

# HAMPSHIRE COUNTY COUNCIL

## Decision Report

<b>Decision Maker:</b>	Cabinet
<b>Date:</b>	16 April 2024
<b>Title:</b>	Local Government Declaration on Tobacco Control
<b>Report From:</b>	Director of Public Health

**Contact name:** Simon Bryant

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### Purpose of this Report

1. The purpose of this report is to seek approval from Cabinet for the Leader of the Council, the Chief Executive, and the Director of Public Health to sign the Local Government Declaration on Tobacco Control.

### Recommendation(s)

2. To sign the Local Government Declaration on Tobacco Control and support County-wide action on smoking and youth electronic cigarette use, in line with the government's smokefree generation ambition.

### Executive Summary

3. This report seeks approval to sign the Local Government Declaration on Tobacco Control and support County-wide action on smoking and youth electronic cigarette use. It outlines:
  - a. Contextual information about smoking and youth electronic cigarette use in Hampshire.
  - b. Describe the Local Government Declaration on Tobacco Control.
  - c. Explain the importance of the Declaration for taking an ongoing systems approach to smoking and youth electronic cigarette use.

### Contextual information

4. Reducing smoking and youth electronic cigarette use is a core part of the public health duties of the County Council led by the Director of Public Health. Smoking continues to be the most important cause of preventable ill health

and premature death and main driver of health inequalities in Hampshire. Smoking is a major risk factor for many diseases such as lung cancer, respiratory disease (including chronic obstructive pulmonary disease) and heart disease. It is also strongly linked with cancers in other organs, including the lip, mouth, throat, bladder, kidney, stomach, liver, and cervix. Smoking often clusters with other unhealthy behaviours such as substance misuse, excessive alcohol intake, physical inactivity, overweight and obesity.

5. Whilst electronic cigarettes are a useful quitting tool for smokers, they are not harmless and should not be used by children, young people, and adult non-smokers.
6. Smoking and electronic cigarette use are no longer considered a lifestyle choice but a preventable addiction that requires treatment. Effective tobacco control measures can reduce the rates of smoking and youth electronic cigarette use in the population by preventing uptake in non-smokers and by supporting current users to quit. Supporting people to stop smoking directly contributes to improving health and wellbeing. Evidence-based, specialist smoking cessation services are the most effective way to quit.
7. In 2022, it was estimated that 10.5% of the adult residents in Hampshire smoked, ranging from 5.5% in Winchester to 18.4% in Rushmoor. There are also differences in smoking rates by socio-demographic groups, for example rates being higher in routine and manual workers (21.1%) and residents with long term mental health conditions (19.6%). Every year in Hampshire, 4,522 residents die, and 8,631 residents are admitted to hospital each year because of smoking.
8. Through modelling it is estimated smoking could cost the Hampshire economy £1.1bn each year, a figure that is broken down into losses in economic productivity (£682m), social care costs (£329m), healthcare costs (£41m) and fire costs (£5m).
9. The County Council through its role as the Public Health Authority leads local action to tackle smoking and youth electronic cigarette use through convening the Hampshire Tobacco Control Alliance, commissioning a community stop smoking service, and working in partnership across the system to embed smoking and electronic cigarette cessation and prevention. The County Council leads a multi-agency Tobacco Control Strategy which agencies have signed up to delivering together. This was presented at the Health and Wellbeing Board in March 2023.
10. In October 2023, the government announced new grant funding to local authority Directors of Public Health (Local Stop Smoking Service and Support Grant [LSSASG]) as part of their ambition to create a smokefree generation and make smoking obsolete by 2050. This is in line with the duties of the

Director of Public Health. The County Council's annual allocation of the LSSSASG amounts to £1,381,823 from 06 April 2024 through to 05 April 2029, and should be spent on initiatives to support people to quit smoking. Allocations are based on local smoking rates, contingent on maintaining existing spend on smoking, and it is anticipated that allocations will remain similar each year.

## **Local Declaration on Tobacco Control**

- 11.** The Local Government Declaration on Tobacco Control is a public commitment to prioritising tobacco control and reducing the harm caused by smoking and electronic cigarette use in Hampshire.
- 12.** The Declaration does not commit the County Council to specific policies but to overarching principles on which local action can be taken.
- 13.** Following sign up to the Declaration, the County Council, will be able to further its leadership of the systems approach to tobacco control, including developing smokefree policies, supporting staff to quit smoking, preventing electronic cigarette use, training frontline staff to deliver smoking cessation support to Hampshire residents. Furthermore, with our internal and external collaboration, we will further develop additional knowledge and evidence around the impacts of continued smoking on the economy and workplace health through survey and insights work.
- 14.** Signing the Declaration will strengthen the County Council's leadership role in encouraging other local strategic partners, including the NHS, education, and social care, to follow suit and push towards a smokefree 2030 and culture-change where smoking becomes obsolete.
- 15.** Signing the Declaration demonstrates our commitment to tobacco control including:
  - Advocating for and supporting government plans for a smokefree generation.
  - Continuing to lead partnership work of the County Council's Tobacco Control Alliance.
  - Amplifying health awareness messages about smoking and electronic cigarettes to the public through a coordinated communication approach.
  - Investing resources through the ringfenced public health grant and additional ringfenced LSSSASG into cost-saving and highly effective tobacco interventions.
  - Supporting an increase in referrals into the community Stop Smoking Service and make use of free training in Very Brief Advice for both staff and residents.

- Providing data and intelligence to support local action and reduce health inequalities in smoking and electronic cigarettes.

**16.** The County Council will expect its local strategic partners to see the benefits of going smokefree and will support them to follow suit.

## **Finance**

**17.** There are no financial commitments to signing the Declaration. There is no cost attached to membership of the Smokefree Action Coalition, a group of over 300 organisations across the UK committed to ending smoking and to which the County Council will be eligible to join on signing on the Declaration.

## **Consultation and Equalities**

**18.** There will be a positive impact for groups that have high rates of smoking, including people with serious mental health conditions, people during pregnancy and maternity, people living in poverty and those in the most deprived communities across Hampshire. This should help reduce health inequalities. There will be no negative impacts on people with protected characteristics.

## **Climate Change Impact Assessment**

**19.** A full assessment of climate change vulnerability was not completed as the initial vulnerability assessment showed that the programmes and services are at minimal risk from climate vulnerabilities. However, consideration will be given to ensure that locations of specialist smoking cessation clinics will promote and enable active travel to mitigate carbon risk.

## **Conclusions**

**20.** The Local Government Declaration on Tobacco Control is a public statement of the County Council's commitment to action on smoking and electronic cigarette use and to protect residents from the harm caused by these products.

**21.** The most effective way to tackle smoking is through a comprehensive, collaborative approach working with partners across the system, which will be led by the Hampshire Tobacco Control Alliance.

## Appendix A

# Local Government Declaration on Tobacco Control

### As public health leaders, we acknowledge that:

- Smoking is a leading cause of premature death, disease and disability 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 starting in childhood, 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 tens of thousands of people its products kill in England every year; and
- The illicit trade in tobacco funds organised criminal gangs and gives children access to cheap tobacco.

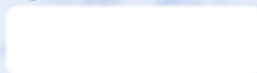
### We welcome the:

- 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;
- Government's ambition to make England smokefree by 2030 and tackle inequalities in 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
- NHS Long Term Plan commitments to provide all smokers in hospital, pregnant women and long-term users of mental health services with tobacco dependence treatment.

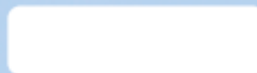
### We commit \_\_\_\_\_ from this date \_\_\_\_\_ to:

- Act at a local level to reduce smoking prevalence and health inequalities, to raise the profile of the harm caused by smoking to our communities and in so doing support delivery of the national smokefree 2030 ambition;
- 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 and to join the Smokefree Action Coalition, the alliance of organisations working to reduce the harm caused by tobacco.

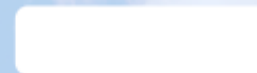
### Signatories:



Leader of Council



Chief Executive



Director of Public Health

### Endorsed by:

Prof Sir Chris Whitty, Chief Medical Officer,  
Department of Health and Social Care



Councillor David Fothergill, Community Wellbeing  
Board Chair, Local Government Association



Prof Jim McManus, President,  
Association of Directors of Public Health



Prof Maggie Rae, President,  
Faculty of Public Health



Julie Barratt, President,  
Chartered Institute of Environmental Health



John Herriman, Chief Executive,  
Chartered Trading Standards Institute



9th March 2022

**REQUIRED CORPORATE AND LEGAL INFORMATION:**

**Links to the Strategic Plan**

<b>Hampshire maintains strong and sustainable economic growth and prosperity:</b>	no
<b>People in Hampshire live safe, healthy and independent lives:</b>	yes
<b>People in Hampshire enjoy a rich and diverse environment:</b>	no
<b>People in Hampshire enjoy being part of strong, inclusive communities:</b>	yes

**Section 100 D - Local Government Act 1972 - background documents**

**The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)**

Document

Location

None

## **EQUALITIES IMPACT ASSESSMENT:**

### **1. Equality Duty**

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic.
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it.
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

### **2. Equalities Impact Assessment:**

2.1 A full Equalities Impact Assessment has been completed: EIA0560