

Committee(s):	Date(s):
Health and Social Care Scrutiny Sub-Committee	20 November 2012
Subject: Tobacco Control Alliance Update	Public
Report of: Director of Community and Children's Services	For Information
Ward (if appropriate): All	
<p><u>Summary</u></p> <p>Smoking creates major health, economic and social burdens within the City of London. Comprehensive tobacco control efforts can impact on health inequalities, reduce the economic burden on society and reduce the death, disease and disability caused by smoking. Effective tobacco control needs to be driven by local priorities, local action and local leadership.</p> <p>In September 2011 The City Tobacco Control Alliance was set up to work towards an agreed set of outcomes for tobacco control. The membership consists of a range of partners and is chaired by the Assistant Director Commissioning and Partnerships. During the past year the work programme of the Alliance has focused on three main themes:</p> <ul style="list-style-type: none"> • Smoking cessation • Reducing smoking related litter • Young people and smoking prevention <p>The Alliance has developed continued strong leadership which has resulted in a systematic approach to delivering an effective and comprehensive tobacco control programme. However, there is opportunity to expand the current work programme to take advantage of the successful first year of the Alliance and to ensure fully sustained partnership working.</p> <p>Internal capacity at Alliance level is essential for the sustainability, efficacy and efficiency of the tobacco control work programme. The innovative initiatives within the proposed work programme would classify the City of London Corporation as one of the leaders in tobacco control at a regional level.</p>	

Recommendations

The Health and Social Care Scrutiny Sub-Committee is asked to:

- Consider and appraise the work of the Tobacco Control Alliance over the past year
- Consider and endorse the program of work proposed under Section 9 ('Options')

Main Report

Background

1. Nationally, smoking prevalence has declined over the past decade though in the last three years of recorded data, 2007 to 2010, this decline has stopped, for both men and women. In 2010, 21% of men and 20% of women in England smoked. An assessment of local prevalence in the Health Survey for England put smoking prevalence in Hackney and the City in 2006-08 at 32%. This puts Hackney and the City at the top of the prevalence table in London.
2. Although data is not available on smoking prevalence among the residents of the City of London. In 2009, a study commissioned by NHS City and Hackney to investigate City workers' smoking habits and their views of the stop smoking services revealed that 54% of City workers smoked. This gave an estimated 170,000 smokers. However, a 2012 report, commissioned by the City Corporation and NHS North East London and the City of the health behaviours and needs of City workers, shows a smoking prevalence of 24.7%. This is significantly higher than the national average of 20% and London average of 17%. However, it needs to be remembered that this is a specific demographic that is concentrated in the City only during business hours.
3. Smoking is a major public health concern: both nationally and within the City. It is the biggest single preventable cause of death and disease in the UK. Up to 15% of deaths in the City are related to smoking. Smoking not only causes premature death but impacts on people's wellbeing and hinders their ability to be economically active. The 2009 study found that a key correlate of smoking is stress - 34% of respondents gave this as the reason for smoking. 44% of respondents said they smoked mainly at work and, of these respondents, 37% smoke because of stress and 22% to help with keeping alert. Only 15% of respondents smoke mainly because they enjoy it. A reduction in the number of smokers in the workforce would result in employees who are more motivated and free from the illnesses associated with smoking. This in turn would help to reduce unplanned absenteeism and increase productivity, morale and staff retention. In

London, the estimated cost of lost productivity from smoking related sick days is £356 million and the estimated output lost from early deaths is £583million.

4. The City of London Corporation's Department of Built Environment (formerly, Department of Environmental Services) spend around £4m per annum (as shown in the previous report of 2011) in the provision of street cleansing services and smoking related litter (SRL) represents the most significant litter problem in the City.
5. In February 2011 Officers from the City of London Corporation and NHS North East London and the City produced a proposal for a City of London Tobacco Control Alliance (TCA) to the Health and Adult Social Care Scrutiny Sub Committee. Members agreed with the proposal and a bid for start-up funding was submitted to the Local Area Agreement reward grant body. Unfortunately the bid was unsuccessful but Officers agreed to set up the TCA in any case.
6. Following from member agreement, the first meeting of the TCA was on 21st September 2011. Currently the TCA is chaired by the Assistant Director Commissioning and Partnerships. The full membership of the TCA is:
 - City and Hackney Tobacco Control Team
 - CoLC Environmental Health Services
 - CoLC Cleansing Services
 - Boots Pharmacies
 - CoLC Public Relations Office
 - CoLC Housing
 - CoLC Substance Misuse Partnership
 - Genmed

Current Position

7. During the past year the TCA work programme has focused on three main themes:
 - Smoking Cessation
 - Reducing smoking related litter
 - Young people and smoking prevention

Smoking Cessation

8. In 2011/12 a total of 1391 people accessed the smoking cessation services across the City and 641 went on to successfully quit (quit at four weeks).

