

North Lanarkshire Council Report

Youth Equalities and Empowerment Committee

approval noting

Ref LMcM/MC/EW

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Smoke Free North Lanarkshire

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Executive Summary

The purpose of this report is to make committee aware of the ongoing work of the Smoke Free Lanarkshire Implementation Group, in particular, the introduction of a vision for a 'Smoke-Free' North Lanarkshire which is one of the key outcomes outlined within '*Smoke Free Lanarkshire- For You, For Children, Forever: Lanarkshire Tobacco Control Strategy 2018-2023*'.

This report sits alongside the paper that was presented to the North Lanarkshire Partnership Board on 6th March 2019, which can be accessed via the following link:-

<https://mars.northlanarkshire.gov.uk/egenda/images/att88864.pdf>

Recommendations

It is recommended that the Youth, Equalities and Empowerment Committee:

- (1) endorse the aims and actions outlined in the *Smoke Free Lanarkshire-For You, For Children, Forever: Lanarkshire Tobacco Control Strategy 2018-2023*;
- (2) approve that the Council sign up to the ASH Scotland's 'Charter for a Tobacco Free Generation' and adopts the principles contained within the pledge;
- (3) support the vision of a smoke-free North Lanarkshire with regards to communities, buildings, grounds, play areas and vehicles;
- (4) note the opportunities for joint working across Council services and other stakeholders to support policy compliance and approaches to a smoke free vision in North Lanarkshire; and
- (5) remit this report to the North Lanarkshire Youth Council for consideration.

The Plan for North Lanarkshire

Priority Improve the health and wellbeing of our communities

Ambition statement (17) Ensure we keep our environment clean, safe, and attractive

1. Background

1.1 National and Lanarkshire Strategic Tobacco/Smoke Free Drivers

Tobacco is a leading contributing factor in overall health inequalities in Scotland. People from deprived areas are more likely to smoke with 35% of adults smoking in deprived areas compared to 11% in more affluent areas.

Smoking related deaths are significantly higher in Lanarkshire compared to the rest of Scotland.

In 2013, The Scottish Government launched a five-year tobacco control strategy- “Creating a Tobacco-Free Generation”-aimed at achieving smoke free status by 2034 (less than 5% of population as smokers). COSLA Leaders endorsed the Tobacco Control Strategy.

ASH Scotland has launched a “Charter for a Tobacco Free Generation” supporting the Scottish Government’s vision for a tobacco free generation by 2034.

NHS Lanarkshire presented a report on “Smoke Free Lanarkshire - For You, For Children, Forever: Lanarkshire Tobacco Control Strategy” to North Community Planning Partnership Board in March 2019. This strategy’s vision is to create a society for children which is smoke free and where adults are positive anti-tobacco role models whether they smoke or not.

1.2 Smoke Free Lanarkshire – Implementation

A Smoke Free Lanarkshire Implementation Group has been set up to take forward the actions outlined in the strategy and to deliver the vision of a smoke-free Lanarkshire, guided by relevant national and local guidance. The Implementation Group comprises key stakeholders representing; North Lanarkshire Council; NHS Lanarkshire, North Lanarkshire Health & Social Care Partnership and Voluntary Action North Lanarkshire (VANL). Members of the group will be responsible for identifying, engaging and working in partnership with representatives from the major organisations to work towards a smoke-free Lanarkshire. The group will report to the Lanarkshire Tobacco Control Steering Group on a tri-annual basis.

2. Report

2.1 Smoke Free Lanarkshire Vision

The Smoke Free Lanarkshire Implementation Group will take forward actions outlined within the Tobacco Control Strategy under the following 4 themes:-

- Prevention;
- Protection;
- Cessation; and
- Support & Leadership.

The Implementation Group will seek to employ innovative approaches in building momentum around the smoke-free Lanarkshire vision.

North Lanarkshire Council is asked to ensure that smoking behaviours become less visible by endorsing the aforementioned strategy and agreeing to apply a universal approach to smoke-free areas.

The Council is asked to support smoke-free environments throughout the authority area for people who use, or work in their services. This reduces opportunities to smoke, supports those who wish to give up smoking and reduces the exposure to second hand smoke.

The definition of 'smoke-free' in this instance is not allowing smoking anywhere on the premises, be that inside the building or in the grounds, including smoking in vehicles parked on Council grounds. (*Smoke-free local Authority implementation guidance; NHS Health Scotland, COSLA, 2017*)

Applying a universal approach to smoke-free areas, with a particular focus on priority areas and populations such as children and young people, will have the greatest impact on reducing health inequalities.

2.2 Prioritising Smoke-Free Environments for Children and Young People

With regards to prioritising smoke-free environments for children and young people, progress has been made in terms of the Council's play facilities. Working with partners in NHS Lanarkshire, the Tobacco Free logo has been included on play park signage to strengthen the smoke free message. As new signs are manufactured, these will incorporate appropriate smoke-free branding. Existing signage will also be retro-fitted with branding.

The National Play Day Event 2019, which took place on Wednesday 7th August, was advertised and promoted as a smoke-free event and a promotional video was produced to highlight the smoke-free element.

All promotional materials associated with the event such as flyers, posters and pop up banners were branded with the Tobacco Free logo to endorse the vision of smoke free areas for children and young people.

Longer term, the aspiration will be to designate all children's' play areas and open spaces as smoke-free environments.

3. Equality and Diversity

3.1 Fairer Scotland Duty

The health improvement nature of the activities would support the Duty.

3.2 Equality Impact Assessment

The nature of the strategy set out in this report will impact positively on the health of everyone regardless of protected characteristic.

4. Implications

4.1 Financial Impact

The Council may consider purchasing display materials for events which are advertised as smoke free. Moving forward, the branding of Smoke Free Lanarkshire would be added to any new signage or materials therefore not incurring any additional costs. Staff time to attend steering group meetings will be minimal.

4.2 HR/Policy/Legislative Impact

No anticipated negative impact.

4.3 Environmental Impact

No negative impact.

4.4 Risk Impact

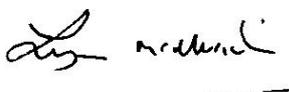
Potential reputational risk if the Council did not support the vision as set out at a National level.

5. Measures of success

- 5.1 Positive engagement with organisations in North Lanarkshire to promote the 'smoke-free' vision
- 5.2 The percentage of children exposed to second hand smoke will be reduced
- 5.3 Reduced visibility of smoking in North Lanarkshire
- 5.4 North Lanarkshire residents will support smoke-free environments

6. Supporting documents

- 6.1 Smoke-free Lanarkshire – For you, for children, Forever: Lanarkshire Tobacco Control Strategy 2018 – 2023
<https://mars.northlanarkshire.gov.uk/egenda/images/att88864.pdf>
- 6.2 ASH Scotland Charter- <https://www.ashscotland.org.uk/what-you-can-do/scotlands-charter-for-a-tobacco-free-generation/sign-the-charter>
- 6.3 ASH Scotland- The Pledge- <https://www.ashscotland.org.uk/media/631476/charter-pledge-sheet-a4-web-2017.pdf>



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