

HEALTH PERFORMANCE IMPROVEMENT COMMITTEE

14 MARCH 2005

NOTICE OF MOTION - SMOKE FREE RESOLUTION

REPORT OF DIRECTOR OF HEALTH AND HOUSING

Contact Officer: Robert Heathcock Tel No: 01962 848476

RECENT REFERENCES:

None

EXECUTIVE SUMMARY:

At the Ordinary Meeting of Council held on 5 January 2005, Councillor Collin submitted the following Notice of Motion in accordance with Council Procedure 9 (1):

‘This Council recognises the damage to health caused by smoking; both directly and by breathing second-hand smoke. We acknowledge the lead being given by the Government’s recent White Paper on Health and we will work to promote smoke-free environments in our operational premises, and by our example, in enclosed public spaces throughout our District. We therefore adopt the attached smoke-free charter’ (a copy of the draft charter was circulated with the Council Minute Book and is appended to this report).

The Motion was seconded by Councillor Jackson and Council agreed to refer initial consideration of the matter to this Committee and Cabinet.

This report has been produced in response and summarises the existing work being carried out to deal with smoking related issues and suggests practical measures that can be taken to build upon this work in the future.

In addition to the considerable amounts of good work across the County on smoking related issues, there is increasing recognition that strong leadership at a local level is required to achieve the outcomes desired. The report proposes that the Winchester Health Improvement Group and Local Strategic Partnership are well placed to provide such leadership. In return the benefits will not only be health improvement outcomes but also economic, poverty reduction, social deprivation and environmental benefits within the local community.

RECOMMENDATIONS:

- 1 That the Committee considers the proposals contained within this report and that the way forward as outlined in Section 4 of the report be recommended to Cabinet for approval and onward transmission to Council.

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Report of Director of Health and Housing

DETAIL:

1 Introduction

1.1 This report has been produced in response to the Notice of Motion put to Council on 5 January 2005 by Councillor Collin regarding the possibility of the City Council adopting a smoke free Charter as set out in appendix A. The Notice of Motion under Council Procedure Rule 9(1) followed a request from the South East England Regional Assembly (see Appendix B) that Local Authorities do all that they can to support action to deal with the health effects of smoking.

1.2 At the meeting Council resolved

'This Council recognises the damage to health caused by smoking; both directly and by breathing second-hand smoke. We acknowledge the lead being given by the Government's recent White Paper on Health and we will work to promote smoke-free environments in our operational premises, and by our example, in enclosed public spaces throughout our District. We therefore adopt the attached smoke-free charter' (a copy of the draft charter was circulated with the Council Minute Book).

1.3 This report summarises the existing work being carried out to deal with smoking related issues and suggests practical measures that can be taken to build upon this work in the future.

2.0 The National and Local Perspective

2.1 There is an increasing interest in addressing smoke related issues both at a National and a local level. The recent Public Health White Paper identified smoking issues as a priority including the possibility of a national ban of smoking in public places to address the issue of second-hand smoke. Other priority areas include the availability and marketing of programmes to help reduce smoker rates and restrictions on tobacco advertising.

2.2 Locally, smoking related diseases such as Coronary Heart Disease and Cancer are included within the draft Health Improvement Plan and work to address these issues is pursued through the Health For All Partnership, the Winchester Health Improvement Management Group and local alliances.

2.3 The City Council has also led its own initiatives to address the issues of second-hand smoke and ran a Clean Air Pubs award scheme for a number of years. The principles of this scheme have now been updated and incorporated within a Hampshire wide scheme called 'Smoke Free Eating and Dining' led by Smoke Free Hampshire with the City Council providing the local support and promotion within premises.

2.4 The City Council has also had a No Smoking policy for a number of years and has pursued initiatives for smoking cessation amongst its staff through the Health At Work Group.

3.0 Recent Developments

3.1 Although there have been considerable amounts of good work across the County and also nationally, health professionals are increasingly recognising that strong leadership at a local level is required to achieve the outcomes desired. In this respect they acknowledge that health professionals alone cannot meet the targets set within national frameworks

3.2 There is therefore increasing interest in the role of Local Strategic Partnerships in addressing smoke free issues. The Health Development Agency has recently embarked on a 'tour' of training events for LSPs on the issue which is designed to raise awareness of the issue but also the benefits that can be obtained by tackling the problem at a local level. In this respect they point not only to the health benefits but also to research which shows that there are also economic, poverty, social deprivation and environmental benefits in dealing with the problem including:

- Increased spending within the local economy as expenditure on smoking reduces – this benefit is likely to be most felt by those on the lowest incomes
- Reduced littering of streets with cigarette waste – this is particularly important with the imminent inclusion of this within the definition of litter for street cleansing responsibilities.

