

REPORT TO EXECUTIVE



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PORTFOLIO	Environment
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Burnley Tobacco Control Action Plan 2011-2014

PURPOSE

1. To seek approval for the Burnley Tobacco Control Action Plan 2011-14

RECOMMENDATION

2. That the Executive approve the Tobacco Control Action Plan 2011-2014.

REASONS FOR RECOMMENDATION

3. To establish a framework for actions to reduce the use of tobacco and tobacco products and the harm it causes in the community. To set out clear achievable, measurable targets that in turn feed into the East Lancashire Tobacco Action Plan and the forthcoming new Public Health arrangements

SUMMARY OF KEY POINTS

4. A working group was set up in September 2011 to develop and lead a Tobacco Control Action Plan for Burnley. The plans' over all aim is to improve the health of those living and working in the Borough by impacting on the use of tobacco and tobacco products. The Key Performance Indicators outlined in the action plan will be reported to committee and feed into Public Health network statistics. The plan focuses on the actions that can be taken within the remit of the services already provided by the Council, whilst working alongside East Lancashire PCT, NHS, other public health services and Lancashire Trading Standards.

The Government publication 'Healthy lives, healthy people: a tobacco control plan for England' (published March 2011) sets out how tobacco control will be delivered in the context of the new public health system. Under the new public health arrangements, set to in place for 2013, local authorities take on new responsibilities for the health of their community. As Burnley is part of a two tier authority this will be led by Lancashire County Council, who will become part of a new integrated public health service 'Public Health England' Public health will become locally driven, delivering improved

outcomes in health and wellbeing and reducing health inequalities. Under these new arrangements the government want to encourage the development of tobacco partnerships/ and alliances. To achieve this the government have set out 3 national ambitions to focus tobacco control work across the whole system;

- Reduce smoking prevalence among adults in England
- Reduce smoking prevalence among young people in England
- Reduce smoking during pregnancy

Whilst these National ambitions wont translate into centrally driven targets for Local Authorities they are intended to represent a basis for what can be delivered through national actions and local areas implementing evidence –based best practice for comprehensive tobacco control. In the Plan the government supports comprehensive tobacco control in England across six internationally recognised standards;

- Stopping the promotion of tobacco
- Making tobacco less affordable
- Effective regulation of tobacco products
- Helping tobacco users to quit
- Reducing exposure to second hand smoke; and
- Effective communication for tobacco control

The actions outlined in the Tobacco Control Action Plan for Burnley are categorised around these six standards.

5. Burnley Borough Council has been represented on the NHS East Lancashire Tobacco Control Strategy Group since 2008 The group coordinates action on tobacco control across a number of partner agencies across East Lancashire including a broad range of healthcare professionals, schools / colleges, the fire service, trading standards officers, environmental health officers and professionals from local hospitals. Burnley's action plan corresponds with priorities outlined in East Lancashire Tobacco Control Action Plan 2011-13 and has been endorsed by the EL Group.

The latest local tobacco control profiles for England show that all but one of Burnley's health indicators are significantly worse than the England and Regional average. With 2 indicators; smoking attributable hospital admissions and oral cancer registrations being one of the worst rates in England. Recent calculations estimate that there are around 21,800 smokers in Burnley and that this costs the community an estimated £34 Million a year.

6. Local Authorities have a significant role to play in reducing the harms and costs of tobacco use. A coordinated, multi-agency approach is required cutting across a number of service areas and this is an approach that councils are ideally placed to deliver. Some examples of work already undertaken are;

Enforcement/Regulation

The Council's licensing team currently work closely with LCC Trading Standards and HRMC on enforcement relating to illegal sales of alcohol and tobacco. The licensing enforcement officer has recently been invited to join a multi-disciplinary task force led by Lancashire Police Pennine Division to coordinate action on issues around alcohol and tobacco. Licensing officers have also been involved in promoting the new legislation prohibiting vending machines

Licensing and Environmental Health enforcement officers have responsibility for enforcing Smokefree legislation and have investigated a number of complaints – they recently had a successful prosecution of an illegal shisha bar that also led to seizure of

illicit tobacco by HMRC.

Helping tobacco users quit

The Council's healthy lifestyles team currently provide stop smoking sessions for the public in St Peter's centre. Throughout the year the team also hold promotional events such as health MOT's where they offer advice on quitting and educate the public on the health effects of smoking.

Effective communication

A communication strategy is under development that will tie in both to internal wellbeing events and regional/national media campaigns. It is intended that any communication strategies will be supported by current evidence from health and social care professionals and be tailored to meet the needs of the Burnley community.

7. The Burnley Tobacco Control Plan has been endorsed by the Executive Member for Planning & Environment, Councillor Peter McCann, who has also agreed to Champion the Action Plan

FINANCIAL IMPLICATIONS AND BUDGET PROVISION

8. All actions if agreed will be undertaken using current service delivery resources. Therefore, there are no additional financial implications or any additional budget provision required.

POLICY IMPLICATIONS

9. If agreed the action plan could have implications in relation to feeding into the new public health arrangements currently being put in place.

DETAILS OF CONSULTATION

10. Councillor McCann, Executive Member for Planning & Environment
 - . Councillors J Birtwistle & Heseltine
 - . Environment and Housing Scrutiny Committee

BACKGROUND PAPERS

11. HM Government publication 'Healthy lives, healthy people: a tobacco control plan for England' (published March 2011)
<http://www.dh.gov.uk/health/2011/07/healthy-lives-healthy-people/>
12. Reducing health inequalities through tobacco control: A guide for Councils
<http://www.idea.gov.uk/idk/aio/25455753>

FURTHER INFORMATION

PLEASE CONTACT:

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ALSO: