

# Nottinghamshire County & Nottingham City Declaration on Tobacco Control

..... (Insert name of organisation) acknowledge that:

- Smoking is the single greatest cause of premature death and disease 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 taken up by children and young people, two thirds of smokers start before the age of 18; in Nottinghamshire County and Nottingham City approximately 3,600 11-15 years olds take up smoking each year;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 1,700 people its products kill locally every year; and
- The illegal trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

**As local leaders with an interest in health we welcome the:**

- Opportunity for local government and partners to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- Commitment and leadership across Nottinghamshire County and Nottingham City in recognising the importance of reducing tobacco use harm across our communities
- Commitment by the government to protect the development of public health policy from the vested interests of the tobacco industry (the World Health Organisation Framework Convention on Tobacco Control (FCTC); and
- Endorsement of this declaration by the local Health and Wellbeing Boards and partners.

**From this date.....we commit to:**

- Declare our commitment to reducing smoking in our communities;
- Act at a local level to reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities;
- Develop individualised actions plans to address the causes and impacts of tobacco use; and
- Share actions plans and commitments with communities and partners;
- Support action at a local level to help reduce smoking prevalence and health inequalities in our communities;
- Recognise and where possible protect our tobacco control work from the commercial and vested interests of the tobacco industry; and
- Regularly monitor the progress of our plans and commitments and share results.

**Signatory:**

**Position:**

**Endorsed by:**

**Nottinghamshire County's Health & Wellbeing Board**

**Nottingham City's Health & Wellbeing Board**