

Nottinghamshire County & Nottingham City Declaration on Tobacco Control Toolkit

Nottinghamshire County & Nottingham City Declaration on Tobacco Control

..... (Insert name of organisation) acknowledge that:

- Smoking is the single greatest cause of premature death and disease in our communities;
- Reducing smoking in our communities significantly increases household incomes and benefits the local economy;
- Reducing smoking amongst the most disadvantaged in our communities is the single most important means of reducing health inequalities;
- Smoking is an addiction largely taken up by children and young people, two thirds of smokers start before the age of 18; in Nottinghamshire County and Nottingham City approximately 3,600 11-15 years olds take up smoking each year;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the 1,700 people its products kill locally every year; and
- The illegal trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

As local leaders with an interest in health we welcome the:

- Opportunity for local government and partners to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- Commitment and leadership across Nottinghamshire County and Nottingham City in recognising the importance of reducing tobacco use harm across our communities;
- Commitment by the government to protect the development of public health policy from the vested interests of the tobacco industry (the World Health Organisation Framework Convention on Tobacco Control (FCTC)); and
- Endorsement of this declaration by the local Health and Wellbeing Boards and partners.

From this date.....we commit to:

- Declare our commitment to reducing smoking in our communities;
- Act at a local level to reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities;
- Develop individualised actions plans to address the causes and impacts of tobacco use; and
- Share actions plans and commitments with communities and partners;
- Support action at a local level to help reduce smoking prevalence and health inequalities in our communities;
- Recognise and where possible protect our tobacco control work from the commercial and vested interests of the tobacco industry; and
- Regularly monitor the progress of our plans and commitments and share results.

Endorsed by:

Nottinghamshire County's Health & Wellbeing Board

Signatory:

Position:

Nottingham City's Health & Wellbeing Board

Introduction

Purpose of the toolkit

This toolkit and its contents are designed to support organisations, and their staff in signing up to the Declaration and implementing actions that not only benefit the organisation and its employees but also service users/customers.

Successful implementation of the actions outlined in the Declaration requires planning and commitment. We have designed this toolkit to provide senior leadership, managers and employees with an easy to use guide of how to plan and implement a range of actions which support the smokefree agenda.

What is the Nottinghamshire County and Nottingham City Declaration on Tobacco Control?

The Nottinghamshire County and Nottingham City Declaration on Tobacco Control is an extension of the original Local Authority document and the NHS statement of support.

This locally developed, innovative approach will enable organisations across the whole of the county and city to also sign up to the principles of the Local Authority Declaration and be supported to develop an action plan. Including organisations in the public, private and voluntary sectors will significantly extend the scope and impact of the initiative.

The opportunity to extend the scope of the Declaration has uniquely been identified by Nottinghamshire County and Nottingham City Councils and offers the chance for local innovation and leadership across the whole community.

How was the Nottinghamshire County and Nottingham City Declaration on Tobacco Control developed?

Given that partnership working is at the heart of tobacco control and through early discussions with partners it was felt appropriate to extend the Declaration beyond Local Authorities. This led to the development of a “community based” declaration that is known as the Nottinghamshire County and Nottingham City Declaration on Tobacco Control.

Why is this important to you?

Since the introduction of the smokefree law in 2007 all businesses and organisations are required to keep enclosed public spaces and workplaces smokefree. However, many have gone one step further and introduced workplace policies and taken action to promote healthy and productive smokefree environments for everyone. This Declaration is a way of recognising and formalising the work of organisations in protecting and promoting the health and wellbeing of their employees and services users.

- The health and wellbeing of the local workforce is everyone's business and as a responsible employer, it is important to promote and support healthy behaviours.
- We know that 70% of smokers want to stop smoking
- It also sends a strong message to our local communities that you are playing an active part in reducing the harm caused by tobacco.
- Smoking kills around 1,700 people in Nottinghamshire and Nottingham City every year; it is also the biggest contributor to health inequalities (the difference in life expectancy between the most affluent and the most deprived areas, **50% of this is due to tobacco**).
- Smoking costs Nottinghamshire County and Nottingham City combined an estimated £307.6m every year through, among other things, lost productivity, treatment for smoking related diseases and social care

These actions will help;

- Improve health of staff and service users
- Save money by reducing sickness absence
- Increase productivity
- Reduce cleaning costs

What can you do?

