for Walsall (2016-19)
- Signing up to the Local Government Declaration on Tobacco Control

1.2 The services detailed in this report will have a positive and sustained impact on the objectives and priorities set out in the Council's Corporate Plan 2016-2020 and for the priorities of the Safer Walsall Partnership Board and the Health and Wellbeing Board.

2. Recommendations

2.1 Cabinet is recommended to:

- Approve the revised Tobacco Control Plan for Walsall to endorse The Safer Walsall Partnership Board to oversee its implementation
- Sign the Local Government Declaration on Tobacco Control
- Delegate authority to the Director of Public Health to implement the plan by using the most appropriate procedures

3. Report detail

3.1 The tobacco control plan for Walsall builds on the previous Walsall Tobacco Control Plan 2012-2015 and current activity underway in this area.

3.2 Smoking continues to be the biggest preventable cause of ill health and early death.

3.3 Reducing the prevalence of smoking and those being initiated into smoking is seriously undermined by the availability of illicit and counterfeit tobacco in

Walsall. Tobacco smuggling and the sale of non duty paid tobacco are illegal acts often linked to highly organised criminal gangs who do not limit their activities to tobacco. These criminal activities severely damage the local economy and legitimate traders by gaining a competitive advantage at their expense, and taking trade away from genuine businesses.

3.4 The economic impact of smoking has been calculated as outlined below:

- Each year in Walsall it is estimated that smoking costs approx £70.6m.
- Local businesses in Walsall lose approximately 53,941 days of productivity each year due to smoking related sick days. This costs about £5million
- Potential cost to Walsall Local Authority £3.4million
- 27 tonnes of waste annually from 159 million filtered cigarettes smoked. Of this, more than 6 tonnes is discarded as street litter and must be collected by the Council street cleaning services. (Source: ASH Ready Reckoner, 2015)

3.5 No one single measure will achieve a reduction in levels of smoking. Rather, a combination of ensuring effective regulation and enforcement, stopping the promotion of tobacco, making tobacco less affordable, promoting smokefree environments, supporting smokers to quit and effective communications are all needed to reduce the harm from tobacco in Walsall. The Tobacco Control Plan for Walsall aims to provide a co-ordinated approach to tobacco control in order to fully realise the improvements to the health and economy of Walsall and its residents.

3.6 The Safer Walsall Partnership has committed to overseeing the implementation of the Tobacco Control Plan and this will ensure involvement from key partners.

3.7 The Local Government Declaration on Tobacco Control is a public commitment to prioritising tobacco control and reducing the harm it causes.

By signing up to this declaration, Walsall Council would be joining over 80 Councils that have signed up since its launch in May 2013.

The declaration provides a series of statements to be acknowledged by the Council and asks for a Commitment from 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 Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.

4. Council priorities

- 4.1 The Corporate Plan 2016-2020 sets out the purpose and priorities over the next four years.
- 4.2 The Tobacco Control Plan will contribute to the following Corporate Plan priorities:
- *Lifelong health, wealth and happiness* - Reducing the number of people smoking; tackling inequalities and protecting people from secondhand smoke; reducing the supply of illegal tobacco and links to organised crime and the costs of tobacco to health and to the local economy
 - *Safe, resilient and prospering communities* – The Tobacco Control Plan is a co-ordinated approach to reducing the harm from tobacco with a commitment to engage with all key partners, recognising our residents as being key partners.

5. Risk management

- 5.1 Budget constraints may limit the Council's ability to deliver all aspects of the current plan to the maximum effect.
- 5.2 Delivery of the plan will be monitored and assured through its accountability to the Safer Walsall Partnership Board.

6. Financial implications

None identified as no additional funds are being sought.

7. Legal implications

None identified

8. Property implications

None identified

9. Health and wellbeing implications

- 9.1 The Council has a statutory duty to promote the health and wellbeing of its population. The Tobacco Control Plan seeks to provide a co-ordinated approach to tobacco control in order to fully realise the improvements to the health and economy of Walsall and its residents.
- 9.2 The Tobacco Control Plan supports Corporate Plan priorities for the Council by seeking to protect the most vulnerable in Walsall and to inequalities in health.

10. Staffing implications

No staffing implications have been identified

11. Equality implications

The Equality Impact Assessment (EqIA) was undertaken on 21st July 2016 and identified that there was no potential adverse impact on people with protected characteristics, therefore no major change would be required

12. Consultation

Councillors Fitzpatrick; Andrew and Robertson.