A network of services is available to support smokers wanting to give up; all Boots stores have a fully trained Stop Smoking Advisor in house, four drop in clinics also run across the City at the Guildhall, Barbican, Clifton House and Portsoken Health Centre. The Service has also provided workplace clinics in 9 different local businesses.

9. The majority of those accessing quitting services were City workers, rather than residents, of whom most were in managerial or professional roles. However quit rates were slightly higher among the smaller numbers of people in intermediate and routine and manual professions. Quit rates were lower among Black and Asian smokers and among those not working.
10. A very successful New Year price promotion is run across all Boots stores throughout the month of January. This initiative allows clients to access the smoking cessation medication for free, as well as the usual free support provided. This is a very popular promotion due to the number of smokers' New Year resolutions to quit smoking and this presents itself at the ideal time. In 2011/12 60% of those who accessed the Boots service did so in quarter 4 and 60% of the total number of four week quitters from Boots was achieved in quarter 4.
11. 'Stoptober' was the first Department of Health mass quitting campaign in October 2012. The main communication message was to challenge smokers to quit for 28 days as research shows that people who stop for 28 days are five times more likely to remain smokefree. All Boots stores were given posters and leaflets to advertise the campaign and the Alliance worked with the City of London Cleansing department to utilise the recently installed Renew on-street recycling bins, which have incorporated within them, digital display screens. At the time of the campaign there were around eighty five (85) of these units located in high foot fall areas to gain maximum exposure to passers-by. Each of the units has two screens giving one hundred and seventy (170) viewing locations. The Stoptober branding was displayed every 2 minutes from 12:00-16:59 from 21st September to 30th October. (See Appendix).
12. The Tobacco Control Team are running a series of brief intervention training sessions with the City of London Corporation staff. This enables attendees to bring up the subject of smoking with clients and how to refer smokers to local smoking cessation services. Initially this has begun with Street Environment Officers within Cleansing Services and Housing Officers, but will be extended to other staff.

Reducing Smoking Related Litter

13. The Tobacco Control Team have attended various residents and housing meetings to discuss smoking on estates, smokefree homes and cars and any issues of nearby employees from large business smoking near estates.
14. Below is a table showing the actions taken by the City's Cleansing Services, Street Environment Team for the period, July 2011 to October 2012. It can be seen that the approach adopted is that of educational information and warnings in the first instance and enforcement as a last resort.

Street Environment Team actions July 2011 - October 2012	Red Cards warnings	Stubbies/ portable ashtray	FPN's
	1070	1121	90

Young People and Smoking Prevention

15. There are two initiatives which can be offered to schools and youth services to encourage young people not to start smoking:
 - **Cut Films** –a short film competition for young people to engage them on the issue of smoking using the creative and interactive medium of film making. It's a competition to create their own 2 minute film to persuade their friends not to smoke. The winning film wins a workshop with a leading UK film director, equipment for their school or youth club, and national publicity.
 - **Operation Smoke Storm** - an innovative online tool aimed at helping teachers/youth workers to effectively educate young people on key issues to do with smoking and the tobacco industry. It comprises of 3 separate 50 minute sessions which can be delivered separately or consecutively.
16. The City of London School for Girls and Skyway (interim provider of Youth Services in the City) have been approached to promote these initiatives.

Options

17. The TCA has grown in its infancy as more partners and stakeholders are understanding the impact of tobacco at a societal, not just medical, level. There are a number of TCA initiatives planned over the coming months and year:

Expansion of Training Programme

The TCA proposes to expand the current brief intervention training programme to Fusion staff at Golden Lane Sports and Fitness, substance misuse partnership staff and the new youth service providers who will be announced in February 2013.

Clean City Awards Scheme

Working with Cleansing Services, there have been initial discussions to incorporate more tobacco control related questions in the Clean City Awards Scheme application form. Currently businesses are asked about initiatives to reduce smoking related litter. The TCA propose to include details around smokefree policies and helping employees to quit. These new questions will be incorporated into the 2013 application process.

City Corporation Smokefree Policy

The TCA proposes to update the Corporation's Smokefree Policy to include information and details of local smoking cessation services, allowing staff time off to attend these services, prohibiting smoking within 5 meters of Corporation buildings, encouraging staff not to smoke wearing their ID badges and protecting staff who visit clients' homes from second-hand smoke by asking the client not to smoke up to one hour before the scheduled visit. The Town Clerk's Summit Group has endorsed this proposal.