Sometimes it can be hard to know what you want to get out of a project and there is no “one size fits all” solution. The toolkit is designed to give some guidance and draws together actions that we consider to be best practice. You may not be in a position to implement all of the actions so this resource is designed to enable you to ‘dip in and out’ of it as you need to, to meet the needs of your business or organisation. We have highlighted one key priority action under each heading which we consider the most important and will provide you with the basic elements of an action plan.

The actions below are a starter for 10 and your organisation should be in no way limited by these. We would encourage you to look at what is appropriate for your organisation but also look at how through additional actions you can make a real impact that benefits your customers and employees.

Your nominated smokefree champion(s) should lead the smokefree process and it is intended that they should work in partnership with appropriate stakeholders drawing on relevant skills of colleagues as required.

Support provided

The Nottinghamshire Public Health Tobacco Control team and Nottingham City Smokefree team can provide ongoing support this includes:

- Examples of 10 core actions (included in this toolkit)
- Sharing of ongoing learning from other organisations
- Training for staff in skills to motivate healthy behaviour
- Regular meetings/support/advice
- Workshops

Please contact;

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By signing the Declaration, your organisation will join a network across Nottinghamshire County and Nottingham City which together will make an important contribution to reducing tobacco harm in our communities.

Thank you

Contents of the toolkit

- Example of the endorsed Nottinghamshire County and Nottingham City Declaration on Tobacco Control

- 10 Example Actions for Nottinghamshire County/ Nottingham City Organisations

- Supporting information to help achieve each action
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 - Action 2 – High Level support
 - Action 3 – Smokefree workplace policy
 - Action 4 – Training for frontline staff
 - Action 5 and 6 – Support for smokers
 - Action 7 – Smokefree areas
 - Action 8 – Working with the Tobacco Industry
 - Action 9 – Commissioning or contracting
 - Action 10 – Advocacy for Tobacco Control

- Example action plan

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Endorsed by:
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Nottingham City's Health & Wellbeing Board



10 Example Actions for Nottinghamshire County/ Nottingham City Organisations

1

Sign the Nottinghamshire County and Nottingham City Declaration on Tobacco Control.

2

Identify a senior colleague within your organisation who is willing to support the Declaration and make it happen

3

Introduce a smokefree workplace policy that takes all possible steps to protect the health and safety of all employees during working hours

4

Encourage employees to become smokefree workplace champions. Provide training to equip them with the skills they need to direct smokers who want to quit to the best sources of support.

5

Ensure information is available to all employees on where to access stop smoking support

6

For those employees who don't want to stop smoking, provide easy access to nicotine replacement therapy (NRT). Consider use of subsidised NRT-This would be for use during working hours and for a defined period.

7

Consider introducing smokefree outdoor areas – for example around your workplace, (NB – unless privately owned property smokefree outdoors is not enforceable)

8

For companies and organisations that have contact with the tobacco industry—ensure you have guidelines in place to govern contact with the industry to protect policies and working practices from influence. This follows the World Health Organisation Framework Convention on Tobacco Control Article 5.3 (the world's first health treaty which was signed by the British government and came into force in 2005). See <http://www.who.int/fctc/about/en/>

9

For companies and organisations commissioning or contracting – develop drivers within contracts to extend tobacco control, for example contractors or commissioned services must adopt your smokefree workplace policy.

10

Be an advocate for national and local tobacco control measures – in other words, publicly support local and national action to make smoking history, such as encouraging other local companies to sign the Nottinghamshire County and Nottingham City Declaration, lobbying local MPs to adopt tobacco control measures.

Action 1

Sign the Declaration

Signing the Declaration on Tobacco Control is the first step to your organisation declaring its commitment to protect its employees, customers and visitors from the harmful effects of tobacco.

The Declaration is endorsed by both the County and City Health and Wellbeing Boards. Both Boards recognised the importance of this Declaration and support the recommendations for partners to individually take this forward.