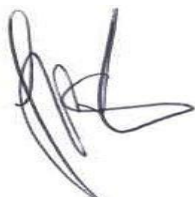
Background papers

DRAFT Tobacco Control Plan
Local Government Declaration on Tobacco Control

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Tobacco Control Plan for Walsall 2016-2019

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¹ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

²ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

Introduction

Background – The issue

The Local Cost of Tobacco in Walsall

Health



In Walsall 1369 deaths due to smoking (2012-2014)

The majority of these deaths being from lung cancer, COPD or heart disease

In terms of ill health smoking impacts birth-weight of babies, asthma and other hospital admissions

Lung and Oral cancer registrations are also increased

Illicit Tobacco



April 2015 - Mar 2016 saw illicit seizures of over 104,500 cigarettes, 2266 packets of hand rolling tobacco and nearly 80 tobacco blunt wraps.

Test purchases have resulted in 50 % of illegal underage sales in the last financial year

Economic Impact

- ✓ **Cost to NHS £11.6m**
- ✓ **Costs to Local Authority £3.4m**
- ✓ **Local businesses lose approx 53, 941 days of productivity each year due to smoking related sick days. This costs about £5m**
- ✓ **Approximately 17 smoking related fires at a cost of approx. £2m every year**



Source: Public Health England, Tobacco Profiles ; WAY Survey (2014), ASH Ready Reckoner(2015)

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Smoking continues to be the biggest preventable cause of ill health and early death.

In Walsall rates of smoking have reduced but there is still work to do. In particular, within our more deprived areas and amongst our more vulnerable population groups including pregnant smokers, young people and those with mental health issues.

Reducing the number of those smoking is not helped by the increasingly prevalent issue of the sale of illicit and counterfeit cigarettes in Walsall. Tobacco smuggling and the sale of cheap cigarettes are illegal acts. These criminal activities severely damage the local economy and legitimate traders by gaining a competitive advantage at their expense, and taking trade away from genuine hard working businesses.

The sale of Illicit tobacco is a lucrative business carried out by large international criminal organisations that not only deal in cigarettes but also alcohol and drugs and even human trafficking. The people selling illegal tobacco products are also prepared to sell to young people and children as they can afford the cheaper price. Cheap cigarettes also make it harder for people to quit and remain smokefree.

Since October 2013, Walsall Trading Standards have undertaken many enforcement exercises looking for illicit tobacco using a tobacco detection dog. The visits were based on a vast amount of intelligence often provided by local people. The intelligence relates to large parts of the borough. Despite a number of successful seizures, Trading Standards continues to receive a large number of complaints suggesting that this an ongoing evolving issue.

There are well documented impacts on health due to smoking including: cancers, heart disease, Chronic Obstructive Pulmonary Disease (COPD).

However, there is also the economic impact that smoking brings¹:

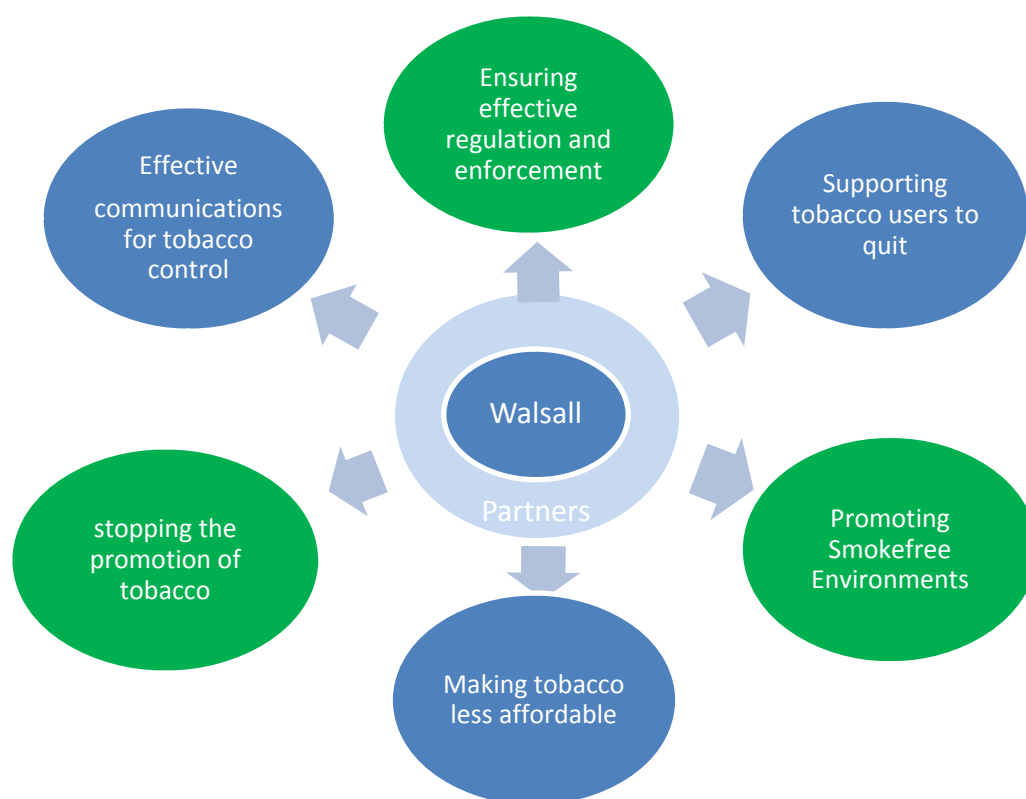
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Each year in Walsall it is estimated that smoking costs approx £70.6m, £1,798 per smoker per year. Of this £70.6m,

- Early deaths due to smoking result in 1,061 years of lost productivity, this costs the economy approx £18m
- Smoking breaks for staff in Walsall organisations cost an estimated £28.7m
- Local businesses lose approx 53, 941 days of productivity each year due to smoking related sick days. This costs about £5m
- Total costs to the NHS are about £11.6m
- Local Authority costs about £3.4m as a result of additional social care required later in life due to smoking related illnesses
- There are approximately 17 smoking related fires at a cost of approximately £2m
- There is 27 tonnes of waste annually from 159m filtered cigarettes smoked. Of this, more than 6 tonnes is discarded as street litter and must be collected by LA street cleaning services.

What is tobacco control?



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Why is a comprehensive tobacco control plan required?

No one single measure will achieve a reduction in levels of smoking. It is a combination of key activities delivered in partnership and that includes support for national level activity as well as local level interventions and links to local policy drivers across the Council and partner organisations.

The Tobacco Control Plan for Walsall 2016 builds on the previous Walsall Tobacco Control Plan 2012-2015 and current activity underway in this area. It provides an opportunity to review what has worked well and to establish a comprehensive approach to tobacco control in Walsall moving forward.

In September 2015 Walsall completed a CLeaR peer assessment. This assessment process provided an opportunity to:

- Review current work on tobacco control in Walsall
- Identify strengths and gaps
- Help inform key priorities and areas for action.

Outcomes of this assessment suggested work could be strengthened by wider engagement across the council and partner organisations and senior level ownership for this work. It suggested that a review of our tobacco control plan provided an opportunity to develop a long term vision:

- which reflects national ambitions whilst meeting local needs.
- that is shared across the council and partner organisations.

What are we doing already?

Some tobacco control work is being done via key policies below:

Walsall Council Corporate Plan 2016-2020

- Lifelong health, wealth and happiness
- Safe, resilient and prospering communities
- Sustainable Change and Improvement for All

- **Walsall Health and Wellbeing Strategy 2014 Refresh**
http://cms.walsall.gov.uk/final_2014_hws_refresh.pdf

- **Walsall Council Smokefree Procedure, November 2012**

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Statutory duties relating to smoking

- The Health Act 2006 introduced the requirement for certain premises and vehicles to become smokefree to protect workers and the general public from the harmful effects of second hand tobacco smoke. Enforcement officers from Walsall Council's Public Protection Team enforce the smokefree legislation. Routine compliance checks are carried out as well as the investigation of any complaints.
- Trading Standards have a duty to enforce a variety of legislation relating to tobacco. The legislation includes underage sales, advertising, labelling and safety.
- The Council also has wider duties to protect its staff; to protect children and to protect its local residents

What do we need to do next?

Key to the successful delivery of this plan will be strategic leadership and commitment and engagement from all key partners. We should recognise the public as being one of these key partners.

