



Report To:	Inverclyde Alliance Board	Date:	19 March 2018
Report By:	Louise Long Corporate Director(Chief Officer), Inverclyde HSCP	Report No:	SW/23/2018/HW
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Subject:	ACTION ON SMOKING AND HEALTH (ASH) CHARTER		

1.0 PURPOSE

- 1.1 The purpose of this report is to seek approval from the Inverclyde Alliance to become a signatory of the Action on Smoking and Health (ASH) Charter.

2.0 SUMMARY

- 2.1 Smoking continues to be the leading preventable cause of ill health and premature death in Scotland, with around 10,000 smoking-related deaths every year.
- 2.2 Making for considerable progress, the percentage of the adult population in Inverclyde that smokes has decreased in recent years. In 2008, 35% of the adult population were recorded as smokers, by 2014 this had fallen to 24%, although the smoking rate in Inverclyde, at 24%, is still higher than the Scottish average of 20.5%.

In terms of young people, data from the Inverclyde Child and Youth Health and Wellbeing survey reported that overall 82% of young people had not tried smoking. One of the main concerns for the young people who completed the survey was that second-hand smoking was an issue, with 42% of pupils saying that someone else smoked at their home.

- 2.3 The Scottish Government's National Strategy (Creating a Tobacco Free Generation: A Tobacco Control Strategy for Scotland) is a 5-year strategy aimed at addressing tobacco use across Scotland. The overarching aim is to create a tobacco-free generation by 2034, defined as a smoking prevalence of 5% or less.
- 2.4 Directly responding to this national strategy was the publication of the Inverclyde Alliance Tobacco Strategy & Action Plan (January 2016) and likewise, the Alliance sets out several actions that honour the responsibility placed on local authorities and their partners to drive forward the tobacco control agenda through the development of local tobacco plans.
- 2.5 Action on Smoking and Health (ASH) Scotland is an independent Scottish charity taking action to reduce the harm caused by tobacco. As part of their numerous activities, they have developed a Charter for organisations to support the delivery of the national strategy. The Charter has as its aims to –

- Inspire organisations to take action to reduce the harm caused by tobacco;

- Raise awareness of the goal of creating a tobacco-free generation of Scots by 2034, and the Scottish Government's tobacco control strategy and;
- Support organisations whose work impacts on children, young people and families.

3.0 RECOMMENDATIONS

It is recommended that the Alliance Board:

- a. Notes the content of this report and agree to become a signatory of the ASH Charter.
- b. Agrees to attend a formal signing ceremony of the Charter, with ASH Scotland, to be arranged by the end of June 2018.

Louise Long
Chief Officer, Inverclyde HSCP

4.0 BACKGROUND

- 4.1 Smoking continues to be the leading preventable cause of ill health and premature death in Scotland, with around 10,000 smoking-related deaths every year. Around a fifth of all deaths in Scotland are tobacco-related. Moreover, the risk of developing smoking-related diseases increases with how long and how much someone has smoked. These risks fall substantially if smoking is stopped, even for long-term smokers
- 4.2 In terms of young people, data from the Inverclyde Child and Youth Health and Wellbeing survey reported that overall 82% of young people had not tried smoking. However, the proportion who had not tried was less when age was taken into account. 93% of S1 and S2 pupils had not tried smoking compared to 69% of S5 and S6 pupils. Currently smoking in S1/S2 pupils is 1%, S3/S4 7% and S5/S6 9% report as currently smoking.

One of the main concerns was for the young people who reported that second-hand smoking was an issue, with 42% of pupils saying that someone else smoked at their home. In Glasgow, this figure was 57%. All pupils were asked how often they have to breathe in second hand smoke. Seven percent said this happened every day; 14% said 'often'; 56% said 'rarely' and 22% said 'never'. Thus, overall 78% were exposed to environmental tobacco at times.

