

## HEALTH AND WELLBEING BOARD - 30<sup>th</sup> September 2015

<b>Title of paper:</b>	Nottingham City Tobacco Control Strategy		
<b>Director(s)/ Corporate Director(s):</b>	Alison Challenger Director of Public Health (interim)	<b>Wards affected: All</b>	
<b>Report author(s) and contact details:</b>	Kate Thompson, Smokefree Nottingham Coordinator John Wilcox, Insight Specialist, Public Health		
<b>Other colleagues who have provided input:</b>	Claire Novak, Tobacco Control Health Promotion Officer Lorraine Raynor, Chief Environmental Health and Safer Housing Officer Jane Bailey, Trading Standards Manager		
<b>Date of consultation with Portfolio Holder(s) (if relevant)</b>	18 <sup>th</sup> September 2015		
<b>Relevant Council Plan Strategic Priority:</b>			
Cutting unemployment by a quarter			<input type="checkbox"/>
Cut crime and anti-social behaviour			<input checked="" type="checkbox"/>
Ensure more school leavers get a job, training or further education than any other City			<input type="checkbox"/>
Your neighbourhood as clean as the City Centre			<input checked="" type="checkbox"/>
Help keep your energy bills down			<input type="checkbox"/>
Good access to public transport			<input type="checkbox"/>
Nottingham has a good mix of housing			<input type="checkbox"/>
Nottingham is a good place to do business, invest and create jobs			<input type="checkbox"/>
Nottingham offers a wide range of leisure activities, parks and sporting events			<input type="checkbox"/>
Support early intervention activities			<input checked="" type="checkbox"/>
Deliver effective, value for money services to our citizens			<input checked="" type="checkbox"/>
<b>Relevant Health and Wellbeing Strategy Priority:</b>			
Healthy Nottingham: Preventing alcohol misuse			<input type="checkbox"/>
Integrated care: Supporting older people			<input type="checkbox"/>
Early Intervention: Improving Mental Health			<input type="checkbox"/>
Changing culture and systems: Priority Families			<input type="checkbox"/>
<b>Summary of issues (including benefits to citizens/service users and contribution to improving health &amp; wellbeing and reducing inequalities):</b>			
<p>Nottingham has made good progress in aspects of tobacco control, but smoking prevalence remains significantly higher than the England average resulting in significantly higher levels of smoking related disease and premature mortality.</p> <ol style="list-style-type: none"> <li>1. This strategy supports the vision of a smokefree generation and a reduction in exposure to second hand smoke, which, in turn, contributes to improving the health of Nottingham citizens.</li> <li>2. The implementation of the Nottingham Tobacco Control Strategy is vital to improving the health and wellbeing of Nottingham citizens.</li> <li>3. This strategy is a key contributor to the aims of the Health and Wellbeing Board and the Nottingham Plan.</li> <li>4. We must continue to take comprehensive and sustained action to ensure a reduction in smoking prevalence, exposure to second hand smoke and tobacco related inequalities.</li> </ol>			

<b>Recommendation(s):</b>	
<b>1</b>	The Board is requested to approve the final version of the Tobacco Control Strategy for Nottingham City 2015-2020, and to take forward the strategy through collective leadership.
<b>2</b>	Board member organisations are requested to sign the Nottingham and Nottinghamshire Community Tobacco Control declaration.
	<p><b>How will these recommendations champion mental health and wellbeing in line with the Health and Wellbeing Board aspiration to give equal value to mental health and physical health ('parity of esteem'):</b></p> <p>More than 40% of all tobacco consumption is by those with a mental health condition. The Tobacco Control Strategy acknowledges the importance of tackling smoking among people with enduring mental health problems. Nottinghamshire HealthCare NHS Foundation Trust is in the process of implementing a completely smokefree site, creating an environment which actively encourages staff, service users and visitors to be smokefree, including training for staff, and readily available nicotine replacement therapy. This is being supported by the City Council commissioned CityCare the New Leaf stop smoking service which prioritising supporting people with mental health problems to quit smoking.</p>

## **1. REASONS FOR RECOMMENDATIONS**

### **1.1 The Board is requested to approve the final version of the Tobacco Control Strategy for Nottingham City 2015-2020, and to take forward the strategy through collective leadership.**

The strategy has taken into account current evidence base for tobacco control, the recommendations of the recently published [JSNA chapter on Smoking and Tobacco Control](#) , and consultation responses to the draft strategy.