The Vision

To improve tobacco related outcomes for the health and economy of Walsall and its residents.

Aims

- Provide a co-ordinated approach to tobacco control in order to fully realise the improvements to the health and economy of Walsall and its residents

And by so doing,

- Contribute to:
 - **Reducing the number of people smoking**
 - **Inspiring a smokefree generation**
 - **Reducing exposure to secondhand smoke**
 - **Reducing illicit tobacco supply and support the local economy**

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Priorities

Key priority areas for action have been identified and have been grouped under the following headings:

- Leadership and promotion for Tobacco Control
- Promoting a Smokefree Walsall
- Reducing illegal tobacco in the community
- Supporting smokers to quit

How?

Leadership and Promotion

- Senior leadership for tobacco control
- Develop the skills and knowledge of leads in the field of tobacco control
- Establish a Tobacco Control sub group of the Safer Walsall Partnership (or other nominated body)
- Secure Council sign up to the Tobacco Control Declaration
- Encourage partners to sign a statement of support for tobacco control
- Develop a co-ordinated communications strategy which includes promotion both internally within organisations and externally to raise the profile of smoking, tobacco control and the impact of illegal tobacco in the community
- Identify 'champions' within organisations to profile the tobacco control agenda

Promoting a Smokefree Walsall

- Drive work to establish more Smokefree environments and continue to lead actions towards a Smokefree Walsall
- Work with organisations to ensure they have relevant current and active Smokefree policies that encourage and support not just compliance but also best practice
- Promote the smokefree cars legislation
- Promote activity to support smokefree homes

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- Ensure compliance with the law and smokefree legislation
- Support local businesses in achieving gold standard in relation to comprehensive tobacco control within their organisation from legislative requirements to supporting quitters
- Carry out advisory visits to traders who sell tobacco products and nicotine inhaling products
- Co-ordinate the Validate UK Proof of Age Card in local schools/colleges
- Carry out regular test purchasing exercises for tobacco and nicotine inhaling products(NIPs)

Reducing illegal tobacco in the community

- Proactively support Trading Standards work on reducing illicit tobacco availability within Walsall by providing relevant intelligence, for example - underage sales of tobacco and nicotine containing products
- Raise awareness of the harm and impacts of niche tobacco products including Shisha

Supporting smokers to quit

- Increase the number of smokers to stop smoking , particularly those at highest risk
- To reviews population views and knowledge about stop smoking services
- Develop a policy on e-cigarettes for local partners for example, businesses; schools
- Strengthen referral pathways within the NHS

Implementation and Monitoring

- The Safer Walsall Partnership (or nominated partnership committee) will be responsible for overseeing the Tobacco Control Plan

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- The Tobacco Control subgroup will be responsible for delivery of the plan and will be accountable to the Safer Walsall Partnership Board.

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Action Plan

Leadership and promotion

Objective	How?	Who?	By when?
Monitor and evaluate tobacco control plan	Tobacco control board (accountable to the Safer Walsall Partnership)	Tobacco Control Board	
Senior leadership for tobacco control:			
Develop the skills and knowledge of leads in the field of tobacco control	Via communications plan	Public Health(PH); Trading Standards(TS); Environmental Health(EH)	End of March 2017
Establish a Tobacco Control subgroup of the Safer Walsall Partnership	Through the Chair of the Safer Walsall Partnership	PH/EH/TS and Chair of Safer Walsall Partnership	November 2016
Secure Council sign up to the Local Government Declaration on Tobacco Control	Cabinet	PH/EH/TS	October 26 th 2016
Encourage partners to sign a statement of support for tobacco control		Tobacco Control Subgroup	Sept 2017
Develop a co-ordinated communications strategy which includes promotion both internally within organisations and externally to raise the profile of smoking, tobacco control and the impact of illegal tobacco in the community		Tobacco Control Subgroup	May 2017
Identify 'champions' within organisations to profile the tobacco control agenda	Members of the tobacco control board identified as 'ambassadors' for their individual organisations.	Tobacco Control Subgroup	September 2017

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Promoting a Smokefree Walsall