3.3 These claims are supported by evidence that has established that

- Households in the lowest tenth of income spend 6 times as much of their income on tobacco as households in the highest tenth
- Over 70% of 2 parent households on income support buying cigarettes are spending 15% of their incomes on tobacco
- Approximately 55% of single mothers on income support smoke – smoking on average 5 packets per week

3.4 The Chartered Institute of Environmental Health in conjunction with ASH (Action on Smoking & Health) has also produced a toolkit for local authorities and other agencies on the steps that can be taken at a local level to address second-hand smoke. The toolkit includes a template for action which is reproduced at appendix C of this report.

3.5 The toolkit was produced before the Government's Public Health White Paper was produced but is still a valuable resource to the City Council in considering ways in which it might progress the Notice of Motion. Importantly, it includes the concept of allowing progress on different aspects to move at differing speeds. It also acknowledges that not all areas can be achieved immediately so allows the concept of 'working towards' to allow aspirations to be set for the future.

3.6 Until relatively recently many local authorities worked on health improvement issues without a specific legislative mandate to do so. However, the Local Government Act 2000 allowed local authorities to work on initiatives which would promote the health & wellbeing of their population although it is fair to say that even this was a discretionary power which allowed action rather than requiring it. It is also clear that there is a further change in ethos regarding the role Local authorities play in the health improvement agenda with the latest proposals contained within the draft Audit

Commission Comprehensive Performance Assessment framework which includes specific lines of enquiry relating to health improvement. As part of the next round of assessments local authorities will be expected to demonstrate what they have done working in partnership with others to address local health improvement priorities. The case for action on smoking related diseases has therefore been strengthened further.

4.0 Recommended Way Forward

- 4.1 In pursuing the Notice of Motion considered by Council the City Council may adopt a number of different roles as described below.
- 4.2 Firstly, it can set an example to others in having the appropriate policies in place to achieve smoke free environments within the buildings it controls (both directly occupied and sub-let) and by encouraging employees to quit smoking through workplace health initiatives. It is recommended that a review is undertaken of the existing policy and options put forward for its potential revision if required.
- 4.3 Secondly, it can continue to support projects such as the Smoke Free eating and dining initiative described earlier. This work will help to increase the numbers of smoke free environments across the district.
- 4.4 Thirdly it can act as a partner with other agencies to work on projects which address smoking related issues. There are 2 ways in which this can be achieved. As a partner on the Winchester Health Improvement management Group and Health For All Partnership, the City Council can raise the issue for further consideration of the environmental aspects as well as specific smoking cessation projects. The WHIMG can also consider and endorse an approach to the LSP to consider the issue because of its wider benefits to the community as described below.
- 4.5 It is recommended that the City Council in conjunction with the WHIMG champions the consideration of addressing smoke free environments at the LSP because of the wider benefits described in paragraph 3.2 above. The LSP includes partners who have significant influence within the community, many of whom are also major employers or have access to the business community. A joint approach to the issue could have a significant impact on addressing smoking related issues.

5.0 Conclusions

- 5.1 There has been considerable progress in work to address smoking related issues but the progress made in recent years has been perhaps the most dramatic. The recent Public Health White Paper has recognised the need for more progress and is well supported by existing initiatives such as the CIEH Toolkit on achieving Smoke Freedom.
- 5.2 There also seems to be increasing political will to address the issue at a local level but also in a wider context as demonstrated by the original SEERA resolution and Council decision to consider the issue in more detail.
- 5.3 Whilst the health benefits of addressing smoking related issues are inevitably the main driver for change, there is increasing recognition of the wider benefits of tackling the problem including improved environmental benefits of less litter and economic benefits to the business community as income becomes available for local expenditure. Finally, for the individual, addressing the problem provides an excellent opportunity to tackle one of the root causes of poverty in low income households. It is

suggested that these are the reasons why the issue should be considered by the LSP as a potential priority for joint working in the future.

- 5.4 The motives for dealing with the problem are widespread but are perhaps best summarised by a quote from Dr Graham Watts of the University of Glasgow used at the recent Health Development Agency training for LSPs on the issue.

'Dying before your time is the Ultimate Social Exclusion'

OTHER CONSIDERATIONS:

6 CORPORATE STRATEGY (RELEVANCE TO):

- 6.1 Addressing this issue would help to meet the Cultural and Leisure Opportunities objective to

- encourage healthier lifestyles and successful communities across the district and the age ranges through the promotion of sporting and cultural activities

7. RESOURCE IMPLICATIONS:

- 7.1 There are no direct resource implications at this stage although the extent of these in the future will depend upon the scale of action proposed. Current City Council work to achieve smoke free environments within pubs and restaurants is already included within existing resources.

- 7.2 Any decision to pursue the issue further through WHIMG and the LSP will hopefully generate additional resources to fund action plans or will result in redirection of existing resources to fund initiatives

BACKGROUND DOCUMENTS:

None

APPENDICES:

A – Draft Smoke Free Charter

B – SEERA Smoke Free Resolution

C – CIEH Action Planning Template (taken from Achieving Smoke Freedom toolkit)