This strategy provides an opportunity to bring together a range of actions to address tobacco control across the City.

A reduction in smoking prevalence year on year would bring significant benefits to the City by:

- Improving citizens' health and their quality of life, particularly in more disadvantaged wards
- Increasing household incomes when smokers quit
- Improving the life chances of young children by reducing their exposure to second hand smoke and reducing their chances of taking up smoking.
- Reducing the costs of dealing with smoking related fires
- Reducing the costs of tobacco related litter
- Reducing serious and organised crime linked to the availability and sale of illegal tobacco

The strategy is now in its final form and four strategic priorities have been identified for Nottingham. We believe these to be the areas of the greatest opportunity where the greatest impacts can be made:

#### ***Protecting children from the harmful effects of smoking***

- Ensure high levels of compliance are maintained in relation to legislation designed to protect children from the harmful effects of smoking
- Promote the rights of all children and young people to be protected from the dangers of secondhand smoke
- Continued provision of specialist support for pregnant smokers and their families
- Prevent the uptake of smoking amongst children and young people

### ***Motivate and assist every smoker to quit***

- Actively encourage and support smokers to stop through the provision of high quality, evidence based services
- Increase the number of referrals to New Leaf via NHS and other partner organisations
- Develop specific pathways and treatment models for people with differing levels of mental health problems.

### ***Reduce the supply and demand of illegal tobacco***

- Increase awareness of the dangers of illicit and counterfeit tobacco
- Work at a supra-local level where appropriate
- Allocate resources to tackle illicit and counterfeit tobacco
- Reduce the supply and demand of illegal tobacco

### ***Multi-agency partnership working and leadership***

- Ensure the vision for tobacco control is widely understood and shared by others
- Develop a consistent and coherent communications strategy for tobacco control
- Ensure senior elected members and colleagues assert a clear ambition for tobacco control in Nottingham
- Ensure clinical leadership champions are identified and engaged

The strategy can be viewed as Enclosure 1 to this report.

Delivery of the strategy will be managed through a detailed action plan which will be monitored by the city's Strategic Tobacco Control Group. The action plan will be updated year on year to reflect progress.

The Health and Wellbeing Board is in a unique position to demonstrate collective leadership to reduce smoking through effective tobacco control measures. This will mean ensuring that cross organisational policies and programmes are supported across the domains of tobacco control; and that all board member organisations contribute to the delivery of the Tobacco Control Strategy.

Each organisation represented upon the board has a role to play in tobacco control. Current activity which can be built upon includes:

- Nottingham City Council – Nottingham City Council is one of around 100 Local Authorities to have signed up to the Local Government Declaration on Tobacco Control. Key actions for the Authority include leadership of the agenda, development of smokefree outdoor spaces, Environmental Health hosting the Smokefree Nottingham Coordinator and Health Promotion Specialist and enforcement of smokefree legislation; the work of Trading Standards to reduce the supply of counterfeit and illicit tobacco across the city; and the Public Health commissioning of evidence based stop smoking services and other interventions.
- NHS Nottingham City Clinical Commissioning Group (CCG) – activity includes providing funding for stop smoking campaigns, additional funding for the New Leaf team based within NUH, supporting both hospitals in becoming smoke free sites, piloting healthy lung checks within the North of the City (including Lung Cancer screening), working with Public Health and NUH to reduce smoking in pregnancy.
- Nottinghamshire Healthcare Trust - the Trust Board has agreed in 2015 to implement the NICE guidance on smoking cessation in secondary care (PH48) with a target date of 1st April 2016 for full implementation. The implementation plan includes no staff smoking on

- Trust premises, including grounds; and supporting all patients to abstain/stop smoking on Trust premises.
- Nottingham University Hospitals NHS Trust – developing its smokefree policy in line with the NICE guidance. This includes implementing smokefree campuses at the QMC and City Hospital sites, and working with the New Leaf to treat smoking and offer stop smoking support to patients, staff and visitors.
  - Nottingham CityCare Partnership – delivery of the evidence based New Leaf Nottingham City Stop Smoking Service and a range of community NHS services which provide brief intervention to reduce smoking.

