

TITLE OF REPORT: The Prevention Green Paper – ASH Consultation Recommendations

REPORT OF: Alice Wiseman, Director of Public Health

Purpose of the Report

1. The purpose of this report is to ask Cabinet to endorse measures proposed by Action on Smoking and Health (ASH) in response to the consultation on the Prevention Green Paper “Advancing our health: prevention in the 2020s – consultation document”.

Background

2. In November 2018, the Department of Health and Social Care (DHSC) published a document setting out a vision for putting prevention at the heart of our nation's health, “Prevention is better than cure” (DHSC, 2018). This paper was a precursor to the subsequent publication of a Green Paper on prevention.
3. The All Party Parliamentary Group (APPG) on Smoking and Health commissioned ASH and the UK Centre for Tobacco and Alcohol Studies to write a response to this document. The response, “Delivering the vision of a ‘Smokefree Generation’”, was published by the APPG in February 2019.
4. The APPG response detailed ten recommendations that would support the ambition of achieving a “smokefree generation” by 2030 ie.one where the average adult smoking rate is 5% or below (see Appendix 2).
5. While many of the recommendations detailed in the APPG report subsequently appeared in the Prevention Green Paper, two key measures did not. These are:
 - To require manufacturers and importers of cigarettes to include Government mandated pack inserts to support quitting.
 - To increase the age of sale from 18 to 21.

These recommendations are evidence based and proportionate to the risks to health posed by tobacco use.

6. These two additional measures have already been endorsed by the Royal College of Physicians, Cancer Research UK, British Heart Foundation, UK Centre for Tobacco and Alcohol Studies, Association of Directors of Public Health, Faculty of Public Health, British Medical Association, British Lung Foundation, British Thoracic Society, Greater Manchester Health and Social Care Partnership, Fresh, Breathe 2025, Royal Society of Public Health, Primary Care Respiratory Society, and the National Centre for Smoking Cessation and Training.

7. In 2015, the Gateshead Health and Wellbeing Board was one of 129 endorsing organisations of the ASH “Smoking Still Kills” (SSK) report. That report, and the level of support it received, was crucial in ensuring that a new Tobacco Control Plan for England was published by the Government in 2017.

Proposal

8. Recognising the opportunity presented by the consultation on the Green Paper to strengthen the Government’s tobacco control strategy, ASH is again seeking Gateshead’s endorsement for the two recommendations set out above.

Recommendations

9. It is requested that Cabinet endorse the recommendations set out above.

For the following reason:

To help to improve the health and wellbeing and reduce inequalities in health in Gateshead.

Policy Context

1. The proposals support the Council's strategic approach of Making Gateshead a Place Where Everyone Thrives.

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6. These two additional measures have already been endorsed by a range of organisations set out in paragraph 6 of the main report.
7. In 2015, the Gateshead Health and Wellbeing Board was one of 129 endorsing organisations of the ASH "Smoking Still Kills" (SSK) report. That report, and the level of support it received, was crucial in ensuring that a new Tobacco Control Plan for England was published by the Government in 2017.

Consultation

8. The Cabinet Member for Health and Wellbeing has been consulted on the proposals.

Alternative Options

9. The alternative option would be to not support the recommendations of ASH but this is not considered advisable as its proposals would help to improve the health and wellbeing and reduce inequalities in health in Gateshead.

Implications of Recommended Option

10. Resources:

- a) **Financial Implications** – The Strategic Director, Corporate Resources confirms there are no financial implications arising from this report.
 - b) **Human Resources Implications** – There are no specific implications arising from this report.
 - c) **Property Implications** - There are no property Implications arising from this report.
11. **Risk Management Implication** – There are no risk management implications arising from this report.
12. **Equality and Diversity Implications** - The proposals would help to reduce inequalities in health in Gateshead
13. **Crime and Disorder Implications** – There are no crime and disorder implications arising from this report.
14. **Health Implications** - The proposals would to improve the health and wellbeing and reduce inequalities in health in Gateshead.
15. **Sustainability Implications** – There are no sustainability implications arising from this report.
16. **Human Rights Implications** - There are no human rights implications arising from this report.
17. **Area and Ward Implications** - The proposals would benefit residents in all areas and wards within Gateshead.

Background Information

18. Nil

Recommendations from Delivering the Vision of a 'Smokefree Generation' - The All Party Parliamentary Group on Smoking and Health response to 'Prevention is better than cure'

Creating a smokefree generation:

- Making the Polluter Pay
- Reducing the affordability of tobacco (tax and illicit trade)
- Retail licensing
- Surveillance of tobacco industry behaviour
- Mass media and social marketing campaigns
- Reducing children's exposure to smoking on screen
- Age of sale legislation

Helping smokers quit:

- Tobacco dependence treatment in the NHS
- Access to alternatives to smoking
- Government mandated pack inserts to encourage quitting