

REPORT TO: Health and Wellbeing Board

DATE: 4 October 2017

REPORTING OFFICER: Director of Public Health

PORTFOLIO: Health and Wellbeing

SUBJECT: A Smokefree Future: A Tobacco Control Plan for Halton

WARDS: Borough Wide

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to present the final draft of the Halton Tobacco Control Plan – A Smokefree Future.

2.0 RECOMMENDATION: That

- 1) the Board note the contents of the report; and**
- 2) the Board supports the strategy outcomes, objectives, and actions**

3.0 SUPPORTING INFORMATION

3.1 In Halton we have made good progress in reducing the harm smoking causes with fewer young people starting to smoke and a smaller number of adults now smoking. The number of people in Halton who smoke has reduced significantly from around 30% in 2001, to just 16.6% in 2016, the lowest level since records began. However, there is more work to be done and considerable challenges still remain:

- Smoking rates in Halton remain higher than for England as a whole.
- Smoking remains the leading cause of preventable death and disease in Halton and is one of the most significant causes of ill health, particularly due to cancer, coronary heart disease and respiratory disease.
- Smoking is the primary reason for the gap in life expectancy between rich and poor in our communities.
- Smoking rates remain high among some social groups for example routine and manual workers, those with a mental health condition, pregnant women, those with long term health conditions and those with drug and alcohol addictions
- Smoking costs the local Halton economy £37.9 million each year. This is considerably more than is generated through tobacco duty (£17.2 million) per year.

A Smokefree Future: A Tobacco Control Plan for Halton

3.2 The Halton Tobacco Control Plan (APPENDIX A) recognises the scale of Halton's tobacco challenge and offers systematic plans to tackle it in response

to both national and local requirements. It moves us forward towards a Smokefree Halton where people can live and work without the fear of developing smoking related diseases.

- 3.3 The Tobacco Control Plan builds upon the effective work that has been undertaken by partners locally. No one organisation is able to address all the factors to reduce tobacco-related harm in Halton. Therefore this Tobacco Control Plan has been written in collaboration with all partners agreeing the vision, outcomes, and actions. The Tobacco Control Plan is supported by a detailed action plan outlining actions, responsible leads, timescales and outcomes to be achieved (Appendix B). The plan will be monitored by the Halton Tobacco Alliance, and outcomes reported to the Healthy Lifestyles Board, Health and Well Being Board and all other relevant bodies.

Halton Tobacco Control Plan – Vision and Objectives

- 3.4 The Vision of the Halton Tobacco Control Plan is *“To make smoking history for children in Halton and ensure all Halton residents live Smokefree lives”*. In order to achieve the Tobacco Control Plan identifies three overarching objectives:
1. Stopping the inflow of young people recruited as smokers
 2. Motivating and assisting every smoker to quit
 3. Protecting families and communities

In addition the Plan also identifies three underpinning themes or values to achieve these outcomes:

- Working in partnership
- Reducing health inequalities and protecting the vulnerable
- Promoting evidence based practice and cost effectiveness (value for money)

- 3.5 The number of young people smoking in Halton has halved in the past 10 years. However smoking remains an addiction which is largely taken up in childhood, with the majority of smokers starting as teenagers. As a result many young people become addicted before they fully understand the health risks associated with smoking. The Plan therefore sets out actions within school and community settings to reduce the number of young people smoking and support those who start to quit.
- 3.6 Providing support to help smokers quit is highly cost-effective and continues to offer smokers the best chance of quitting. Some 2/3rds of smokers say they want to quit smoking. In Halton we have made good progress supporting people to quit smoking, however smoking rates remain high among certain social groups e.g. routine and manual workers, those with a mental health condition, pregnant women, those with long term health conditions and those with drug and alcohol addictions. The Tobacco Control Plan outlines how the Halton Stop Smoking Service will work in partnership to reduce smoking rates among these identified high risk groups.

- 3.7 The Tobacco Control Plan also sets out the key steps we will take to protect our local communities from tobacco-related harm through reducing exposure to Secondhand smoke through promoting Smokefree settings and spaces, ensuring tobacco retailers in Halton comply with legislation and reducing the availability of illicit and counterfeit tobacco products
- 3.8 Electronic cigarettes have also increased in popularity in recent years. Although e-cigarettes are much safer than normal cigarettes their long-term effects are as yet unknown. The main concerns surrounding e-cigarettes focus on their uptake by young people and potential as a gateway to smoking, their potential to re-normalise smoking, the safety for users and bystanders, and their effectiveness as quitting aids. E-cigarettes are included within the tobacco control plan with actions proposed to ensure their appropriate and safe use.

4.0 POLICY IMPLICATIONS

The Tobacco Control Plan will set the context for partnership working to prevent and tackle the impact of harm caused by alcohol for individuals, families and the communities of Halton. There are no significant policy implications with regard to this report.

5.0 FINANCIAL IMPLICATIONS

The actions identified within the strategy will be delivered through existing resources identified within each partner's budget. Some service redesign or an innovative approach to service delivery will be required to better meet the needs of local people.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 Children and Young People in Halton

The Tobacco Control Plan supports the work of the Children's Trust in reducing the harm caused by tobacco to children, young people and their families.

6.2 Employment, Learning and Skills in Halton

Many of the disease caused by smoking are chronic illnesses which can be debilitating for the sufferer, reduce their quality of life and make it difficult to carry out day to day activities. Because of this smokers are less likely to be in employment than those who do not smoke. Smoking also costs local employers due to losses in productivity (sick days due to smoking related illnesses and smoking breaks). Reducing tobacco-related harm will have a positive impact upon local employers and employees.

6.3 A Healthy Halton

Smoking remains the leading cause of preventable death and disease in Halton and is one of the most significant causes of ill health, particularly due to cancer, coronary heart disease and respiratory disease.

6.4 A Safer Halton

Illicit tobacco damages legitimate businesses and makes tobacco more accessible to children. Tobacco smuggling is serious organised crime and the proceeds made from it are used to fund further criminality, perpetuating the cycle of harm. Reducing the availability of illicit and counterfeit tobacco products therefore contributes to a safer Halton.

6.5 Halton's Urban Renewal

There are no significant implications for this priority.

7.0 RISK ANALYSIS

There are no direct risks as a result of this report, however, individual risk assessments are carried out as required for relevant priorities contained within the report.

8.0 EQUALITY AND DIVERSITY ISSUES

There are no equality or diversity issues resulting from this report.

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
A) Draft - A Smokefree Future: A Tobacco Control Plan for Halton 2017-22	HBC website	Dr Elspeth Anwar
B) Draft Tobacco Control Action Plan, 2014-15	HBC website	Dr Elspeth Anwar