

REPORT TO:	HEALTH AND WELLBEING BOARD (CROYDON) 10 June 2015
AGENDA ITEM:	6
SUBJECT:	Local Government Declaration on Tobacco Control
BOARD SPONSOR:	Mike Robinson, Director of public health, Croydon Council
BOARD PRIORITY/POLICY CONTEXT:	
Croydon's joint health and wellbeing strategy set out to increase healthy life expectancy and reduce differences in life expectancy between communities. Smoking is a major cause of death and ill health in the borough and a significant contributor to differences in life expectancy between communities.	
FINANCIAL IMPACT:	
There are no financial impacts arising from this report.	

1. RECOMMENDATIONS

- 1.1 Agree that Croydon Council become a signatory to the Local Government Declaration on Tobacco Control.

2. EXECUTIVE SUMMARY

- 2.1 The Local Government Declaration on Tobacco Control (the Declaration) sets out a commitment to tackle smoking and the harms that it causes to the communities in the local area. Endorsing it will commit the Council to:
 - Reduce smoking prevalence, and health inequalities;
 - Develop plans with partners and local communities to address causes and impact of smoking;
 - Participate in local and regional networks;
 - Support Government action at national level to help local authorities reduce smoking prevalence and health inequalities;
 - Protect tobacco control work from the interests of the tobacco industry;
 - Monitor the progress of their plans.

3. DETAIL

- 3.1 Tobacco remains the single greatest cause of preventable death, causing almost one in five adult deaths, and is the biggest cause of health inequality. Smoking is estimated to cost Croydon over £80 million per year, through health and social care costs, smoking breaks at work, domestic fires and litter. Two thirds of smokers start smoking before the age of 18.
- 3.2 The Declaration was originally developed in Newcastle in 2013. Over 80 English local authorities have now signed up. The Declaration is endorsed by the Public Health Minister, the Chief Medical Officer, Public Health England, the Association of Directors of Public Health, the Trading Standards Institute, the

Chartered Institute of Environmental Health and others. In August 2014, a sister document to the Declaration, the NHS Statement of Support, was launched to allow NHS organisations to show their support for tobacco control.

- 3.3 The Declaration will add impetus and profile to the development of Croydon's local tobacco control plan. It will empower stakeholders to work with regional partnerships to develop comprehensive and effective tobacco control measures. This will help drive down local smoking rates and protect children and young people from tobacco harm. It will help reduce health and social care costs, save money for local businesses and reduce the trade in illicit tobacco.
- 3.4 There is no direct cost associated with becoming a signatory, above the local investment already being made in local tobacco control. The Declaration would, as a principle, commit Croydon to refusing offers of investment in tobacco control from tobacco companies, however regional and national networks may provide efficiency opportunities through partnership work.

4. CONSULTATION

- 4.1 This proposal has been discussed informally at the multi-agency, multi-disciplinary Healthy Behaviour Change Alliance, which includes representatives of regulatory services, primary, secondary, and mental health services, community pharmacy, schools third sector and a public representative. Members of the Alliance expressed broad assent for the proposal. No member opposed the proposal. No formal consultation is required.

5. SERVICE INTEGRATION

- 5.1 There are no service integration implications arising from this report.

6. LEGAL CONSIDERATIONS

- 6.1 The Council Solicitor comments that in considering implementation measures as they relate to the tobacco industry the case shows that Council must still exercise its powers and functions reasonably and lawfully.
- 6.2 Approved by: Gabriel MacGregor, Head of Corporate Law on behalf of the Council Solicitor & Director of Democratic & Legal Services

7. EQUALITIES IMPACT

- 7.1 The proposal concerns a policy decision to refrain from engaging with commercial entities who undertake activities harmful to our communities, especially the most deprived. There are no detrimental equalities concerns associated with implementing this proposal.

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BACKGROUND DOCUMENTS Local Government Declaration on Tobacco Control