

## Report to the Cabinet

Meeting to be held on Thursday, 12 October 2017

## Report of the Director of Public Health and Wellbeing

**Part I**

Electoral Divisions affected:  
All

### **Towards a smoke free generation: A Tobacco Control Plan for Lancashire 2017-2022**

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#### **Executive Summary**

This paper sets out the tobacco control plan for Lancashire based on the latest national policy, guidance and evidence following the publication of the national tobacco control plan 2017.

This is deemed to be a Key Decision and the provisions of Standing Order No. 25 have been complied with.

#### **Recommendation**

The Cabinet is recommended to approve that Lancashire County Council adopts the tobacco control ambition and objectives as set out in the paper.

#### **Background and Advice**

Tobacco smoking is the single largest preventable cause of ill health, premature death and inequalities in the communities we serve, killing over 79,000 people each year in England and 1,673 adults aged 35 years and over in Lancashire alone. This is greater than the total number of deaths from alcohol, obesity, illegal drugs, murder, suicide, road traffic accidents and HIV infection combined. It is estimated that the costs of smoking in Lancashire is £291.7 each year including £50m in NHS care.

The National Tobacco Control Plan (2017) sets an ambitious target of reducing adult population level use of tobacco from 15% to 12%. Lancashire is currently just above the national average with 16% of adults smoking tobacco. Recent developments also

include the emerging evidence base on the role of e-cigarettes in supporting smokers to quit and reduce the harm caused by tobacco.

A collaborative approach for Tobacco Free Lancashire has been developed by the Directors of Public Health in the county council and the neighbouring authorities to share learning and intelligence.

In order to achieve this national target it is proposed that LCC adopts the following vision and policy objectives:

**Vision:** To be a Tobacco Free County.

**Policy objectives:**

1. Health education setting out clear and consistent messages about tobacco harms and the benefits of a smoke free lifestyle (including the health and wealth gains from not smoking or quitting smoking).
2. Candid messages to smokers that it is always better to quit smoking/use of tobacco and it is never too late.
3. Commission innovative digital and specialist stop smoking services offering behavioural support and access to licensed products including Nicotine Replacement Therapy (NRT), and embedding the principles of Make Every Contact Count that promote consistent messages regarding tobacco across the public sector.
4. Working in partnership with the NHS and wider public sector to target key groups with higher rates of smoking prevalence including:
  - a. Pregnant women due to the negative health impacts for both mother and baby that come from tobacco use.
  - b. Those with long term conditions (e.g. mental health, respiratory illness etc.) to reduce the cumulative health burden and prevent or slow down disease progression in the population.
  - c. Routine and manual workers where smoking rates are significantly higher than the Lancashire average (23.9%); targeted work here will contribute towards the aim of reducing smoking rates to 12%.
  - d. Hospital environments: supporting implementation of NICE guidance PH48 to create smoke free hospitals.
5. Continue to enforce Trading standards legislation on tobacco such as underage sales and to target the importation and sale of illicit tobacco.
6. Revise the Council's workplace policy on tobacco in line with current evidence and support partners to do the same.
7. Align with the Public Health England (PHE) position that electronic cigarettes are significantly less harmful than tobacco. Although they are not risk free,

they are a valuable harm reduction tool for smokers in the fight against tobacco use in the county.

8. Advocate smoke free and vape free work places and play areas across the County.
9. Continue to support the Local Government Declaration on Tobacco.
10. Explore working with the Independent British Vape Trade Association (IBVTA) to establish a framework for monitoring the long term effects of e-cigarettes including the gateway effect and dual use.

### **Monitoring and evaluation:**

Public health team will continue to monitor and evaluate the impact of the above tobacco control plan for Lancashire and report progress on a regular basis across the population including those with protected characteristics. We will work with neighbouring authorities to share learning and develop good practice.

### **Consultations**

N/A

### **Implications:**

This item has the following implications, as indicated:

### **Risk management**

This tobacco control plan shows the County Council's commitment to implementing the national tobacco control plan and will be beneficial to the health of our population.

### **Financial**

This policy position does not create any additional financial burden on LCC. Although the council will support the role of e-cigarettes in smokers as a harm reduction tool, we have no plans to fund e-cigarettes as part of the stop smoking services and nicotine replacement therapy (NRT).

The existing budget for Tobacco, funded from the Public Health Grant is £2.3m which covers the Stop Smoking Service, NRT budget.

### **List of Background Papers**

Paper

Date

Contact/Tel

None

Reason for inclusion in Part II, if appropriate

N/A