By signing the Declaration your organisation is making a real and valued contribution and commitment to reduce levels of smoking in our communities. This will lead to real improvements to the health and economy of our City/County including:

- Improving the health and quality of life of our citizens, especially those in low-income households
- Improving the health of children and those with heart and lung conditions by reducing exposure to second hand smoke
- Increasing household incomes when smokers quit
- Reducing the costs of dealing with smoking related fires
- Reducing the costs of cleaning smoking related litter
- Reducing organised crime and anti-social behaviour associated with the sale of illegal tobacco
- Reducing the costs of health and social care resulting from the harmful effects of smoking
- Reducing the costs of lost productivity and sickness absence resulting from smoking

If you could do one thing:

Create a photo opportunity from the actual signing of the Declaration. Invite the local press and/or email a shot to local press. You may also consider displaying the Declaration and photograph in a prominent area within your organisation.

Action 2

High Level Support

Obtaining high level support for the Declaration is essential to ensure the commitment is carried through to all levels of your company or organisation. Depending on the size and nature of your organisation, the Declaration should be proposed to senior management and/or trustees. Identifying a high level champion(s) to be an advocate for tobacco control will ensure the intentions of the Declaration are put into practice. The champion or champions could be at board, cabinet or clinical level and for large organisations may involve each department or section.

The high level champion would then be responsible for cascading the message to the team or department. This will ensure that the whole organisation gets on board.

Revisiting the Nottinghamshire County and Nottingham City Declaration on Tobacco Control at senior management, section head and team meetings, perhaps as a standing item for the duration of the process, will ensure that the intentions are carried through and embedded within your organisation.

Useful Resources

[Action on Smoking and Health](http://www.ash.org.uk) is a national campaigning charity which has a wide range of information on its website. See <http://www.ash.org.uk/localtoolkit/R4-EM.html> for a toolkit with local data and information. Or http://www.ash.org.uk/files/documents/ASH_93.pdf for current smoking statistics.

[Smokefree](http://www.smokefree.nhs.uk) is the national NHS website with a wealth of free resources such as links to YouTube videos, Facebook and Twitter; online tools such as money-saving calculators; plus apps, email and SMS text support.

The [NHS Choices](http://www.nhs.uk/choices) website has lots of hints and tips to motivate smokers and help with any issues, such as stop smoking without putting on weight; also real life stories and myth-busting, such as roll your own tobacco is 'healthier'.

Locally, [Smokefreenotts](http://www.smokefreenotts.nhs.uk) is a website covering all aspects of tobacco control. It includes additional resources with an '[information for employers](#)' section.

The free local NHS stop smoking services are:

- [New Leaf Nottinghamshire](#) (including Bassetlaw area) are on free phone 0800 389 7712
- [New Leaf Nottingham City](#) on free phone 0800 561 2121

If you could do one thing:

Nominate a high level champion and make this known to staff, customers and service users.

Action 3

Smokefree Workplace Policy

Introducing a smokefree workplace policy is not about whether people smoke, it's about where and when they do it.

Benefits

- An effective smokefree workplace policy helps to create a safer and healthier working environment for non-smokers, ex-smokers and smokers
- Smokers who want to quit may find it easier to do so if they don't see others smoking
- Managers appreciate a clear and defined process to deal with smoking in the workplace
- Potential reduction in sickness absence due to smoking related illness, such as coughs and colds and chest infections
- Increase in productivity if employees are not permitted to smoke during working hours due to fewer smoking breaks or cravings impacting on work.
- Reduction in smoking related litter around entrances and exits
- Improvements to the company's image and professionalism

The Policy

The purpose of a smokefree workplace policy is to promote a healthy and productive working environment for all employees. It supports smokers who want to quit and takes all possible steps to protect the workforce from the effects of secondhand smoke.

Some of the steps you can take to achieve this include:

- Not permitting smoking during working hours i.e. only before work or after work or during lunch breaks
- Ensuring local Stop Smoking Services are advertised prominently across the organisation. This could include inviting your local service to come along to team meetings to talk about what they can offer, arranging convenient sessions for your workforce or providing free or subsidised nicotine replacement therapy (NRT) for use during working hours (see Action 5)
- Ensuring that workplace policies reiterate the law in terms of the sale of illegal tobacco in the workplace
- Giving clear rules as to the use of electronic cigarettes or other non-tobacco nicotine-containing products during working hours or on company premises.
- Maintaining smokefree premises and site, including work vehicles and when in work uniform/wearing work badge or photo ID
- Extending the policy to volunteers, contractors, visitors and service users when they are on the premises or your staff are visiting or accompanying them. Patrolling entrances and exits, conducting spot checks of vehicles, and photographing smoking related litter etc to ensure that the policy is being observed
- Enforcing and policing the policy and ensure any breaks in policy are correctly dealt with.

