

## Health and Wellbeing Board

17 October 2016

### Tobacco Control Plan for Walsall 2016-2019

#### 1. Purpose

- To provide members of the Health and Wellbeing Board with information on a new Tobacco Control Plan for Walsall
- The Health and Wellbeing Board is invited to:
  - i. Agree their support for the Tobacco Control Plan for Walsall 2016 - 2019 and for the Local Government Declaration on Tobacco Control which is to be signed by Cabinet

#### 2. Recommendations

2.1 The Health and Wellbeing Board is recommended to:

- Agree their support for the Tobacco Control Plan for Walsall 2016-2019 and for the Local Government Declaration on Tobacco Control which is to be signed by Cabinet
- Agree to regular updates at a frequency to be agreed by the Board.

#### 3. Report detail

- 3.1 The Tobacco Control Plan for Walsall 2016-2019 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 hard working businesses.
- 3.4 There is also the economic impact that smoking brings. For example, according to the ASH Ready Reckoner, 2015:
- Each year in Walsall it is estimated that smoking costs approx £70.6m, £1,798 per smoker per year
  - 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.
- No one single measure will achieve a reduction in levels of smoking. It is a combination of key activities delivered in partnership. 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.
- Given the above, and subject to agreement from the Safer Walsall Partnership Board, governance and accountability for the Tobacco Control Plan for Walsall will sit with the Safer Walsall Partnership Board and a sub group of the board established to implement the plan.
- The Health and Wellbeing Board has an important role to support the delivery of this plan, given the health and wellbeing implications of smoking and tobacco control.

#### **4. Implications for Joint Working arrangements:**

- a. Financial implications: None identified
- b. Legal implications: None identified
- c. Other Resource implications: None identified

#### **5. Health and Wellbeing Priorities:**

- This strategy 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.
- The Tobacco Control Plan for Walsall aims to protect the most vulnerable in Walsall and reduce health and wellbeing inequalities, an explicit objective of the Joint Strategic Needs Assessment and Health and Wellbeing Strategy.
- Contribute to inspiring a smokefree generation
- Safeguarding: None

## Background papers

<sup>1</sup> ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

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## DRAFT

### Tobacco Control Plan for Walsall 2016-2019

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Appendix 1 Membership to the Walsall Tobacco Board

Appendix 2 CLear Assessment

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 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 smoking was attributable for 310.1 deaths per 100,000 (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)

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

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 the well documented impacts on health of smoking including: Cancers, heart disease, Chronic Obstructive Pulmonary Disease.

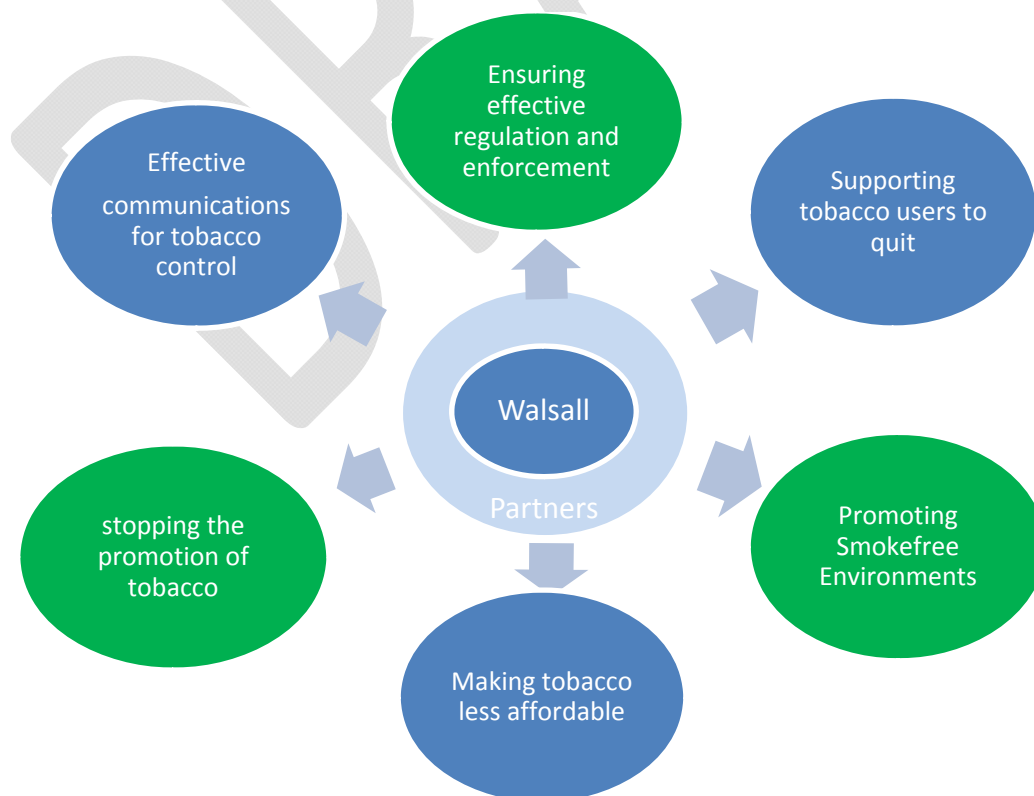
However, there is also the economic impact that smoking brings<sup>1</sup>:

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

- Each year in Walsall we estimate that smoking costs approx £70.6m, £1,798 per smoker per year
- Every year in Walsall, early deaths due to smoking result in 1,061 years of lost productivity, this costs the economy approx £18m
- Estimate that smoking breaks in Walsall cost an additional £28.7m annually
- 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 about £11.6m
- Local Authority costs £3.4m
- Approximately 17 smoking related fires
- 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.
- The total spending on social care for adults aged 50 and over during 2012-13 in Walsall was approximately: £ 6,423,819. This represents 4, 939 individuals requiring additional social care.<sup>2</sup>

### What is tobacco control?



<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

## Why is a comprehensive tobacco control strategy 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 CLearR 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](http://cms.walsall.gov.uk/final_2014_hws_refresh.pdf)
  
- **Walsall Council Smokefree Procedure, November 2012**

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH



## 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**

## Priorities

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

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

- 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
- Ensure compliance with the law and smokefree legislation

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

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

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

## Action Plan

### Leadership and promotion

Objective	How?	Who?	By when?
<b>Monitor and evaluate tobacco control strategy</b>	Tobacco control board (accountable to the Safer Walsall Partnership)	Tobacco Control Board	
<b>Senior leadership for tobacco control:</b>			
<b>Develop the skills and knowledge of leads in the field of tobacco control</b>	Via communications plan	Public Health(PH); Trading Standards(TS); Environmental Health(EH)	End of March 2017
<b>Establish a Tobacco Control subgroup of the Safer Walsall Partnership(or other nominated board)</b>	Through the Chair of the Safer Walsall Partnership	PH/EH/TS and Chair of Safer Walsall Partnership	November 2016
<b>Secure Council sign up to the Local Government Declaration on Tobacco Control</b>	Cabinet	PH/EH/TS	October 26 <sup>th</sup> 2016
<b>Encourage partners to sign a statement of support for tobacco control</b>		Tobacco Control Subgroup	Sept 2017
<b>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</b>		Tobacco Control Subgroup	May 2017
<b>Identify 'champions' within organisations to profile the tobacco</b>	Members of the tobacco control board identified as 'ambassadors' for	Tobacco Control Subgroup	September 2017

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

<b>control agenda</b>	their individual organisations.		
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### Promoting a Smokefree Walsall

<b>Objective</b>	<b>How?</b>	<b>Who?</b>	<b>By when?</b>
<b>Drive work to establish more Smokefree environments and continue to lead actions towards a Smokefree Walsall</b>	Via Communications plan  Local partners to commit to this	Led by Tobacco Control Subgroup	October 2016 and ongoing
<b>Work with organisations to have Smokefree policies/up to date Smokefree Polices that are promoted and implemented</b>	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
<b>Promote the smokefree cars legislation</b>	Further promotion of the Smokefree Cars legislation air fresheners  Tobacco control campaign  Further engagement of key partners	Tobacco Control Subgroup	October 2016
<b>Promote activity to support smokefree homes</b>	Tobacco control campaign  Related campaigns e.g Stoptober  Further engagement of key partners	All via Tobacco Control Subgroup	September 2017
<b>Ensure compliance with the law and smokefree legislation</b>	Through routine officer duties	Environmental Health Trading Standards Tobacco Control Subgroup	Now and ongoing
<b>Encourage businesses to go above and beyond best practice in</b>	Business Week  Links to Economic Regeneration	PH/TS/EH Economic Regeneration Schools	September 2017

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

<b>relation to smokefree legislation</b>			
<b>Ensure Compliance with Age Restricted Sales legislation</b>	Advisory visits to traders  Carry out test purchasing exercises for tobacco and NIPs	TS Schools Local Traders	Now and ongoing
<b>Co-ordinate Validate Proof of Age Scheme</b>	Through visits to schools  Visits to local traders	TS	Now and Ongoing

### Support quitters to stop smoking

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

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

	to improve referral pathways Work with charities dealing with long term conditions – e.g Diabetes UK/Stroke Association	Voluntary/community groups	May 2017
	Public Campaigns	PH/TS/EH Tobacco Control subgroup	Stoptober 2016 Comprehensive Tobacco Control Campaign 2017 No Smoking Day March 2017
	Consider a change/changes to Stop Smoking Services Contracts to prioritise vulnerable/priority groups		Changed April 2016

### Reducing illicit tobacco in the community

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

<sup>1</sup>ASH Ready Reckoner 2015, The Local Cost of Tobacco, ASH

<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH

<b>the harm and impacts of niche tobacco products including Shisha</b>	Alliance Shisha Project		
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<sup>2</sup>ASH, 2014, The Cost of Smoking to the Social Care System in England, ASH



# 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 .....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

Jane Ellison, Public Health Minister,  
Department of Health

Duncan Selbie, Chief Executive,  
Public Health England

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  
Public Health

Graham Jukes, Chief Executive, Chartered  
Institute of Environmental Health

Leon Livermore, Chief Executive, Trading  
Standards Institute

