

Subject: Smokefree Rossendale Strategy
and Action Plan 2008-2011

Status: For Publication

Report to: Cabinet

Date: 3rd December 2008

Report of: Executive Director - Business

Portfolio

Holder: Communities and Neighbourhoods

Key Decision: No

Forward Plan General Exception Special Urgency

1. PURPOSE OF REPORT

1.1 To approve the revision of Rossendale's Smokefree Strategy.

2. CORPORATE PRIORITIES

2.1 The matters discussed in this report impact directly on the following corporate priorities and associated corporate objective.

- Improving health and well being across the Borough (Health, Housing)

3. RISK ASSESSMENT IMPLICATIONS

3.1 There are no specific risk issues for members to consider arising from this report.

4. BACKGROUND AND OPTIONS

4.1 The Cabinet approved a Smokefree Rossendale Strategy at its meeting on 27th January 2007. This focused on 8 aims, 6 of which were related to the implementation of smokefree indoor environments. The remainder supported enforcement in relation to the supply and sale of tobacco to underage children and working with other organizations. Implementation of smokefree indoor environments has now been undertaken, so the focus of the strategy needs to change.

4.2 At the Smokefree NorthWest Summit on 2nd November 2007, Local Authorities were encouraged to join in a commitment to further reduce smoking prevalence.

Signatories, of which Rossendale were part, committed their Authorities to work towards:-

- Eradicating tobacco related health inequalities as an urgent priority, and
- Breaking the cycle of children and young people's addiction and exposure to tobacco because every child and young person in the North West is entitled to a tobacco free future.

4.3 A consultation exercise was run during January 2008 to determine how Rossendale Borough Council departments could fulfill this commitment. There are a range of activities that have an effect on smoking prevalence, including:-

- Action by the Department of Health at National level,
- Action through the North West Tobacco Control Strategy,
- Action as part of the East Lancs. Tobacco Control Strategy.

4.4 Discussions were also held with representatives of other Pennine Lancashire Authorities in order to develop initiatives that could be implemented across the whole area without duplicating effort in their creation. The results of these consultations have been incorporated into the Action Plan accompanying this revised Strategy.

4.5 A year after the implementation of smokefree indoor environments, a survey was undertaken by the Office of National Statistics. This revealed that 80% of people agreed or strongly agreed with smokefree legislation banning smoking in enclosed public places and workplaces. Approximately 67% of people reported that smoking was not allowed at all in their homes, an increase from 61% in 2006. Respondents also thought that a child's risk of getting chest infections (91%) and asthma (85%) were increased by living with a smoker. 40% of businesses reported a positive impact on the company, compared with only 3% reporting a negative effect.

Air quality in pubs has improved dramatically from "unhealthy" average levels prior to 1st July 2007, to smokefree levels that are comparable to outdoor air. Bar workers' exposure to secondhand smoke has been vastly reduced; before the introduction of the smokefree law, results indicate that non-smoking bar workers were inhaling 4-6 times more cigarette smoke than the average non-smoking adult. Local NHS Stop Smoking Services have experienced over 20% increased demand as smokers have benefited from the more supportive environment to quit smoking.

4.6 Funding has been sought from the Department of Health towards the cost of targeted enforcement action in relation to work vehicles. The bid was submitted along with other Pennine Lancashire Authorities and has been successful. Arrangements are now ongoing with other Local Authorities throughout England to develop a co-ordinated scheme.

4.7 Lancashire Trading Standards Service takes an active role in relation to counterfeit and under-age tobacco sales. Over 20% of 14-17 year olds in the North West state that they smoke, with more females than males. 36% purchase cigarettes from illegitimate sources and 56% purchase cigarettes with non-UK health warnings. This indicates complicity amongst adults in obtaining and supplying illegal tobacco to children and young people. Links also exist with the

HM Revenue and Customs service and with Crime Reduction Partnerships as obtaining and supplying illegal tobacco is often linked to other illegal activities such as smuggling, prostitution, drugs etc.

- 4.8 The Smoke-Free Homes annual report for 2007/8 summarised the situation in East Lancashire as being an area of high deprivation. Children from lower socio-economic groups are more likely to be exposed to tobacco smoke; half of these in the home environment. Smoke-Free Homes was set up in 2003 by the local Sure Start programme in Bacup and has now been rolled out to every pre-school family in East Lancashire following a recent successful funding bid.

The scheme involves households making a Gold or Silver “promise” to make the house totally smoke-free at all times or to allow smoking in one well ventilated room and never to smoke in the presence of children. Most people make a pledge at the Gold level. Links are made to smoking cessation services and to the Fire Service for a free fire safety check.

Rossendale has a very good record of take-up of this scheme. Wanting to protect the health of children was the single overall contributing factor to families becoming a smoke-free home.