The policy should include:

- The purpose of the policy
- A clear statement that the policy applies to everyone including employees visitors, customers and contractors
- A clear statement that the use of tobacco is not permitted anywhere on the premises or grounds
- Information on stop smoking services available to employees
- Consequences of non-compliance i.e. sanctions as above
- The names and contact details of employees or departmental champions who can provide further information on the policy or pass on any issues or concerns

Developing an organisational approach to the use of electronic cigarettes on your premises guidance

http://www.ash.org.uk/files/documents/ASH_933.pdf

Include stats about smoking and costs to employers

Action on Smoking and Health, the national campaigning charity, has a range of [factsheets](#) and [briefings](#) on different aspects of smoking, for example tobacco economics, smoking and the law, electronic cigarettes.

Local [facts and figures](#) and [resources](#) for Nottinghamshire are available to help support your policy.

The Nottingham City Council Citizens' Survey is conducted every year and includes local smoking statistics. See the results on the [Nottingham Insight](#) website. For example, in 2013 about 30% of the population smoke, well above the national average of 20%.

Nottingham City Council has produced a [sample workplace smoking policy template](#).

Implementing a smokefree workplace policy

Before you implement your policy it's important that everyone within your organisation is informed about why the policy is being introduced or amended. The more information people have, the more receptive they are likely to be to any changes the policy brings.

Timeframe for implementation

1. Inform employees that you are consulting on the introduction of or an amendment to the smokefree policy. Since July 2007 all workplaces and enclosed public spaces have been smokefree by law. In the last 5-10 years, electronic cigarettes and other non-tobacco nicotine containing products have become available. The organisation has now signed the Declaration and is committed as a Smokefree Organisation. Therefore it is appropriate to introduce or refresh the smokefree policy.
2. Ask for representatives from different areas and grades within your organisation (these can be smokers, ex-smokers and never-smokers) to join a working party. Ensure this includes or reports to managers or trustees. These individuals will act as smokefree champions.
3. Consult the workforce, visitors and contractors regarding the current policy and whether there are any issues, for example if it is not being observed in certain areas. This could include a questionnaire or a suggestion box
4. Conduct a brief observational survey of how the policy is currently working.
5. The amendment may be extended to include visits to service users' homes or other sites. In other words, you expect employees to work in a smokefree environment when on site or on outside visits (at all times when wearing uniform or work ID)
6. Give employees, contractors and visitors a rationale for why the policy is being introduced or extended, and include a countdown to a date when the amended policy will take effect.
7. Erect new signs at entrances and exits and communicate the amended policy to all employees, contractors and visitors via the line management system and in performance review and supervision meetings.

If you could do one thing:

Make sure all staff, service users and customers are aware of the smokefree policy/plans well in advance of the policy being implemented and why it's important

Action 4

Training for Front-line staff

Staff who work with customers, service users or patients have a key role in helping members of the public to make positive changes in their life. This has been called '30 seconds to save a life' or 'making every contact count'. If frontline staff are given brief training this can make a massive contribution to making smoking history in our communities.

A conversation would:

- raise the issue of smoking,
- relate it to the person's life e.g. did you know that breathing in *second-hand smoke* can affect the health of your children or pet?
- signpost to services as appropriate such as the local Stop Smoking Service

Key facts

- Quitting smoking is the single most effective way to lengthen and improve someone's life.
- Children who live with smokers are 3 times more likely to become smokers themselves
- Second-hand smoke is the smoke that comes off the burning end of a lit cigarette plus the smoke breathed out by smokers.
- Smokers take in 15% of the smoke from a cigarette and 85% goes into the air around them.
- 80% of second-hand smoke is invisible, so even when the grey smoke disappears, the invisible smoke will remain, and particles land on surfaces in the room.
- 70% of smokers want to quit their habit
- 24 hours after quitting, the risk of a heart attack is dramatically cut
- Appearance improves rapidly after quitting, including skin colour, wrinkles, teeth and nails
- Ex-smokers save on average £1,300 in the year after quitting
- Within 6 months of quitting, anxiety and depression reduces
- Ex-smokers report feeling happier and more satisfied with their life after quitting