### 1.2 Board member organisations are requested to sign the Nottingham and Nottinghamshire Community Tobacco Control declaration.

The Nottinghamshire County and Nottingham City Declaration on Tobacco Control is an extension of the original Local Government Declaration, which Nottingham City Council signed up to in September 2014 and the NHS Statement of Support. The opportunity to extend the scope of the Declaration has been uniquely identified by Nottingham City and Nottinghamshire County Councils and offers the chance for local innovation and leadership in tobacco control across the whole community. The Declaration is a commitment for local organisations to take action, a dedication to protecting local communities from the harms caused by smoking, a demonstration of local leadership and an acknowledgement of best practice.

The Declaration seeks commitment to:

- Actively support local work to reduce smoking prevalence and health inequalities
- Develop plans with partners and local communities
- Share action plans and commitments with communities and partners
- Support government in taking action at a local level to help reduce smoking prevalence and health inequalities
- Recognise and where possible protect our tobacco control work from the vested interests of the tobacco industry
- Regularly monitor the progress of plans and commitments and share results

The Declaration can be viewed in enclosure 2.

## **2. BACKGROUND (INCLUDING OUTCOMES OF CONSULTATION)**

Tobacco control is a range of supply, demand and harm reduction strategies that aim to improve the health of the population by eliminating or reducing the consumption of tobacco products and exposure to tobacco smoke.

This strategy outlines the areas of activity which the City Council and its collaborating partners will undertake to reduce levels of smoking in Nottingham and achieve our target to reduce adult smoking prevalence to 20% by 2020.

### **Smoking in Nottingham**

Tobacco use remains one of our most significant public health challenges. It is the single largest contributory factor to health inequalities and the main factor in the gap in life expectancy between the most and least affluent communities.

While levels of smoking nationally have continued to decline steadily, levels of smoking in Nottingham remain stubbornly high (nationally 18% of adults smoke (as estimated through the Integrated Household Survey) compared to 27% in Nottingham as estimated through the Citizen Survey, 2014).

The 2015 JSNA chapter on Smoking and Tobacco Control shows that smoking prevalence is disproportionate across different ages and communities, particularly those disadvantaged by poverty. Key statistics

- 23% of smokers are aged between 16 and 17 years
- 22% of households with children allow smoking in the home
- 1 in 5 pregnant women in Nottingham smoke
- Deaths from lung cancer, COPD and smoking attributable heart disease are higher than the national average
- 32% of smokers have a disability or long term illness
- 49% of smokers are unemployed
- 39% of smokers live in social rented housing

### **Electronic cigarettes (e-cigarettes)**

Public Health England (PHE) has published an independent evidence review on e-cigarettes. The authors concluded that the current best estimate is that the devices are around 95% less harmful than smoking. The review also found no evidence that e-cigarettes act as a gateway into smoking for children and non-smokers. Based on the key findings of the review Public Health England has published its position on e-cigarettes. PHE will:

- Continue to monitor evidence on the uptake of e-cigarette use, the health impact at individual and population level and their effectiveness as a cessation tool.
- Provide the public with clear information on the relative harm of nicotine, e-cigarettes and tobacco.
- Publish framework advice to support organisations developing evidence based policies on e-cigarette use in the workplace and enclosed spaces.
- Commission the National Centre for Smoking Cessation and Training to provide training and support to stop smoking practitioners to improve their skills and confidence advising clients on the use of e-cigarettes
- Monitor tobacco industry involvement in the evolving e-cigarette market.

