

Committee(s):	Date(s):
Health and Wellbeing Board	4 th July 2013
Subject: Tobacco Control Alliance Project Plan	Public
Report of: Director of Community and Children's Services	For Information

Summary

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. The Health and Wellbeing Board has recognised the importance of Tobacco Control at a local level by identifying it as a key priority.

The City Tobacco Control Alliance has developed continued strong leadership which has resulted in a systematic approach to delivering an effective and comprehensive tobacco control programme.

The key projects for this year, as agreed by the Alliance members, which will impact upon our residents and workers include:

- Healthy Workplace Offer
- CoL Smokefree Policy
- Smokefree Outdoor Areas
- Smokefree Homes and Cars
- Fixed Penalty Notice Referral Incentive Initiative

These projects will be implemented during scheduled, staggered times of the year to ensure capacity to deliver is not compromised. Internal capacity at Alliance level is essential for the sustainability and efficacy of the tobacco control work programme.

Recommendations

The Board is asked to note the smoking cessation performance for 2012/13 and the key projects for 2013/14

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. Nationally, 21% of men and 20% of women in England smoked. In London, 18.9% of men and women smoke.

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 18.9%. 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 in the provision of street cleansing services. Smoking related litter (SRL) represents the most significant litter problem in the City.

Current Position

5. In 2012/13 a total of 1170 people accessed the smoking cessation services across the City and 611 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, three drop in clinics also run across the City at the Guildhall, Barbican and Portsoken Health Centre. The Service has also provided workplace clinics in 9 different local businesses.
6. All services should be achieving a Department of Health minimum recommended quit rate of 35%. In 2012/13, Pharmacies and Level III Service achieved a very high success rate of 51% and 61% respectively. The Neaman Practice however, only achieved a 20% quit rate. (See Appendix 1).
7. 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 2012/13 41% of those who accessed the Boots service did so in quarter 4 and 42% of the total number of four week quitters from Boots was achieved in quarter 4.

8. '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 advertised 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 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 viewing locations. The Stoptober branding was displayed every 2 minutes from 12:00-16:59 from 21st September to 30th October.
9. The Tobacco Control Team has delivered 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 to refer smokers to local smoking cessation services. The Team also trained staff from the Substance Misuse Partnership to 'Level II' to provide them with the necessary skills to support clients through a quit attempt.
10. The Tobacco Control Team has presented at the Environmental Best Practice Meeting, part of the Clean City Awards Scheme, to engage with businesses in order to reduce their smoking related litter and encourage a healthier workforce by supporting employees who want to quit smoking.

Options

11. The TCA has grown in its infancy as more partners and stakeholders understand the impact of tobacco at a societal and medical level. The key projects the Alliance will be delivering this year will benefit our residents and workforce and ensure that the City of London is a leader in Tobacco Control.

Workforce

12. Healthy Workplace Offer

Key strategic leads will work with the Director of Public Health to coordinate and deliver the offer to businesses set out in the report on Workplace Health, also on this agenda. Offers will be made through the Clean City Awards applicants, Health and Safety and enforcement links. A limited number of businesses will be approached to gauge demand and capacity. If the offer proves popular, capacity will need to be evaluated to ensure continued delivery.

13. CoL Smokefree Policy

The Alliance will work with Corporate HR to develop and implement a comprehensive and robust Smokefree Policy. This will help to demonstrate

the Corporation's commitment to adopting the public health responsibility deal 'Health at Work' pledge set out in the report on Workplace Health. The Policy will build on existing smokefree legislation and will have clear benefits to the Corporation:

- a healthier workforce
- reduction in unplanned absenteeism
- increased productivity
- reduction in smoking related litter
- reduced fire risks
- increased compliance with health and safety responsibilities

The policy will include information and details of local stop smoking 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 Corporation's Smokefree Policy will become an exemplar policy to local businesses.

Residents

14. Smokefree Outdoor Areas

Smokefree children's play areas:

Many areas nationally are creating smokefree playgrounds using voluntary codes and some are considering whether seeking local regulatory powers would be practicable. The benefits of stopping smoking in playgrounds will:

- Support the de-normalisation of smoking
- Reduce the risk of exposure to second-hand smoke
- Reduce smoking related litter and threat of cigarette butts
- Reduce the risk of fire

The Alliance will identify gardens and estates in the City where children's play areas are present and seek to make these spaces smokefree. Residents, users and stakeholders will be consulted and included in the process.

Smokefree outdoor sporting areas:

Introducing smokefree outdoor sporting areas will have similar benefits to smokefree playgrounds. The Alliance will work with local stakeholders to implement a voluntary smokefree code in designated areas for sporting activity in the City.

15. Smokefree Homes and Cars

The national smokefree homes and cars campaign is in its second year and is highlighting the harmful effects of smoking in the home and car. Implementing a local campaign will further strengthen the messages. The campaign will be implemented in partnership with estates and residents to encourage residents to pledge to keep their home and/or car smokefree to

protect their family, friends and pets from the dangers of second-hand smoke.

16. Fixed Penalty Notice (FPN) Referral Initiative

The Alliance will explore the possibility of introducing an FPN referral initiative to smokers who drop cigarette butts on the street. Those smokers who are fined will be offered the opportunity to have their fine reduced or withdrawn by attending a local stop smoking service. This would raise awareness of local stop smoking services to the public, increase referrals into these services as well as broker good relations between the public, businesses and the street enforcers.

Conclusion

- 17.** The Health and Wellbeing Board already recognises the harm caused by tobacco, evidenced by identifying tobacco control as one of its key priority areas. The work plan for 2013/14 is ambitious yet deliverable and uses a whole-systems approach which has solid evidence base in reducing the harm caused by tobacco.

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Appendix 1

Stop Smoking Services Targets and Performance Data 2012/13

City and Hackney target – 2220 four week quitters

Corporation of London target – 610 four week quitters

Annual Target*	2011-12 Performance				Projected Targets 2012-13				Quarter 1		Quarter 2			Quarter 3			Quarter 4			SQD Grand Total	Quitter Grand Total	% Achieved	Quit Rate %	
	Qt 1	Qt 2	Qt 3	Qt 4	Qt 1	Qt 2	Qt 3	Qt 4	Setting a quit date	Successfully Quitting	Reprofiled Target	Setting a Quit Date	Successfully Quitting	Reprofiled Target	Setting a Quit Date	Successfully Quitting	Reprofiled Target	Setting a Quit Date	Successfully Quitting					
Community City	100	35	33	37	25	25	25	25	50	34	16	49	30	11	43	27	9	35	17	177	108	108%	61%	
Pharmacy (City)	500	70	82	52	308	100	100	100	200	127	64	136	144	72	164	109	54	310	588	308	968	498	100%	51%
Primary Care City	10	1	0	0	0	3	3	3	3	8	2	3	5	0	6	7	2	6	5	1	25	5	50%	20%
Total	610	106	115	89	333	128	153	128	228	185	100	155	198	102	181	159	83	325	628	326	1170	611	100%	52%
CoL Target	610									153	-53	153	-51	-104	153	-70	-174	153	173					

“Community” – Level III Specialist Service

“Pharmacy” - 15 Boots stores and 1 independent pharmacy in the City

“Primary Care” – the Neaman Practice

Appendix 2

2012/13 Action Plan

Actions	Lead Officer	Partners	Milestones	Timescales
Healthy Workplace Offer	Health and Wellbeing Policy Development Manager	Tobacco Control Team	Development of Offer	August 2013
		Substance Misuse Development Officer	Presented to X no. of businesses	October 2013
CoL Smokefree Policy	Acting Tobacco Control Programme Manager	Assistant Director of Community and Children's Services Department	Corporate HR to include in programme of reviewing/revising policies	July 2013
		Corporate HR	Draft policy written	July 2013
		Tobacco Control Team	Consultation	September 2013
			Policy launch	October 2013
Smokefree Children's Play Areas	Acting Tobacco Control Programme Manager	Tobacco Control Team	Development of campaign	October 2013
		Head of Barbican and Estates	Appropriate signs assembled	November 2013
			Campaign launch	November 2013
Smokefree Outdoor Sporting Areas	Acting Tobacco Control Programme Manager	Tobacco Control Team	Development of campaign	October 2013
		Open Spaces Department	Appropriate signs assembled	November 2013
		Fusion Leisure Centre	Campaign launch	November 2013
Smokefree Homes and Cars	Acting Tobacco Control Programme Manager	Tobacco Control Team	Development of campaign	November 2013
		Head of Barbican and Estates	Joint promotional event	February 2014

Fixed Penalty Notice Referral Initiative	Assistant Director – Street Scene and Strategy	Tobacco Control Team	Exploration of procedures Launch (dependent on discussions)	July 2013 November 2013