Training

New Leaf Nottingham City offer free 'brief intervention' training for staff. See Action 2 for contact details. In Nottinghamshire 'Motivating Behaviour Change' training is available free of charge – contact details are Alison Shiels (alison.shiels@nottshc.nhs.uk) and Rachel Prosser (rachel.prosser@nottshc.nhs.uk) – telephone 07775 220 297.

Training can also be accessed through the National Centre for Smoking Cessation and Training (NCSCT). This training takes less than 30 minutes to complete and can all be completed [online](#).

Source:

National Centre for Smoking Cessation and Training. Quick wins: the short term benefits of stopping smoking (accessed April 2014) http://www.ncsct.co.uk/publication_quick_wins_the_short_term_benefits_of_cessation.php

Action on Smoking and Health fact sheets and briefings <http://www.ash.org.uk/information/facts-and-stats>

If you could do one thing:

Ensure all frontline staff have access to very brief advice smoking cessation training

Actions 5 and 6

Support for Smokers

Raise the issue of smoking with employees. As part of the timeframe for implementing a revised policy suggested in **Action 3**, you will have consulted with the workforce and found out their smoking status (smoker, ex-smoker, never smoker) and other views such as if they want to quit and what help they would prefer.

Most smokers say they would like to quit and research suggests that smokers are 4 times more likely to stop smoking using a specialist stop smoking service than trying to stop on their own.

Invite your local Stop Smoking Service to your company or organisation to talk about what they can offer and possibly deliver on-site sessions:

- [New Leaf Nottingham City](#) on free phone 0800 561 2121
- [New Leaf Nottinghamshire County](#) on free phone 0800 389 7712
- [Bassetlaw Stop Smoking Service](#) free phone 0800 32 88 553 or email bassetlawstop.smoking@nottshc.nhs.uk

All services are free, friendly and offer appointment and drop-in sessions in a range of venues from health centres to shopping centres. They provide motivational support (including text messages or telephone support) and a [range of stop smoking medicines](#) to help with withdrawal symptoms (such as nicotine replacement therapy patches, inhalator and prescription only medicine (POM) Champix and Zyban) or which may remove the urge to smoke.

Advertise convenient sessions for your workforce and consider providing incentives for them to try the services. This could be allowing time off to attend sessions at the manager's discretion (for example some employers offer staff limited paid leave to attend stop smoking sessions).

For smokers who feel unable or unwilling to stop smoking, you may consider offering free or subsidised nicotine replacement therapy for use during working hours. This could be for a limited time during the countdown for the date when the amended policy will take effect or the new policy being introduced.

If you could do one thing:

Ensure that staff have easy access to up-to-date information on how to access stop smoking support and actions they can take if they're not yet ready to quit

Action 7

Smokefree Areas

Smokefree Law

The [smokefree legislation](#) (Health Act 2006) introduced in 2007 is thought to be the most effective public health measure for generations. It requires enclosed public places and workplaces, including work vehicles, to be smokefree; there are a limited number of exemptions. Anyone who occupies or manages smokefree premises must display the required no smoking signs at every entrance to the premises and within work vehicles.

It is an offence to:

- smoke in a smokefree premises or work vehicle
- for managers of premises to allow smoking **or** fail to display signage

Under the law, 'smoking' means smoking tobacco or anything which contains tobacco, or smoking any other substance. This includes cigarettes, pipes, cigars and water pipes (shisha). Electronic cigarettes (e-cigarettes) are not covered by the law but businesses and organisations can decide to ban their use on their premises.

[Further information](#) on the smokefree law including exceptions to the law and definitions of enclosed and substantially enclosed premises can be found by following the link.

Extended Smokefree Policy

An increasing number of businesses and organisations are moving towards completely smokefree workplaces, inside and out.

Why make your organisation completely smokefree?