- 4.3 The Scottish Government's National Strategy (Creating a Tobacco Free Generation: A Tobacco Control Strategy for Scotland) is a 5-year strategy aimed at addressing tobacco use across Scotland. The overarching aim is to create a tobacco-free generation by 2034, defined as a smoking prevalence of 5% or less.
- 4.4 This strategy sets a range of actions across the key themes of prevention, protection and cessation. While preventing young people from taking up smoking and protecting people against second hand smoke are crucial to achieving the 2034 goal, there is also a significant contribution to be made in supporting current smokers to give up.
- 4.5 The local response to this national strategy was the publication of the Inverclyde Alliance Tobacco Strategy and Action Plan in January 2016. This partnership approach honoured the Inverclyde Alliance commitment to drive forward this important agenda, through the development of action plans.

This strategy sets the detail for the introduction of a local implementation group, consisting of Inverclyde Alliance partners, to set local policy as well as deliver upon a unified agreed action plan.

- 4.6 In terms of progress, there has been significant activity, within Inverclyde, to address tobacco, the following are examples of local activity:
- Availability of smoking cessation services, delivered by trained smoking cessation practitioners, within the community, hospital and maternity settings.
 - Inverclyde was the first local authority in Scotland to successfully pilot Smokefree play parks with this initiative being rolled out across the full local authority area. This was recently refreshed, and new signage erected (See Appendix 1).
 - A specific smoke free policy has been developed for Looked After and Accommodated Children (LAAC) following good practice evidence base developed by NHS Greater Glasgow and Clyde (NHSGGC).
 - Inverclyde was the first local authority to initiate smoke free family events.
- 4.7 Action on Smoking and Health (ASH) Scotland is the independent Scottish charity taking action to reduce the harm caused by tobacco and has developed a Charter for organisations to support the delivery of the national strategy, aiming to –
- Inspire organisations to take action to reduce the harm caused by tobacco;
 - Raise awareness of the goal of creating a tobacco-free generation of Scots by 2034 and;
 - Support organisations whose work impacts on children, young people and families.

Underpinning the above are 6 principles that encourage discussion and enable organisations to examine how their own policy and practice can best contribute to the tobacco-free goal:

1. every baby should be born free from the harmful effects of tobacco;
2. children have a particular need for a smoke-free environment;
3. all children should play, learn and socialise in places that are free from tobacco;
4. every child has the right to effective education that equips them to make informed positive choices on tobacco and health;
5. all young people should be protected from commercial interests which profit from recruiting new smokers;
6. any young person who smokes should be offered accessible support to help them to become tobacco-free.

- 4.8 The signing of the Charter is a great way to help improve people's wellbeing and demonstrates a significant contribution in making Scotland a healthier, wealthier place to grow, learn, play and work.

Appendix 2 outlines the full details of the Charter Pledge.

5.0 PROPOSALS

- 5.1 It is proposed that the Inverclyde Alliance makes a commitment to sign and pledge to the ASH Charter.

6.0 IMPLICATIONS

6.1 Legal:	None
Finance:	None
Human Resources:	None
Equality and Diversity:	None
Inequalities:	None
Repopulation:	None

7.0 CONSULTATIONS

- 7.1 Discussion at the then SOA6 Outcome Delivery Group and subsequent discussions at the then Alliance Programme Board fully endorse the above and its approach.

8.0 LIST OF BACKGROUND PAPERS

- 8.1 Appendix 1 – Young Lungs at Play
Appendix 2 – ASH Charter Pledge





Scotland has a vision of creating a tobacco-free generation by 2034

We endorse the following principles and pledge to help work towards a tobacco-free generation:

- every baby should be born free from the harmful effects of tobacco;
- children have a particular need for a smoke-free environment;
- all children should play, learn and socialise in places that are free from tobacco;
- every child has the right to effective education that equips them to make informed positive choices on tobacco and health;
- all young people should be protected from commercial interests which profit from recruiting new smokers;
- any young person who smokes should be offered accessible support to help them to become tobacco-free

We will review our own views, policy and practice so we can confidently help protect children from tobacco, reduce the harm caused by tobacco in our communities and encourage others to do the same.

Signed.....on behalf of.....

www.ashscotland.org.uk/charter