

TITLE OF REPORT: **All Party Parliamentary Group (APPG) Recommendations to Support the upcoming Tobacco Control Plan 2021**

REPORT OF: **Alice Wiseman, Director of Public Health and Wellbeing**

Purpose of the Report

1. This report seeks the support of Cabinet for Council endorsement of the recommendations proposed by the All Party Parliamentary Group on Smoking and Health (APPG) for the upcoming Tobacco Control Plan 2021.

Background

1. The government is due to release their updated Tobacco Control Plan later this year. The APPG commissioned a report detailing recommendations to support the new Tobacco Control Plan. See appendix 2.
2. The report, published on 9th June 2021, sets out clear recommendations to the Government for a new Tobacco Control Plan for England. It provides the clear evidence on what the key policy levers could be to help achieve a Smokefree 2030 (smoking rates of less than 5% across all groups).
3. The Government's ambition for England to be Smokefree by 2030 is strongly supported by the APPG on Smoking and Health, as it is by the public, however, as stated in the report, achieving this will not be delivered by "business as usual".

Proposal

4. Recognising the opportunity to strengthen the Government's tobacco control strategy, we are seeking Gateshead's endorsement for the twelve recommendations set out by the APPG.

Recommendations

5. It is recommended that Cabinet endorses the recommendations as set out in Delivering a Smokefree 2020: The All Party Parliamentary Group on Smoking and Health recommendations for the Tobacco Control Plan 2021.

For the following reasons:

- (i) To support improvements in health and wellbeing and reduce inequalities in health in Gateshead.
- (ii) To refresh and demonstrate the Councils continued support of the Smokefree 2030 vision.

Policy Context

1. As outlined in the Council's Strategic Approach, Thrive, we want to help our communities not just survive, but to flourish, prosper and succeed. We have committed to five pledges to help and guide us when we make decisions. These are:
 - Putting people and families at the heart of everything we do.
 - Tackle inequality so people have a fair chance.
 - Support communities to support themselves and to support each other.
 - Invest in our economy to provide opportunities for employment, innovation and growth.
 - Work together to fight for a better future for Gateshead
2. The APPG Recommendations are supportive of the Thrive agenda and tackling smoking at a local level. We know that smoking is fundamentally an inequalities issue, which disproportionately affects our most deprived communities. Smoking drives over a million people into poverty, including over a quarter of a million children, taking money out of local economies, particularly in disadvantaged communities where household income is lowest.
3. Gateshead Health and Wellbeing Strategy¹ (2020) "Good jobs, homes, health and friends" also identifies the importance of reducing the scale and impact of tobacco use in ill health prevention for the Residents of Gateshead.

Background

4. Achieving the Government's Smokefree 2030 ambition of smoking prevalence of less than 5%, is an essential step towards reducing inequalities and increasing healthy life years, as half the difference in life expectancy between the richest and poorest in society is due to smoking.
5. For every smoker who dies another thirty are suffering serious-smoking related diseases. On average, smokers have difficulty carrying out everyday tasks like dressing, eating and walking across a room, seven years earlier than never smokers and need care support ten years earlier than never smokers.
6. There are still nearly 6 million smokers in England, one in seven of the adult population. A Smokefree 2030 will only be achieved by motivating more smokers to make a quit attempt, while reducing the number of children and young adults who start smoking each year.
7. To reach 5% smoking prevalence by 2030, we need to reduce smoking by two thirds in only a decade, and by three quarters for smokers in routine and manual occupations. At current rates of decline we will miss the target by seven years, and double that for the poorest in society.

¹[Health and wellbeing strategy 2020.pdf \(gateshead.gov.uk\)](#)

8. The most disadvantaged groups and the most disadvantaged regions will benefit most from the economic and health benefits of Smokefree 2030. Increasing healthy life expectancy by five years by 2035 while reducing inequalities.

Consultation

9. The Cabinet Member for Health and Wellbeing, Chair of the Health and Wellbeing Board and Gateshead Smokefree Alliance have been consulted and all support the recommendations.

Alternative Options

10. There are no alternative recommendations available at the present time that give the same potential benefit to the organisation however. The APPG on Smoking and Health have an agreed purpose to review potential changes in existing legislation to reduce levels of smoking and are very well placed to set out proactive measures for national government to support action on smoking at a local level.

Implications of Recommended Option

11. **Resources:**

- a) **Financial Implications** – The Strategic Director, Resources and Digital confirms there are no financial implications for the Council arising from this report.
- b) **Human Resources Implications** – No Human Resource implications.
- c) **Property Implications** - No property implications.

12. **Risk Management Implication** - No risks associated with the proposal have been identified and therefore no requirement for measures to be taken to mitigate risks.

13. **Equality and Diversity Implications** – Smoking is linked to almost every indicator of disadvantage. Therefore, any work around minimising tobacco harms will be working towards reducing the inequality gap.

14. **Crime and Disorder Implications** – Illicit tobacco has proven links to criminals. Recommendation 8 suggests funding of regional programmes to reduce the use of illicit tobacco in deprived communities.