- to provide a healthy work environment (protecting pregnant or breastfeeding women, those with heart or lung conditions especially)
- to fully support employees who want to quit smoking
- to remove the problem of smoking related litter
- to improve the image and professionalism of your organisation
- to improve productivity by removing smoking breaks
- to reduce sickness and absence rates (smokers take more sick days from coughs and colds etc)

Research suggests that the act of seeing someone smoking is a powerful psychological trigger to smoke (affecting smokers and ex-smokers) and reinforces smoking as a norm. The more images of people smoking that are seen by children and young people, the more 'normal' they see it and the more likely they are to become smokers themselves.

Banning outdoor smoking also eliminates cigarette litter and the need to enforce rules regarding designated smoking areas. Cigarette butts and packaging are unsightly and non-biodegradable, leaching toxins into the soil and water systems. Cigarette butts are also poisonous to children and pets if eaten.

Your workplace policy should specify where and when smoking is permitted and provide a clear message that smokers must dispose of their litter responsibly. The benefits of introducing a comprehensive workplace policy include improved employee health, increased productivity and a reduction in smoking related litter.

Extending smokefree outdoor areas

Smokefree laws have been very effective in protecting people in England and other countries from the harmful effects of secondhand smoke. Moreover, removing the sight and smell of smoking from as many places as possible is a key step in making smoking history.

Some examples of where this could happen are:

- doorways to public buildings and workplaces
- outdoor competitions or events
- grounds or parks managed by your organisation
- community shows or fairs

- sports clubs matches and practices such as cricket, football, rugby, BMX
- outdoor eating and drinking areas
- specific streets such as around schools or pedestrianised shopping areas

This will involve erecting no smoking signs at outdoor shows, events and competitions, and more importantly communicating this to your audience in advance.

This could mean highlighting the benefits as listed above to staff, volunteers or members. For events where children and families are present, the argument is much stronger and public opinion supports such moves. Smokefree areas need to be clearly defined within your policy and all staff, service users and customers are told when and where smoking is allowed.

Many local authorities are introducing initiatives that aim to discourage smoking in outdoor areas. Nottingham City Council introduced smokefree playgrounds and school gates in 2011 and although not enforceable its success has been completely dependent on the support of local citizens. Similar initiatives continue to be introduced successfully around the world. For example in one city in Canada, there is a [local byelaw](#) prohibiting smoking within 9 metres of play parks and municipal buildings.

The idea of smokefree outdoor areas continues to grow and gather support. Although improving health is an important factor the risk of fire, litter and the environmental impact are also major considerations.

If you could do one thing:

Consult with staff and visitors on how and where you could extend outdoor smokefree areas within your premises

Action 8

Working with the Tobacco Industry

World Health Organisation Framework Convention on Tobacco Control (FCTC)

The [Framework Convention on Tobacco Control](#) is the world's first global public health treaty. Set up by the World Health Organisation, it covers a wide range of issues aiming to reduce the global harm caused by tobacco. Over 160 states have ratified the Convention including the UK.

The Convention is evidence based and contains measures to protect smokers and non smokers from harm by reducing exposure to second hand smoke, help populations to stop smoking and reduce the supply and demand of illegal tobacco products. Article 5.3 of the FCTC aims to protect public policy from the vested interests of the tobacco industry.

What is Article 5.3 and why is it important?

Article 5.3 of the Framework Convention on Tobacco Control is specifically aimed at Public Sector organisations. It is about preventing the tobacco industry influencing the development of public policy and tobacco control interventions. The tobacco industry is one of the wealthiest in the world and history has shown the lengths it will go to in order to protect profits. A recent *YouGov* survey¹ found that only 8% of Londoners think the tobacco industry can be trusted to tell the truth.

A definition of the tobacco industry includes growers, manufacturers, retailers and distributors.

The guidelines set out under Article 5.3 of the FCTC apply to all branches of the government and public bodies involved in, or potentially contributing to, the development of public health policy.

