BRIEFING TO OLDHAM HEALTH AND WELLBEING BOARD

Report Title: NHS Statement of Support for Tobacco Control

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Requirement from the Health and Wellbeing Board:
1) Consider the commitments set out in the NHS Statement of Support for Tobacco Control and the impact of it upon Tobacco Control policy and work within Oldham, and
2) Approve the signing of the Statement, requesting that representatives from Oldham CCG, Pennine Care, Pennine Acute, and Bridgewater NHS Trusts sign the statement on behalf of their organisations alongside the Council.

Background:
Oldham Council signed the Local Government Declaration on Tobacco Control in February 2014. The declaration is a statement of the Council’s commitment to ensure tobacco control is part of mainstream public health work and commits Oldham Council to taking comprehensive action to address the harm from smoking.

The NHS Statement of Support for Tobacco Control has been developed to enable the health community to support colleagues in local government in their tobacco control work.

Working in partnership with Oldham Council to sign the NHS Statement of Support for Tobacco Control would enable all parties to show strong public health leadership on the issue of tobacco control and bring public attention to smoking-related issues. The signing is supported by Cancer Research UK.

On 29th November 2016 Duncan Selbie, Chief Executive of Public Health England (PHE) wrote to all NHS Trusts seeking personal commitment to achieving a step change towards a tobacco-free NHS. He highlighted the burden on the NHS, stating that around 475,000 hospital admissions in England are attributable to smoking and the total annual cost is estimated at £2bn, with a further £1.1bn in social care costs. In the letter Duncan Selbie asks for help to reach smokers who are in hospital waiting rooms, consulting rooms and beds and comments that there is a clear opportunity to achieve significant short-term savings and reduce demand.

NHS Statement of Support for Tobacco Control

The Statement provides a public commitment to work towards further reducing smoking prevalence; to demonstrate a commitment to take action; and to publicise the NHS’
dedication to protect local communities from the harm caused by smoking. It also reinforces the signatory’s commitment to protect tobacco control work from the vested interests of the tobacco industry.

The Statement of Support commits NHS organisations to:

- Continue to actively support work at a local level to reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to local communities
- Work with partners and local communities to address the causes and impacts of tobacco use, according to NICE guidance;
- Play a key role in tackling smoking through appropriate interventions such as ‘Make Every Contact Count’, ‘Very Brief Advice’, ‘Stop Before the Op’ and ‘babyClear’.
- Publicly declare a commitment to reducing smoking in local communities by joining the Smokefree Action Coalition, an alliance of over 250 organisations. The Coalition has engaged with Government on a wide range of tobacco control issues, including the introduction of standardised (“plain”) packaging for tobacco products. More information about the Coalition and how to join can be obtained from Emily James at ASH, which provides the secretariat for the SFAC.
- Protect the CCG/Trust’s work from the commercial and vested interests of the tobacco industry by not accepting any partnerships, payments, gifts and services, monetary or in kind or research funding offered by the tobacco industry to officials or employees.

A copy of the NHS Statement of Support for Tobacco Control can be found in Appendix 1. Further information is available to view on the Smokefree Action Coalition website: http://www.smokefreeaction.org.uk/declaration/NHSstatement.html

The Declaration has been widely endorsed by leading figures and organisations in the public health community, including: Public Health England, NHS England, Association of Directors of Public Health, UK Faculty of Public Health, Care Quality Commission, Royal College of Physicians, BMA Board of Science, Royal College of Paediatrics and Child Health and Royal College of General Practitioners.