15. **Health Implications** – Half of the difference in life expectancy between the richest and poorest is due to smoking. For every smoker who dies another 30 are suffering from smoking related disease. The APPG Recommendations detail specific action points to reduce smoking prevalence at a national and local level.

16. **Climate Emergency and Sustainability Implications** - No Climate Emergency or Sustainability implications.

17. **Human Rights Implications** - No Human Rights implications.

18. **Ward Implications** - Focus on all Gateshead residents across all wards.

Background Information

19. See list of documents that have been referenced as part of the registration document attached to this report i.e.

Public Health England (PHE). Smoking and tobacco: applying all our health. [Smoking and tobacco: applying All Our Health - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/442222/Smoking_and_tobacco_applying_all_our_health.pdf)

Action on Smoking and Health. The cost of smoking to the social care system. [SocialCare.pdf \(ash.org.uk\)](https://www.ash.org.uk/sites/default/files/2017-03/SocialCare.pdf)

Department of Health. Towards a smokefree generation: tobacco control plan for England. [Smoke-free generation: tobacco control plan for England - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/442222/Smoke-free_generation_tobacco_control_plan_for_England.pdf)

Action on Smoking and Health. Smoking and Poverty. [Smoking and Poverty - Action on Smoking and Health \(ash.org.uk\)](https://www.ash.org.uk/sites/default/files/2017-03/Smoking_and_Poverty.pdf)

Illicit Tobacco Programme Strategic Framework [Illicit Tobacco Programme Strategic Framework - Illicit Tobacco Partnership \(illicit-tobacco.co.uk\)](https://www.illicit-tobacco.co.uk/strategic-framework)

This also includes the Gateshead Joint Strategic Needs Assessment (JSNA), the Gateshead Health and Wellbeing Strategy and the Councils strategic approach Making Gateshead a Place where everyone thrives.

Recommendations Setting course for a Smokefree 2030

Recommendation 1: Legislate to make tobacco manufacturers pay for a Smokefree 2030 Fund to bring an end to smoking.

An end to smoking will only be achieved if it becomes less profitable to sell combustible tobacco products. A targeted, tobacco manufacturers profit cap could help achieve this and could also help fund tobacco control measures.

Recommendation 2: Take our place on the world stage as a global leader in tobacco control.

The UK has been a world leader in tobacco control for well over a decade and Gateshead has a long-standing history of a comprehensive implementation of tobacco control measures.

Recommendation 3: Set interim targets for 2025 and update our strategy if we are not on track to a Smokefree 2030 by then.

Milestones include adult smoking rates reduced from 13.9% to 9.1% by 2025, smoking among routine and manual workers to fall from 23.2% to 13.1% and maternal smoking rates at time of delivery reduced to 5% or less.

Recommendation 4: Deliver anti-smoking behaviour change campaigns targeted at routine and manual and unemployed smokers (C2DE).

We know that smoking rates are significantly higher in routine and manual occupations so we must improve the support we offer these populations to reduce inequalities.

Recommendation 5: Ensure all smokers are advised to quit at least annually and given opt-out referral to Stop Smoking Services.

Opt-out strategies can increase quitting fourfold and we know that smokers are significantly more likely to successfully quit smoking when using stop smoking services

Recommendation 6: Target support to give additional help to those living in social housing or with mental health conditions, who have high rates of smoking.

People with a mental health condition make up a significant proportion of all smokers so we must improve the support we offer these populations to reduce inequalities.

Recommendation 7: Ensure all pregnant smokers are given financial incentives to quit in addition to smoking cessation support.

Financial incentives have been found to be effective if combined with smoking cessation advice and are equally cost effective at a return of £4 for every £1 invested.

Recommendation 8: Fund regional programmes to reduce the use of illicit tobacco in deprived communities. Shaping the Consumer Environment.

Illicit tobacco undermines the impact of tax policy, is concentrated among poorer smokers in disadvantaged communities and makes it easier for children to get hold of tobacco products.

Recommendation 9: Legislate to put health warnings on individual cigarettes, quit messaging on pack inserts and close other loopholes in existing regulations.

Measures such as pack inserts are cheap and proven to be effective in other countries. We know that flavourings make cigarettes more appealing and easier to smoke and although it is now illegal to sell menthol cigarettes in the UK, there are several loopholes in current legislation which allow flavourings to continue to be used.

Recommendation 10: Reduce the appeal and availability of e-cigarettes and other nicotine products to children.

Concerns that e-cigarette use would provide a new pathway into smoking for young people in the UK have not materialised. However, there are loopholes in current legislation which allow 0% nicotine vaping liquids to be sold legally to children and these products are often sold in packaging which is very appealing to children.

Recommendation 11: Make the route to medicinal licensing fit for purpose to allow e-cigarettes to be authorised for NHS prescription.

E-cigarettes are the most popular method of quitting smoking, there is also good evidence that e-cigarettes are an effective quitting aid.

Recommendation 12: Consult on raising the age of sale from 18 to 21.

We know that most people start smoking at an early age. For every 3 young people who start smoking, only one will quit and one of those remaining smokers will die from smoking related illness. Modelling has suggested that raising the age of sale would result in an immediate 95k fewer smokers in 2022.