Actions prohibited under Article 5.3

- No partnerships, non-binding or non-enforceable agreements between the tobacco industry and governments
- No contributions by tobacco industry to governments or public bodies
- No tobacco industry-drafted legislation or policy, or voluntary codes as substitutes for legally enforceable measures
- No investments by governments or public officials in the tobacco industry
- No tobacco industry representation on government tobacco control bodies or FCTC delegations

For obvious reasons the commercial interests of the tobacco industry are in direct conflict with those of public health. The industry continues to work against tobacco control measures in a number of ways and the World Health Organisation defines some of these tobacco industry tactics as:

- Intelligence gathering - monitoring opponents and social trends in order to anticipate future challenges
- Public opinions - moulding public opinion, using the media to promote positions favourable to the tobacco industry
- Lobbying - to make deals and influence political processes
- Consultancy - to recruit supposedly independent experts who are critical of tobacco control measures
- Smoker's rights groups - to create an impression of spontaneous, grassroots public support, for example Freedom Organisation for the Right to Enjoy Smoking Tobacco (FOREST)
- Creating alliances and front groups – such as the Tobacco Manufacturers Association and Association of Small Retailers

¹ Tacking Tobacco 2013: public opinion in London. YouGov Plc <http://www.ash.org.uk/localtoolkit/docs/R7-LDN/PO-R7-LDN.pdf>

- Corporate Social Responsibility - to promote voluntary measures as an effective way to address tobacco control and create an illusion of being a 'changed' company and to establish partnerships with health interests

Local Action

Article 5.3 should be included in tobacco control plans, strategies and projects, and monitored frequently. This should be communicated with stakeholders and the public.

Be clear on whether your organisation has any links or investments with the tobacco industry including pensions.

Funding or support of any kind (such as gifts and hospitality) from the tobacco industry should not be accepted. There have been cases of the tobacco industry paying for sniffer dogs during inspections for illegal tobacco. The Trading Standards Institute is producing guidance for its members.

Raise awareness amongst colleagues, Councillors and partners of Article 5.3 and tobacco industry influence on public health policy.

Limit interaction with the tobacco industry. Some workers, for example Trading Standards, have a regulatory and legislative relationship with the industry but contact should be kept to a minimum and the relationship should be a clear and transparent.

If colleagues are contacted about a tobacco related issue the question should always be asked 'who do you work for – who is funding you?'

If you could do one thing:

Ensure all relevant staff are aware of article 5.3 and its importance

Action 9

Commissioning or Contracting

Organisations or companies who commission or contract services have a unique opportunity to extend the tobacco control message. Contracts or service level agreements with other enterprises may be used as a lever to increase the effectiveness of your existing measures.

For example the company providing your cleaning or security services could be asked to adopt your smokefree policy.

Targets, performance indicators and milestones within contracts or service level agreements can be used to influence change.

Suggestions of areas for the contractor/provider to include:

- Ensure the smokefree policy is updated to include e-cigarettes or other nicotine delivery devices (we expect new products on the market)
- Include smoking in the terms and conditions of employment. For example in job descriptions include a statement such as 'Willing to comply with *employer name's* no-smoking policy'
- Ensure staff are aware of the free stop smoking services available in Nottinghamshire County and Nottingham City and local sessions are publicised
- Allow staff a designated amount of paid time off to attend stop smoking sessions
- Provide subsidised nicotine replacement therapy (NRT) for use during working hours and for a defined period in a 'try-it' scheme

Suggestions of areas for the commissioner to include:

- Embed tobacco control measures as part of the quality aspects of the contract e.g. Use of NICE Guidance
- Terms and conditions of a contract
- Include elements as part of a tender exercise e.g. when demonstrating evidence of being a responsible employer

If you could do one thing:

Ask to see your providers' smokefree workplace policy or ask that they adopt yours

Action 10

Advocacy for Tobacco Control

What is it?

Advocacy is about influencing outcomes; therefore tobacco control advocacy could be any action helping to change our physical, political and social environment to make smoking history.

Raising awareness of tobacco control can change attitudes, so that people do not just accept that:

- *Everyone smokes round here*
- *Smoking has been around for centuries, there's nothing you can do about it*
- *Smoking is a personal choice and it doesn't hurt anyone else*

By keeping tobacco on the agenda and exposing the tactics of the powerful tobacco industry, much can be achieved. There is an influential group of organisations, including Cancer Research UK, Action on Smoking and Health, British Heart Foundation and the Royal College of Physicians who have come together to advocate for tobacco control. For example the movement has supported:

- Banning smoking in enclosed and substantially enclosed public places and workplaces (Health Act 2006)
- Reducing the age restricted sales laws from 16 to 18 (Children and Young persons [Protection from Tobacco] Act 1991). It is illegal to sell cigarettes or any other tobacco products to anyone under 18.
- Introducing standardised tobacco packaging in England (ongoing 2014)
- Supporting a ban on smoking in cars with children (this law is due to be implemented in 2015 as part of Children and Families Bill).