Smokefree Homes and Cars

The TCA proposes to pilot a campaign, which has been successful in Hackney, to encourage residents to pledge to keep their home and/or car smokefree to protect their family, friends and pets from the dangers of secondhand smoke.

Smokefree Zones in Estates

The TCA proposes to pilot smokefree zones in Golden Lane estate in partnership with residents and housing officers.

Further Proposals

18. The Sub-Committee may wish to consider acting as an advocate for the work of the Tobacco Control Alliance. This might take on a range of responsibilities from endorsing high-profile campaigns to effectively communicating the work of the Tobacco Control Alliance to other members representing the City of London Corporation. The Sub-

Committee may wish to take on this role collectively or nominate an individual/individuals to carry out this work on their behalf.

19. The Tobacco Control Alliance is very keen to hear suggestions, amendments or comments to the program of work going forward.

Corporate & Strategic Implications

20. The Tobacco Control Alliance Update to the Health and Social Care Scrutiny Sub-Committee has strategic fit with the City of London Corporation's 2012-16 Corporate Plan in the following ways:

- a. Aligning to Key Policy Priority 2: *“Seeking to maintain the quality of our public services whilst reducing our expenditure and improving our efficiency”*

- i. In widening the breadth of scope and delegating the responsibility for Tobacco Control across the City of London Corporation, the work of the Tobacco Control Alliance will become much more effective and efficient. The impact of tobacco is at a societal level, not just medical, and so by supporting the prevention agenda, particularly amongst young people; by reducing litter and the environmental impact of tobacco; and by supporting those who are ready to stop smoking, the Sub Committee will be supporting the Tobacco Control Alliance to deliver on one of the City's key policy priorities.

- b. Aligning to Key Policy Priority 3: *“Engaging with London and national government on key issues of concern to our communities including police reform, economic crime and changes to the NHS”*:

- i. The NHS is currently undertaking a number of challenging tasks including vast structural change (as laid out in the Health and Social Care Act 2012) and a £20billion saving target (known as the ‘Nicholson Challenge’). It is critical that residents (including those commuting to the City for work) continue to receive high-quality health services in-line with the commitments given under the NHS Constitution 2012.

- ii. One aspect of the structural change is the move of the Public Health function from the NHS into ‘local authorities’. Within Public Health, the Tobacco Control agenda is a key element. In endorsing the proposals (as

laid out in Section 10) the Sub Committee will be supporting and ensuring this key element of Public Health is successful incorporated and transferred into the business of the City of London.

- iii. Further, by endorsing the proposals the Sub-Committee will be reflecting current attitudes amongst residents of the City of London.

Implications

21. The implications for the Health and Social Care Scrutiny Sub-Committee are as follows:

- a. The Sub-Committee should bear in mind that whilst there are a very significant number of smokers amongst the working population, the current proposed public health funding settlement allows for only the needs of the resident population to be served. There is huge scope for fully meeting the needs of the working population however, unless the final public health funding settlement for 2013/4 includes an allowance for City workers this would require a significant recalibration of resources.
- b. The overriding risks to the Tobacco Control Alliance program of work are:
 - iv. The transfer of the Public Health function into the City of London Corporation: The transition is a very complex programme. Depending on the management of it and the model adopted by the Corporation, the work of the Tobacco Control Alliance could dissipate and become unfocused. *The risk is low and should be mitigated by clear, responsible leadership.*
 - v. Lack of corporate leadership: The Tobacco Control Alliance has received excellent corporate ownership and backing. However much of this is down to key personnel. Should the attention and leadership currently being afforded to the Tobacco Control agenda be dispelled, a great deal of the momentum behind the Tobacco Control Alliance would be lost. *The risk is low as there are no known significant movements of key personnel.*
- c. No other risks or implications for the Sub-Committee have been identified at this time.

Conclusion

22. The Sub-Committee has heard that the responsibilities associated with the Tobacco Control agenda do not simply rest with the NHS. Tobacco's impact on litter, the environment and young people require a partnership approach with access to a range of different policy levers. It is therefore appropriate that the City of London Corporation take ownership of this agenda to ensure a whole-systems approach to Tobacco Control.

23. With a broad suite of areas to action over the coming year, the work plan for the Tobacco Control Alliance is ambitious yet deliverable. With the Sub-Committee as its chief advocate, the Tobacco Control Alliance can be the vehicle that forges the Corporation's new Public Health responsibilities and crafts a partnership that is effective, efficient and an exemplar for best practice.

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Appendix 1

Stoptober Campaign displayed on ReNew bins