- 4.9 In May 2008, the Tobacco Control National Support Team published an evidence based resource for local tobacco alliances entitled “Excellence in tobacco control: 10 High Impact Changes to achieve tobacco control. The 10 changes and our responses, which show that in Rossendale, arrangement exist to implement all the Department of Health’s expectations, are as follows:-

<i>High impact changes</i>	<i>Action in Rossendale</i>
1. Work in partnership	Rossendale Borough Council is working with other partners in the East Lancashire Tobacco Control group and implementing a joint Action Plan. Apparently, this is the most successful group in the whole of Lancashire and Cumbria in respect of District Council involvement.
2. Gather and use the full range of data to inform tobacco control	Information is collected at County and ELPCT levels and fed into the East Lancs. Tobacco Control group and participating agencies.
3. Use tobacco control to tackle health inequalities	By targeting interventions to higher prevalence groups and localities, we will reduce health inequalities
4. Deliver consistent, coherent and co-ordinated communication	Communications are co-ordinated at East Lancashire and North West Region levels through dedicated staff resources. A Communications Plan has been developed by members of the East Lancs. group.
5. An integrated stop smoking approach	This is provided by the Stop Smoking Service for East Lancs. based at Nelson.
6. Build and sustain capacity in tobacco control	Actions within this Action Plan will increase capacity within Rossendale Borough Council.

7. Tackle cheap and illicit tobacco	This is undertaken by Lancashire Trading Standards Service working with HM Revenue and Customs and the Crime Reduction Partnership.
8. Influence change through advocacy	Most of this work is undertaken through the East Lancs. Tobacco Control and the North West Tobacco Control groups
9. Helping young people to be tobacco free	This is a focus of the Rossendale Smokefree Strategy
10. Maintain and promote smokefree environments	This is built into the Health & Safety enforcement actions within Rossendale Borough Council's Environmental Health Service.

4.10 In May 2008 the Department of Health conducted a consultation exercise on the development of a new national tobacco control strategy following the publication of their Cancer Reform Strategy in December 2007. Potential initiatives include:-

- Targeting reductions in smoking amongst more deprived communities
- Tackling the rising illicit trade in tobacco
- Controlling the display of tobacco in retail environments
- Limiting young people's access to tobacco products e.g. from vending machines
- Potential for plain packaging for tobacco products
- Increasing the minimum pack size
- Further protection of young people from secondhand smoke e.g. at home and in private cars
- Improving stop smoking services, and
- Help to those who cannot quit.

The outcome of this consultation will undoubtedly lead to further revisions of the East Lancs. Tobacco Control Plan and Rossendale's plan.

4.11 This revised strategy therefore has changed its focus to emphasising the contributions that can be delivered by the Council and is in addition to the work undertaken by our partners. This strategy concentrates on the following 4 aims:-

1. reducing smoking prevalence
2. protecting people from the effects of smoking
3. restricting the supply of tobacco, especially illicit tobacco
4. promote reduction in tobacco use

The Policy contained within the revised strategy has therefore expanded from merely dealing with ensuring smokefree indoor environments to using all means possible to encourage the 'denormalisation' of tobacco use i.e. to aim to change the smoking culture within Rossendale on an sustainable basis.

COMMENTS FROM STATUTORY OFFICERS:

5. SECTION 151 OFFICER

5.1 Budget resources and funding have previously been identified in order to implement the Smokefree Strategy.

6. MONITORING OFFICER

6.1 No comments on this report

7. HEAD OF PEOPLE AND ORGANISATIONAL DEVELOPMENT (ON BEHALF OF THE HEAD OF PAID SERVICE)

7.1 There are no HR implications

8. CONCLUSION

8.1 The legislation requiring smokefree indoor environments has been successfully implemented. However, smoking prevalence is still high in some parts of the community. This has a marked effect on health inequalities and work to reduce these inequalities must involve work to reduce tobacco use. This revised report and strategy show how work is and will be aimed at reducing tobacco use and reducing health inequalities.

9. RECOMMENDATION(S)

9.1 That the revised Smokefree Rossendale Strategy be approved.

10. CONSULTATION CARRIED OUT

10.1 Specific professionals were consulted during January 2008 including representatives of the Environmental Health services of other East Lancashire Authorities.

11. EQUALITY IMPACT ASSESSMENT

Is an Equality Impact Assessment required Yes

Is an Equality Impact Assessment attached Yes

12. BIODIVERSITY IMPACT ASSESSMENT

Is a Biodiversity Impact Assessment required No

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Background Papers	
Document	Place of Inspection
<p>Excellence in tobacco control: 10 High Impact Changes to achieve tobacco control. Department of Health. May 2008.</p> <p>Smokefree Rossendale Strategy. Rossendale Borough Council. January 2007.</p> <p>Smokefree England – one year on. Department of Health. July 2008.</p> <p>Smokefree Rossendale Strategy – Consultation Paper. January 2008.</p> <p>Smoking and Inequalities: Briefing for the Smoke Free Eats Lancs Group. Janet Walton. Head of Public Health Development/Tobacco Lead, East Lancs. PCT. December 2007.</p> <p>News Release. Widespread support for smoking ban. Office for national Statistics. June 2008.</p> <p>Smoke Free Homes Report 2007/2008. Commissioned by East Lancs. PCT. 2008.</p>	<p>Environmental Health Service Stubblee Hall Stubblee Lane Bacup Lancashire OL13 0DE</p>