ASH have produced a [summary](#) of key dates in the history of tobacco campaigning, from the introduction of tobacco to Europe, to recent changes in legislation.

Nanny state or killjoys?

Smoking affects everyone in our society. Virtually everyone is either a smoker, ex-smoker or knows a smoker. Tobacco control opponents often claim advocates are killjoys, against human rights or freedom of individuals. However:

- ❖ Smoking is the largest preventable cause of death and disease in the UK
- ❖ Tobacco is the only product which kills half of all lifelong users when used as intended
- ❖ Two thirds of people start before they are 18 years old, so smoking is not often a 'choice' made by adults
- ❖ Smoking kills 5 times more people than road traffic and other accidents, poisoning, overdose, murder, manslaughter, suicide and HIV infection put together.
- ❖ Smoking is not just down to personal choice but is the result of social and economic forces, marketing strategies and public relations policies of the tobacco industry and allied groups²
- ❖ Research shows that 70% of smokers want to quit
- ❖ Smoking doesn't just harm the smoker – exposure to second-hand smoke (SHS) increases the risk of cot death, ear and chest infections, asthma and bacterial meningitis in children. Pregnant women and those with existing heart or lung conditions, plus pets are also particularly vulnerable to the effects of SHS.³

² Tobacco Control Advocacy Toolkit: a guide to planning advocacy activity to tackle tobacco 2010.

³ Secondhand smoke in the home. ASH. November 2011;

How can your organisation help?

- Your high level champion(s) needs to keep up to date with news and emerging issues in tobacco control. Action on Smoking and Health (ASH) [produce](#) a free daily or fortnightly e-bulletin
- Use your networks to influence change, such as contact with local councillors, MPs and other decision makers
- Use opportunities to comment, for example stories in the media about areas/organisations that have extended smokefree policies and also people stopping smoking.
- Be creative and develop photo opportunities to get tobacco control and your organisation in the local media. This could be a workplace competition or event to mark national awareness campaigns such as Stoptober, No Smoking Day or Action on Stroke Month. See [Health events](#) list.
- Create a supportive environment for smokers who want to quit within your organisation.
- Be involved with your local Tobacco Control Alliance Group
- Sign up to receive the Smokefree Nottingham newsletter by emailing claire.novak@nottinghamcity.gov.uk.

If you could do one thing:

Keep up to date with smokefree issues and how you can support them by signing up to the ASH bulletins.

EXAMPLE

Nottinghamshire County and Nottingham City Declaration on Tobacco Control Example Action Plan

Action Number	Outcome	Objective	Lead	Output	Timescales	Progress
	<i>(What will be the gains to our organisation?)</i>	<i>(What are you aiming to achieve?)</i>	<i>(Who will lead this action?)</i>	<i>(What will we actually deliver?)</i>	<i>(what are the timescales for completing this action?)</i>	<i>(Progress so far)</i>
10	<i>Organisation X is an advocate for tobacco control and encourages this through its staff</i>	<i>Staff and customers/visitors have a greater understanding of tobacco control issues</i>	<i>HR Team managers</i>	<ul style="list-style-type: none"> • <i>Up to date information displayed in various formats</i> • <i>Staff know where to sign post people to receive stop smoking support</i> • <i>Sign up to ASH's monthly bulletins</i> • <i>Support local and national campaigns</i> 	<p><i>Ongoing</i></p> <p><i>March 2015</i></p> <p><i>November 2014</i></p> <p><i>Ongoing</i></p>	<p><i>Information updated on organisation intranet, resources ordered from smokefree website</i></p> <p><i>Staff completed very brief advice online training and local stop smoking services leaflets stocked</i></p> <p><i>Monthly bulletin signed up for and disseminated to team managers</i></p> <p><i>Resources ordered for Stoptober event to run at lunchtime on 01/10/14.</i></p>