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## **Briefing to Health Scrutiny** Date: 11 September 2018

### **Subject:**

Update on tobacco control and the review of the Council's smoking policy

### **For Discussion**

### **Report of:**

Lianne Davies, 5713

### **Portfolio holder:**

Councillor Chauhan, Cabinet Member Health and Wellbeing

### **Sign-off:**

Charlotte Stevenson, Joint Acting Director of Public Health

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### **Summary of the issue:**

A paper was presented to Health Scrutiny on 26<sup>th</sup> September 2017 which outlined the then position on tobacco control and set out the proposed changes to the Council's current smoking policy. This was used as an opportunity to consult with Health Scrutiny on the proposed changes.

A follow-up paper has been requested and sets out the Council's current position on the tobacco control agenda and provides an update on the review of the Council's smoking policy.

### **Recommendations to Health Scrutiny:**

Health Scrutiny is asked to:

Note the current tobacco control position in Oldham.

Note the update and current position concerning the review of the Council's smoking policy.

Support to seek match funding of Public Health's currently identified small budget of £5k to support the roll out of the new Smokefree Policy.

Support a commitment from the Council, its Leaders and senior managers to act as role models to all staff, partners and local businesses by fully supporting the implementation and roll out of the Smokefree Policy.

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## **1. Report details**

### **1.1 Background**

- 1.1.1 On 26<sup>th</sup> September 2017 Health Scrutiny were presented with a paper which outlined the then position on tobacco control and they were consulted on the proposed changes to the Council's smoking policy.
- 1.1.2 The Council's current smoking policy was produced in July 2007 when the Health Act and accompanying regulations required all enclosed and substantially enclosed work and public places to be smoke free.
- 1.1.3 Since the implementation of the 'Smoking' policy there have been significant shifts in smoking prevalence and social norms as a result of statutory and market developments. It therefore feels like an appropriate time to review the Council's smoking policy.
- 1.1.4 SMT on the 8<sup>th</sup> May gave permission for the revised draft Smokefree Policy to proceed to consultation with the Unions.
- 1.1.5 The outcome of the consultation with the Unions has not yet been reported back to SMT, it is due to go to DMT firstly in early September.

### **1.2 Current Position – general tobacco update**

- 1.2.1 Data released by PHE in July 2018 shows that Oldham's smoking prevalence rate has reduced from 18.8% in 2016 to 16.6% in 2017. This is the biggest overall reduction on smoking prevalence in Greater Manchester in recent years with a reduction of 5.7% since 2015.
- 1.2.2 However, it is important to know that the prevalence data are estimates from the national Annual Population Survey (APS) based on a sample of 320,000 residents across the UK. Sample size for Oldham is not known. Any estimates are best considered together with relevant confidence intervals (i.e. values between which we expect the true value to lie, with – usually 95% - confidence). Prevalence estimates for 2017 stand at 16.6% (confidence interval: 13.8 – 19.3), compared to 14.9% in England.
- 1.2.3 Smoking prevalence in adults in routine and manual occupations has risen from 27.4% in 2016 to 30.1% in 2017. This is also from the APS and so the same caution should be given in terms of data accuracy. Oldham has the second highest rate in GM behind Manchester.
- 1.2.4 The smoking at time of delivery (SATOD) rate have increased slightly in 2017 to 14.1% after staying static at 13.3% for the previous three years.
- 1.2.5 Maternity services have implemented consistent CO monitoring for all pregnant women at booking and at time of delivery, this has led to an

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increase in the identification of pregnant smokers, which was to be expected. This should start to reduce with the implementation of the GM Smoking in Pregnancy programme.

- 1.2.6 Oldham is part of the first wave of the GM Smoking in Pregnancy programme which has recently become fully operational. The programme is compiled of two elements; the first is the implementation of babyclear which, is an evidence based approach, developed by the Tobacco Control Collaborating Centre (TCCC) to systematise and embed organisational change in line with NICE guidance and other policy recommendations to reduce the rates of smoking in pregnancy. It also includes a unique risk perception intervention for mums who continue to smoke at their booking scan.
- 1.2.7 The second element is a smokefree pregnancy incentive scheme which targets a defined group of vulnerable women (teenage pregnancy, living in areas of high deprivation, living in areas of high smoking rates, smoked at point of delivery in last pregnancy) living in communities where smoking rates are highest, and who would find it hardest to maintain a quit without additional support.
- 1.2.8 Oldham Council commission Positive Steps (PS) to deliver a Stop Smoking Service. The service is part of a wider Early Help offer delivered by PS.
- 1.2.9 Stop smoking support is a universal offer, however due to the nature of the Early Help offer, clients accessing the service often also fall into a target group, this combined with the decline in numbers has resulted in an agreement that PS will focus on reducing inequalities and therefore target our most at risk groups.
- 1.2.10 It has been recognised nationally that the number of people accessing Stop Smoking Services has declined, despite this Oldham's quit rate has remained consistent at 46% for the last two years, which is in line with the Northwest.

### **Current Position – smoking policy**

- 1.2.11 Trade Unions were consulted with on 24<sup>th</sup> July with the proposed changes to the smoking policy, their response in summary was that they are 'not able to agree to this but accept that Oldham is one of a few councils not to have introduced this already. They recognise they are in a "no win situation" and that the council should do what it wishes.'
- 1.2.12 Some questions were raised about specific council buildings and it was therefore suggested that it would be helpful to have some FAQs and scenario situations to support managers with a sensible approach to enforcement during the implementation of the new policy.
- 1.2.13 It was resolved that vaping (e-cigs) is to be treated the same as tobacco, therefore also not allowed.

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1.2.14 Conversations have also been undertaken with Carol Brown's Environmental Services DMT and a site visit has been conducted at Moorhey Street depot with the Operations Manager to discuss the logistics of implementing the new policy. Discussions were positive and feedback was that they are pleased to have a top down approach to smoking in the Council alongside a supportive policy.

1.2.15 Following conversations with managers across the Council particularly in areas with high routine and manual positions, it has been requested that a comprehensive communications plan be put into place leading up to the implementation date. It is worth noting that new Smokefree Policy should contribute to longer term Council savings in terms of reduced sickness absence and reduced smoking breaks.

1.2.16 The need to have a lead in period was identified with a suggested start date of 1<sup>st</sup> January 2019.

### **1.3 Next Steps**

1.3.1 The outcome of the Trade Union consultation is to be taken to DMT followed by SMT during September, the recommendation will be to go live with the new Smokefree Policy from 1<sup>st</sup> January 2019.

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