Signatories for the Statement would be;

- Director of Public Health, Oldham Council – Alan Higgins
- Chair of the Health and Wellbeing Board, Oldham Council – Cllr Susan Dearden
- All Local NHS Leaders, who will be the representative of their organisation

What the issue is (If any):
The harm from tobacco remains a significant public health issue both in Oldham and more widely in Greater Manchester. Data from Public Health England shows that, in Oldham:

- 22.2% of adults smoke, which is significantly higher than the England average (16.9%)
- Adult smoking rates among routine and manual workers is 36.3%, which is also higher than the England average of 26.5%
- The percentage of women smoking at the time of delivery is 13.2%, but varies significantly from 1.9% in Saddleworth South to 35.2% in Hollinwood (England average: 10.6%)
The data shows there is still some way to go to improve smoking in the area and bring it in line with national averages. Other headline data includes:

- Each year in Oldham smoking costs an estimated £60.4 million.
- Every £1 spent on smoking cessation saves around £10 in lifetime health care costs/health gains
- Rates of smoking-related deaths (349.2 per 100,000, compared to an England average of 274.8) and lung cancer incidence (115.7 per 100,000 compared with an England average of 79.4) in Oldham are worse than the UK average.
- There are approximately 23,239 households in Oldham with at least one smoker. 32% of households with a smoker fall below the poverty line. Roughly 5,558 people would not fall below the poverty line in Oldham if the cost of smoking were returned to the household. (ASH Local Poverty Calculator)

Tobacco use remains the UK’s single greatest cause of preventable illness and avoidable death, with 100,000 people dying each year from smoking-related diseases, including cancer. Quitting tobacco is the best thing an individual can do for their health\(^1\)\(^2\) and tobacco control is the best thing local authorities and CCGs can do to improve public health.\(^3\)\(^4\)\(^5\)\(^6\)

**Relationship with the Oldham Locality Plan:**

**Establishing an Integrated Care Organisation:**
- The NHS Statement of Support for Tobacco Control provides an opportunity to support partnership working with local government and NHS organisations.

**Mental Health is central to good health:**
- The 2010 Health Survey for England found that smoking prevalence amongst people with a long standing mental health disorder was 37% compared to 20% in the general population.
- The number of adults in Oldham with symptoms of depression, anxiety and phobias is estimated to be around 33,000 which equates to 12,210 smokers.
- Smokers with a mental disorder are more heavily addicted to tobacco and smoke substantially more cigarettes per day than smokers in general.

**Starting Well: Early Years, Children and Young People:**
- Four hundred and forty five (13.5%) of women in Oldham who gave birth in 2014/15 smoked at the time of delivery, which is higher than the England average (11.4%)
- There are significant health inequalities associated with smoking in pregnancy. Rates of smoking at the time of delivery are 18.5 times higher in Hollinwood compared with Saddleworth South.
- Smoking in pregnancy is associated with a 40% increase in infant mortality and significantly increases the risk of miscarriage, still birth and cot death.

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\(^3\) National Cancer Institute and WHO. NCI Tobacco Control Monograph Series 21 - The Economics of Tobacco and Tobacco Control. 2016.
\(^4\) Shahab L. Effectiveness and cost-effectiveness of programmes to help smokers to stop and prevent smoking uptake at local level. NCST. 2015.
- Children born to mothers who smoke are much more likely to smoke themselves.

**Living Well: Action to Build Resilient Communities & Provide Early Help:**
- Oldham’s smoking prevalence is estimated at 22%, this is a measure of the proportion of the population that are current smokers.
- Oldham’s rate for those in routine and manual occupations is 36.3% which is the highest in Greater Manchester and well above the England average of 26.5%.
- It is estimated that on average a smoker in Oldham spends over £1700 a year on cigarettes.
- Poorer smokers can spend a disproportionately large amount of their income on cigarettes compared with more affluent smokers. Therefore smoking can have a big impact on household finances and contribute to poverty.

**Recommendations:**
1) Consider the commitments set out in the NHS Statement of Support for Tobacco Control and the impact of it upon Tobacco Control policy and work within Oldham, and
2) Approve the signing of the Statement, requesting that representatives from Oldham CCG, Pennine Care, Pennine Acute, and Bridgewater NHS Trusts sign the statement on behalf of their organisations alongside the Council.