

**REPORT TO: HEALTHIER STRATEGIC GROUP – 29 APRIL 2010**

**SUBJECT: REDUCE THE IMPACT OF TOBACCO ON THE MORAY POPULATION**

**BY: TRACEY GERVAISE, PUBLIC HEALTH LEAD, MORAY COMMUNITY HEALTH & SOCIAL CARE PARTNERSHIP**

## **1. REASON FOR REPORT**

**1.1 Moray SOA Quarter 3 report identified potential risks that may impact on the delivery of actions within the Moray Local Tobacco Alliance Action Plan 2009/11.**

## **2. RECOMMENDATION**

2.1 That the Community Planning Board request a statement of intent from The Moray Council Environmental Services Department, in relation to the future planning, development and delivery of tobacco control activity, of which is embedded within the Moray Local Tobacco Alliance Action Plan 2009/2011.

## **3. BACKGROUND**

3.1 Smoking is the largest single preventable cause of ill health and premature death in Scotland.

3.2 Moray has the highest smoking prevalence in Grampian.

3.3 Action to tackle smoking is a key component of the Scottish Government's health improvement drive. Significant progress has been made to shift cultural attitudes through implementation of programmes set out in the UK White Paper "Smoking Kills" and "A Breath of Fresh Air for Scotland". In addition to this the Scottish Government's "Scotland's Future is Smoke Free": A Smoking Prevention Action Plan sets out an ambitious programme of measures designed specifically to dissuade children and young people from smoking.

3.4 NHS Grampian has a responsibility to co-ordinate action locally to underpin the measures outlined in "Scotland's Future is Smoke Free" and ensure it is reflected in their tobacco control programmes.

3.5 The Moray Council has a responsibility to set out at actions 15, 18 and 20, to step up enforcement of tobacco sales law and to work in partnership with HM Revenue and Customs to tackle illicit sales of tobacco as outlined in "Scotland's Future is Smoke Free".

3.6 Experience suggests that local tobacco alliances have the potential to exercise greater influence than individual partner organisations, which can effect changes in policy, funding and public opinion on a wide range of tobacco control issues.

3.7 The Moray Local Tobacco Alliance (MLTA) has been operational since August 2009 and is made up of representatives from statutory, voluntary and

commercial organisations, it is an ideal platform for partners to address, plan and implement initiatives to maximise the benefit gained from the resources available and help prevent against duplication of efforts in relation to:

- Tobacco control
- Protecting people from second hand smoke
- Preventing uptake of smoking by young people
- Supporting people to stop smoking
- Reducing the availability of smuggled and counterfeit tobacco;

All of which are key actions within Scotland's Future is Smoke Free: A Smoking Prevention Action Plan.

- 3.8 Financial resource has been allocated to NHS Boards and local authorities in each of the years 2008/09 to 2010/11 to enable them to effectively address the actions within "Scotland's Future is Smoke Free": A Smoking Prevention Action Plan.
- 3.9 To date the Moray SOA, National Outcome 6, Local Outcome 11, Key Action: Reduce the impact of tobacco on the Moray population has achieved 100% in all 2009/10 milestones.

#### **4. Risks**

- 4.1 A number of risks have been identified which may impact on the delivery of tobacco control and actions within the Moray Local Tobacco Alliance Action Plan 2009/11.
- 4.2 As part of The Moray Council budgetary cuts for 2010/11 a reduce cost of tobacco control has been approved. (Special Full Council Meeting Minutes February 11<sup>th</sup> 2010 paragraph 4.)
- 4.3 The Moray Council Tobacco Control Officer post ceased from end March 2010.
- 4.4 The Moray Council Trading Standards Department have highlighted that there is insufficient funds to enable them to co-ordinate active testing of retail tobacco sales to under 18's in Moray. (Reference: Moray Local Tobacco Alliance meeting minutes 26/10/09)
- 4.5 There is currently no alternative plan in place within the local authority to effectively develop and implement tobacco control responsibilities.

#### **5. SUMMARY OF IMPLICATIONS**

##### **(a) Community Plan / Theme Plans / Partner Plans**

**The Moray Local Tobacco Alliance Action Plan 2009/11 is embedded within the Moray SOA 2010/11, National Outcome 6, Local Outcome 11, Key Action: Reduce the impact of tobacco on the Moray population.**

##### **(b) Policy and Legal**

**The Moray Local Tobacco Alliance Action Plan 2009/11 reflects and aids to address national health improvement policy priorities**

**(c) Resources (Financial, Staffing and Risks)**

**Financial resource has been allocated to NHS Grampian and The Moray Council to effectively address the key actions within “Scotland’s Future is Smoke Free” Action Plan.**

**The Moray Council has been allocated funding to specifically implement actions 15, 18 and 20, to step up enforcement of tobacco sales law and to work in partnership with HM Revenue and Customs to tackle illicit sales of tobacco.**

**Other risks have been identified and included in section 4 of the enclosed report.**

**(d) Consultations**

**Mr D McKay Environmental Health Officer, Environmental Services Department, The Moray Council.**

**6. CONCLUSION**

**Risks have been identified and confirmed which may impact on the delivery of local authority Tobacco Control Services and the effective implementation of actions within the Moray Local Tobacco Alliance Action Plan 2009/11.**

**The plan incorporates priority actions from Scotland’s Future is Smoke Free: A Smoking Prevention Action Plan.**

**A statement of intent is required from The Moray Council, Environmental Services Department to identify and confirm the delivery of future tobacco control services and support for the implementation of the aforementioned plan, so to ultimately minimise the risk of tobacco on the Moray population**

**Author of Report: Tracey Gervaise. Public Health Lead Moray Community Health & Social Care Partnership**

**Background Papers: 1) Scotland’s Future is Smoke Free: A Smoking Prevention Action Plan 2) Moray Local Tobacco Alliance Action Plan 2009-2011**

**Ref: 1) The Scottish Government, Edinburgh 2008  
2) MCHSCP**