

Health and Wellbeing Board

Smokefree North Lincolnshire**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 Tobacco smoking in North Lincolnshire is declining but it remains our single biggest cause of premature death and illness. Our ambition is to achieve a Smokefree generation in North Lincolnshire by 2025.
- 1.2 The visibility of smoking continues in many places, including places where children visit and play. Reducing the visibility of smoking will not only protect children from the harm of secondhand smoke but will de-normalise smoking. This can be expected to lead to a reduction in the uptake of smoking by children and young people.
- 1.3 This report outlines our ambition and intention to achieve a Smokefree North Lincolnshire by reducing the visibility of smoking in public areas, particularly those frequented by children and young people. At its most basic level this ambition involves making visible requests to people to refrain from smoking in a range of public outdoor locations. The requests will seek compliance through cooperation and not enforcement.

2. BACKGROUND INFORMATION

Since the introduction of smokefree legislation to create smoke free environments in enclosed spaces in 2007 we have seen a significant reduction in the number of people who smoke. This has led to a denormalisation of smoking across our society.

North Lincolnshire's smoking prevalence is currently **21%** and whilst it is gradually reducing it remains higher than the national average of **14.8%**. There is still more work to be done and the burden of smoking related disease fall most heavily on our most deprived communities, where smoking prevalence tends to be greatest. Tobacco smoking continues to be the single biggest cause of preventable mortality and ill-health both nationally and locally.

The Northern Lincolnshire Smokefree Alliance aims to reduce Smoking prevalence to at least **17% by the end of 2020**. Creating smokefree spaces through our '**Smokefree North Lincolnshire**' approach is one of the key actions to achieve this ambitious target. The alliance is committed to inspiring a smokefree generation in North Lincolnshire, a vision in which no children will be recruited as smokers by 2025.

The Government has set an ambition for a smokefree United Kingdom country by 2030 and this is our local ambition for North Lincolnshire.

2.1 Smokefree indoor spaces

- 2.1.1 Smokefree legislation was introduced in England on **1st July 2007**. After this date, virtually all enclosed public places and workplaces were to be completely smokefree. The legislation was expected to produce significant reductions in exposure to secondhand smoke, particularly in leisure facilities (e.g. bars) and workplaces not already subject to restrictions. This has facilitated a significant cultural change making it harder for people to smoke in enclosed spaces and encouraging smokers to stop smoking and a reduction in smoking related illnesses and early deaths.
- 2.1.2 Compliance with smokefree laws is strong. Within 18 months of implementation, authorities in England found that **98.2%** of premises and vehicles were smokefree, and that **89.3%** were displaying the correct signage.
- 2.1.3 The public approve of the effect that the law is having. There is even majority support from those who smoke every day (**53% support; 24% oppose**).
- 2.1.4 The benefits to people's health resulting from this legislation were significant. In the year following the introduction of smokefree legislation, there was a **2.4%** reduction in heart attack hospital admissions, resulting in **1,200** fewer emergency admissions in a single year. In the three years following the law's introduction, there were almost **7,000** fewer hospital admissions for childhood asthma.
- 2.1.5 An additional **300,000** smokers were inspired to make a quit attempt as the law came into force. The smokefree law and the campaign that supported had a positive impact on changing attitudes and behaviours about smoking.

(For further information on the support for and impact of smokefree legislation please refer to links 1-3 in the references/background papers)

2.2 How we propose to create smoke free outdoor spaces

- 2.2.1 There is currently no enforcement in place to support smokefree outdoor spaces. We would seek **voluntary compliance** from smokers to refrain from smoking in designated areas. Areas designated as smokefree spaces would be equipped with signs informing members of the public and requesting that people do not smoke in the vicinity. Good practice achieved in other areas has shown that this is an effective model when established with local leadership and support.
- 2.2.2 The benefits of implementing smokefree spaces in North Lincolnshire would be:
- **The de-normalisation of smoking so that children and young people are less likely to start to smoke and their health is protected;**
 - **An increased reduction in exposure to second hand smoke; and**
 - **An environment that supports people to stop smoking.**

Rationale for having a Smoke Free North Lincolnshire

- 2.2.3 Fewer than **10%** of our local children and young people take up smoking in North Lincolnshire, however some of our children are still starting to smoke, with one in two of these going on to be long term smokers. The work we are doing to inspire a smoke free generation is intended to de-normalise smoking and ultimately make it invisible, so that no children and young people in North Lincolnshire start smoking.