Objective	How?	Who?	By when?
Drive work to establish more Smokefree environments and continue to lead actions towards a Smokefree Walsall	Via Communications plan Local partners to commit to this	Led by Tobacco Control Subgroup	October 2016 and ongoing
Work with organisations to have Smokefree policies/up to date Smokefree Policies that are promoted and implemented	Work with Council colleagues to refresh Policy Identify what policies are in place and support work to develop these e.g local businesses	Walsall Council HR Tobacco Control Subgroup	December 2016 September 2017
Promote the smokefree cars legislation	Further promotion of the Smokefree Cars legislation air fresheners Tobacco control campaign Further engagement of key partners	Tobacco Control Subgroup	October 2016
Promote activity to support smokefree homes	Tobacco control campaign Related campaigns e.g Stoptober Further engagement of key partners	All via Tobacco Control Subgroup	September 2017
Ensure compliance with the law and smokefree legislation	Through routine officer duties	Environmental Health Trading Standards Tobacco Control Subgroup	Now and ongoing
Encourage businesses to go above and beyond best practice in relation to smokefree legislation	Business Week Links to Economic Regeneration	Economic Regeneration Schools	September 2017
Ensure Compliance with Age Restricted	Advisory visits to traders	TS Schools	Now and ongoing

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Sales legislation	Carry out test purchasing exercises for tobacco and NIPs	Local Traders	
Co-ordinate Validate Proof of Age Scheme	Through visits to schools Visits to local traders	TS	Now and Ongoing

Support quitters to stop smoking

Objective	How?	Who?	By when?
Increase the number of smokers to stop smoking, particularly those at highest risk	Via communications plan	All partners Stop Smoking Providers	Ongoing
To review population views and knowledge about stop smoking services	Walsall Public Health Insights work Black Country Tobacco Control Alliance(BCTCA) Insights work	Public Health Via the BCTCA	From April 2016 and ongoing
Develop a policy on e-cigarettes for local partners for example, businesses; schools		Tobacco Control Subgroup	
Strengthen referral pathways within the NHS	Work with primary care	GPs/Community Nurses/Dentists/Pharmacists	April 2017
	Work with secondary care to improve referral pathways	Clinical specialists CCG STAR groups	May 2017
	Work with charities dealing with long term conditions – e.g Diabetes UK	Voluntary/community groups	May 2017
	Public Campaigns		

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	Consider a change/changes to Stop Smoking Services Contracts to prioritise vulnerable/priority groups	Tobacco Control subgroup	Stoptober 2016 Comprehensive Tobacco Control Campaign 2017 No Smoking Day March 2017 Changed April 2016
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Reducing illicit tobacco in the community

Objective	How?	Who?	By when?
Raise awareness and seek commitment from partners to work with Trading Standards to reduce illicit tobacco availability within Walsall by providing relevant intelligence	<p>Tobacco Control Campaign to include:</p> <ul style="list-style-type: none"> • Training for local leaders and decision makers • Public Campaign <p>Communications strategy</p> <p>Use of Tobacco Detection dogs</p>	<p>TS Police Immigration HMRC Public Health Tobacco Detection Companies</p>	September 2017
Raise awareness of the harm and impacts of niche tobacco products including Shisha	<p>Black Country Tobacco Control Alliance Shisha Project</p>	Environmental Health	September 2017

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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.

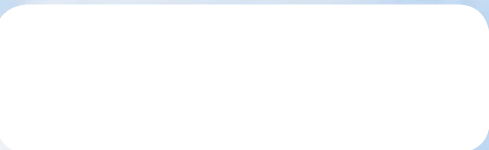
As local leaders in public health we welcome the:

- 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.

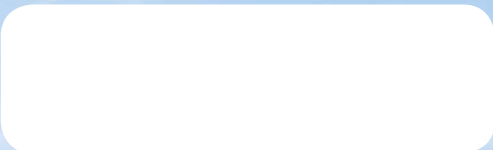
We commit our Council from this dateto:

- 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

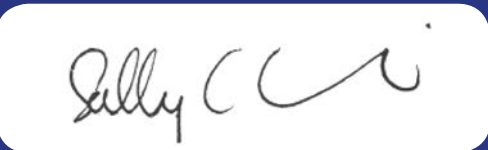
Jane Ellison, Public Health Minister,
Department of Health



Duncan Selbie, Chief Executive,
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Professor Dame Sally Davies, Chief
Medical Officer, Department of Health



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



Dr Lindsey Davies, President, UK Faculty of
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Graham Jukes, Chief Executive, Chartered
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