### **Nottingham position on e-cigarettes**

We acknowledge the key findings of the PHE evidence review and the potential of e-cigarettes in relation to harm reduction. We lack conclusive evidence on the long term effects of e-cigarette use but they are estimated to be 95% safer than smoking and it is important that smokers are aware of and understand this. Smokers are up to four times more likely to quit if they use nicotine replacement therapy in conjunction with behavioural support from NHS stop smoking services. New Leaf Nottingham City provides support to e-cigarette users wanting to quit. It promotes itself as an e-cigarette friendly service in line with the recommendation of the PHE report but there is more that could be done to raise awareness of this and ensure that the service is equipped and skilled to support e-cigarette users to quit smoking. This approach is backed by the Strategic Tobacco Control Group and we are anticipating further guidance and support from the National Centre for Smoking Cessation and Treatment in the near future.

### **Strategic Tobacco Control Group**

Nottingham City has a history of supporting action on Tobacco Control. The Strategic Tobacco Control Group is a partnership involving the City Council, NHS Nottingham Clinical Commissioning Group, Nottinghamshire Healthcare NHS Foundation Trust, Nottingham CityCare Partnership, the UK Centre for Tobacco and Alcohol Studies and Nottinghamshire County Council. The Group will oversee the implementation of

the Tobacco Control strategy through the development of an action plan that will be reviewed annually.

### **Strategy Development Consultation**

A wide range of stakeholder views were sought as part of the strategy development process. This included a Health and Wellbeing Board Development session in January 2015 attended by representatives from Board member organisations, a Public Health Forum was held in July 2015 attended by representatives from across the public sector and particular the voluntary sector. This was followed by an online public and partner consultation which has demonstrated support for reducing smoking prevalence across the city and the priority actions. Strategic Tobacco Control Group colleagues have been engaged and provided input throughout the strategy development process.

As a direct result of the consultation the following issues have been highlighted and the strategy amended accordingly:

- Acknowledging most up to date evidence and reviews on e-cigarettes
- Building on existing knowledge and supporting further research into tobacco use
- Harm reduction
- Establishment of effective referral pathways as part of care packages as part of health and social care
- Highlighting the financial impact of tobacco on Nottingham

### **3. OTHER OPTIONS CONSIDERED IN MAKING RECOMMENDATIONS**

To have no local formal tobacco control strategy and deliver based on the National Strategy

A local delivery plan could have been based upon the previous Coalition Government's Tobacco Control Plan for England (2011). However, this plan is now out of date and does not demonstrate the issues which are required to be prioritised locally. The current government is expected to publish a new national plan or strategy in due course, which will be considered when published. Reducing smoking is one of Public Health England's (PHE). PHE aims to reduce regular smoking amongst 15 year olds. Our tobacco control strategy supports this aim to reduce smoking in young people.

### **4. FINANCE COMMENTS (INCLUDING IMPLICATIONS AND VALUE FOR MONEY/VAT)**

None to report.

### **5. LEGAL AND PROCUREMENT COMMENTS (INCLUDING RISK MANAGEMENT ISSUES, AND LEGAL CRIME AND DISORDER ACT AND PROCUREMENT IMPLICATIONS)**

None to report

### **6. EQUALITY IMPACT ASSESSMENT**

Has the equality impact been assessed?

Not needed (report does not contain proposals or financial decisions)

No

Yes – Equality Impact Assessment attached

Due regard should be given to the equality implications identified in the EIA.

**7. LIST OF BACKGROUND PAPERS OTHER THAN PUBLISHED WORKS OR THOSE DISCLOSING CONFIDENTIAL OR EXEMPT INFORMATION**

**8. PUBLISHED DOCUMENTS REFERRED TO IN COMPILING THIS REPORT**

Department of Health (2011). The tobacco control plan for England.

National Institute for Health and Clinical Excellence Brief interventions for referral to smoking cessation in primary care and other settings [PH1]

National Institute for Health and Clinical Excellence Smoking cessation in secondary care: acute, maternity and mental health services [PH48]

Nottingham City Council. The Nottingham Plan to 2020

Nottingham City Council (2015) Nottingham Joint Strategic Needs Assessment – tobacco control and smoking chapter 2015.

Public Health England (2015). E-cigarettes: an evidence update. A report commissioned by Public Health England.

Public Health England (2014). From evidence into action: Opportunities to protect and improve the nation's health.