2.2.4 Research shows that the more areas invest in comprehensive tobacco control programmes, the greater the reduction in prevalence. Interventions with the biggest, quickest and most sustainable impact on smoking prevalence are those aimed at changing social norms and de-normalising tobacco use.

2.3 Opportunities for establishing smokefree outdoor spaces

2.3.1 What is already in place

Through our smoke free agenda we have already been working with people from our communities to introduce smoke free spaces such as:

- A playground in Westcliffe, developed and put in place by this local community
- A smoke free school entrance
- A community football ground
- The introduction of a smoke free pledge as part of our NLC led Wellbeing At Work-workplace health scheme, whereby businesses who are members of the scheme adopt the pledge as part of meeting the requirements of toolkit attainment.
- Working with our local health provider Northern Lincolnshire and Goole Hospital Trust (NLAG) supported by our partners in Public Health England (PHE) to ensure smoke free hospital grounds across Northern Lincolnshire.
- Consultation with local people in order to gauge support and interest in this intervention with feedback showing significant support for this.

There are many other opportunities that could be developed as smoke free spaces. It is the intention to work in partnership through our North Lincolnshire Smokefree Alliance and our local people, in a phased approach to develop the Smokefree North Lincolnshire approach.

How can this agenda be supported by the Health and Wellbeing Board?

Outside of buildings owned and managed by member organisations

2.3.2 The role of North Lincolnshire Council

This section highlights potential actions that could be taken by North Lincolnshire Council as an example of how an organisation can support this work. To complement the work being detailed above, NLC could request staff and visitors to refrain from smoking by or near the entrances and curtilage of Council premises, and from smoking in grounds and spaces owned and managed on behalf of the public by North Lincolnshire Council. This could include leisure centres, cultural facilities, community hubs, play grounds, sports grounds etc. This would not be legally enforceable and so would need to operate through **voluntary compliance with signage**. This measure would establish NLC as an exemplar local authority in establishing smokefree buildings and grounds.

A full list of premises/grounds to be designated smokefree spaces could be drawn up but might include:

- **Entrances to NLC offices and premises**
- **NLC managed play parks and grounds**
- **Leisure and recreational facilities including Quibell Park, Normanby Hall, Water's Edge, Far Ings**

To support this work NLC would need to formally recognise the designation of the selected spaces to be smokefree spaces, to communicate this to visitors and the public through means including the provision of appropriate signage.

2.3.3 The role of elected members, Cabinet and SLT

To use leadership and influence to:

- Lead by example by refraining from smoking in the vicinity of Council buildings
- Communicate a clear expectation to staff, visitors and other users of NLC buildings that smoking should not take place in the vicinity of Council buildings.
- Speak with people who they see smoking in contravention of this request, to ask them to refrain from smoking in that location and, using the brief intervention model, to encourage smoking cessation.
- Ensure that the requirement for buildings to be smokefree is incorporated into all applicable Council policies.

These actions would be in line with Smokefree local authority implementation guidance published by NHS Scotland. (Please see the link to this guidance at item 6 in the appendix)

2.3.4 All Health and Wellbeing Board members can support this work by, where applicable, following the example provided by North Lincolnshire Council. Key actions would be:

- Designating property and land owned or managed as smokefree spaces with appropriate signage
- Requesting staff and visitors to not smoke in the immediate vicinity of building entrances
- Requesting staff and visitors to respect smokefree spaces by refraining from smoking in them
- Communicating support for smokefree spaces both internally and externally

2.3.5 **Public support** - Published research shows evidence of high levels of both compliance and support for smokefree legislation and there is reportedly high levels of public support where smokefree outdoor spaces have been proposed and created in other parts of the country such as Barnsley. *(Refer to appendix 3 for information on this)*

2.3.6 12 months on from the Pocket Park in Westcliffe being made a smokefree space by local residents and users of the park, reports from those local residents indicate a high level of compliance and of public support. *(Refer to item 5 in the appendix for details)*

2.3.7 A survey conducted with visitors to the End of Summer Extravaganza in Scunthorpe (Aug 2019) showed very strong support for the majority of options with four options receiving **100%** support and a further 4 receiving over **90%** support. The least supported option at **60%** support was 2.3g, the town centre. *(Refer to item 6 in the appendix for the survey report)*. It is the intention to undertake wider consultation with our public and partners as we take this approach forward.

3. OPTIONS FOR CONSIDERATION

Members are requested to support the ambition of Smokefree North Lincolnshire by giving endorsement to the overall aim and proposing premises and grounds within their purview that could be designated Smokefree Spaces.

4. ANALYSIS OF OPTIONS

- 4.1 Endorsing the aims of Smokefree North Lincolnshire would lend support and drive to this important work to protect children and young people from the harm of tobacco.
- 4.2 To not endorse and support the creation of smokefree spaces in North Lincolnshire would risk failing to further reduce the uptake in smoking by children and young people, failing to provide a considerable incentive for smokers to quit, fail to protect people from the impact of secondhand tobacco smoke, and miss a valuable opportunity to showcase North Lincolnshire as an exemplary area in terms the creation of a smokefree generation.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 5.1 The coordination for creating smokefree spaces would be undertaken by the public health team and wider partners from our Northern Lincolnshire Smokefree Alliance as a part of its smokefree action plan. The involvement of staff from other areas of the Council would be required for certain actions as part of a whole council approach, this would include:

- Support from the communications team with the design and production of signage
- Support from facilities management with the fixing of signage at Council premises
- Support and leadership from Elected Members, Cabinet Team and Senior Leadership Team to influence and lead by example, communicating the expectation to staff, visitors and other building users that smoking should not take place in the vicinity of Council premises

Other organisations supporting the creation of smokefree spaces may incur costs which are expected to be limited to the cost of supplying and fixing smokefree signs where appropriate.

6. OUTCOME OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

An Integrated Impact Assessment is not required in this instance

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

None

8. RECOMMENDATIONS

8.1 It is recommended that members:

- Formally recognise the benefits of creating smokefree spaces and endorse the ambitions of Smokefree North Lincolnshire.
- Declare an intention to see more areas within North Lincolnshire become smoke free spaces.

DIRECTOR OF PUBLIC HEALTH

Church Square House
30-40 High Street East
SCUNTHORPE
North Lincolnshire
DN15 6NL

Author: Greg Gough & Cheryl George

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Background Papers used in the preparation of this report

References/background papers

1. *ASH/YouGov, Smokefree GB Survey 2017.*
2. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/216319/dh_124959.pdf)
3. *The Impact of Smokefree Legislation in England. Evidence Review, 2011*
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/216319/dh_124959.pdf)
4. Inspiring a smoke free generation in Barnsley: <https://barnsley.yorkshiresmokefree.nhs.uk/>
5. Comments made by residents in respect of the Pocket Park in Westcliffe



comments in respect
of the pocket park.doc

6. Report from the survey conducted in Aug 2019 indicating support for smokefree measures



Findings from survey
conducted 28th Aug 2

7. Smoke-free local authority implementation guidance published by NHS Scotland.
<http://www.healthscotland.scot/media/1277/smoke-free-local-authority-implementation-guidance-jan2017-english.pdf>