

Corporate Policy and Strategy Committee

10.00am, Tuesday, 2 October 2018

Scotland's Charter for a Tobacco-free Generation

Item number	8.1
Report number	
Executive/routine	
Wards	All
Council Commitments	

Executive Summary

This report responds to the motion at full council to review council strategy, policy and practice to ensure that the Council is helping protect children from tobacco, reducing the harm caused by tobacco in our communities and encouraging others to do the same. The report describes actions undertaken to date and options for further action.

Scotland's Charter for a Tobacco-free Generation

1. Recommendations

- 1.1 Note that Council recognises that to succeed in creating a tobacco-free generation, commitment to a sustained approach and focus over the very long-term is required, and will bring forward plans setting out how this will be done.
- 1.2 Note that the Council's Smoking Policy has been reviewed. No changes are recommended at present. The policy will continue to be kept under review to ensure it reflects any changes in legislation etc.
- 1.3 Note the contribution of the Council in relation to the work of the Lothian Tobacco Prevention Working Group and the Scottish Government's Tobacco Control Strategy
- 1.4 Note that a number of Edinburgh schools and youth clubs have already signed up to the Charter for a Tobacco-free Generation
- 1.5 Note the range of actions already underway in schools and that all primary schools will be encouraged to participate in the NHS Lothian primary schools tobacco education project
- 1.6 Approve the further actions proposed at 3.17 and note that by pledging up to three new practical steps, the Council will meet the requirements to sign up to the Charter for a Tobacco-free Generation.

2. Background

- 2.1 This report responds to the motion at full council to review council strategy, policy and practice to ensure that the Council is helping protect children from tobacco, reducing the harm caused by tobacco in our communities and encouraging others to do the same. The report will describe actions undertaken to date and options for further action.
- 2.2 Council also agreed to sign up to the Charter for a Tobacco-free Generation. The requirements of signing up to the Charter are to provide:
 - 2.2.1 a statement of the ways in which the Council is already making a contribution to a tobacco-free generation
 - 2.2.2 a description of the organisation's approach to tobacco including relevant policies and activities in relation to tobacco

- 2.2.3 a pledge of up to three new practical steps outlining how the organisation will help to create a tobacco-free generation
- 2.3 Five schools have already signed up to the charter: Wester Hailes Education Centre, Castlebrae, Firhill, Currie and Royal High with Gracemount in progress. A number of youth organisations have also signed up: Spartans Alternative School, Liberton After School Club, Wester Hailes Youth Agency, The Junction, Lothian Association of Youth Clubs and Citadel Youth Centre.

3. Main report

- 3.1 Council recognises that to succeed in creating a tobacco-free generation, commitment to a sustained approach and focus over the very long-term is required, and will bring forward plans layout how this will be done.
- 3.2 The Council's Smoke Free Policy was updated in 2015, responding to the 2013 Scottish Government's 'Creating a Tobacco-Free Generation – A Tobacco Control Strategy for Scotland' which called for Local Authorities to demonstrate an exemplar role in supporting the public health of local communities in relation to preventable diseases and ill health caused by smoking.
- 3.3 The revised policy extended the smoking restrictions which had been in place in all enclosed areas in Council premises and vehicles used on council business to surrounding areas, including entrance areas, car parks, playgrounds and courtyards within the boundary of Council premises. Some exemptions to the new policy continue to apply in care homes. Smoking restrictions were also extended to other outdoor areas within the Council's remit likely to be used by children, such as play parks.
- 3.4 As part of the introduction of the policy, and in line guidance by Scottish Government to involve children in drawing the (non-statutory) no smoking signage, the Council ran a competition in primary schools to draw a no smoking sign to discourage smoking in school playgrounds and Council playparks. These signs were erected.
- 3.5 As reported to Corporate Policy and Strategy in October 2017 (in the business bulletin), the [Council Smoke Free Policy](#) has been well received since it was introduced in 2015. No changes are recommended at present. Consultation has taken place with stakeholders and Trades Unions. The policy will continue to be kept under review
- 3.6 The following section describes actions undertaken to date.

Schools

- 3.7 The Health Promotion Service at NHS Lothian has been supporting tobacco prevention in secondary schools. The initial phase of smoke-free schools was a pilot project with five high schools: Castlebrae, Currie, Firhill, RHS and

Gracemount. Scottish Government funding has allowed the project to be extended and a further eight schools have signed up to the next phase, starting at the beginning of the 2018-19 school session: Balerno, WHEC, James Gillespie's, Forrester, Tynecastle, St Augustine's, Liberton and Craigmount.

- 3.8 All 88 primary schools in Edinburgh have been offered the opportunity to become involved in the NHS Lothian tobacco education project.
- 3.9 The project, delivered by trained staff at Fast Forward (a 3rd sector agency), offers cost-free education input, tailored to meet the needs and interests of the school and its pupils. The project aims to sharpen pupils' knowledge and awareness about tobacco and the harm associated with smoking and second-hand smoke. It is generally done with the upper end of the school (for example P7) to reinforce the message that not smoking is the right decision, as the transition from primary to high school is marked by a notable increase in the rate of smoking at S1 (particularly among children who live in more disadvantaged areas). However, the intervention can be adapted for use with the whole school.
- 3.10 Eleven primary schools in Edinburgh participated in the project during 2016-17 with a further six in 2017-2018. This level of take-up is lower than in West Lothian, where all 66 primary schools routinely participate in the project.
- 3.11 The new draft CEC Health and Wellbeing Progression framework also helps schools to plan and use the experiences and outcomes which relate to smoking in the health and wellbeing curriculum and sign posts to a range of resources to support learning and teaching. This new framework was shared with all school in June 2019. Schools have been asked to engage with the framework as appropriate to their whole school priorities (for some it will be full engagement, for others a light touch) and to feedback on it after Easter 2019.

Enforcement

- 3.12 Council continues to work to reduce the availability of age restricted products to young people and provides an overview of how the current enforcement framework contributes to the overall vision of creating a smoke – free generation by 2034.
- 3.13 The City of Edinburgh Council continues to satisfy its statutory obligations in relation to tobacco and NVP sales legislation through its participation with Enhanced Tobacco Sales Enforcement Programme (ETSEP). The Programme has been in force for over eight years now and focuses on two main approaches.
 - (i) An Enforcement Programme with retail sellers of tobacco products that seeks to improve compliance with age restricted sales legislation. This includes providing support with the implementation of adherence to Proof of Age Schemes and test purchasing operations using young test purchasers in an effort to curtail underage sales. All test purchasing activity in Edinburgh involving young people complies with Scottish Government guidance on Test Purchasing in Scotland.

- (ii) Enforcement to tackle illicit sales of tobacco both contraband and counterfeit which could provide an alternative source of tobacco to young people denied supply by retail outlets.

Lothian Tobacco Prevention Working Group

- 3.14 Lothian Tobacco Prevention Working Group has received a national award for their efforts as part of the #notafavour campaign, a Scotland-wide programme to stop adults buying cigarettes for children. The programme aims to “put smoking out of sight, out of mind and out of fashion while helping Scotland achieve the goal of a tobacco-free nation by 2034”.
- 3.15 NHS Lothian coordinates the Tobacco Prevention Working Group which includes NHS health promotion, third sector youth organisations and local authority trading standards services from Edinburgh City, Midlothian, East and West Lothian. The Lothian group distributed #notafavour posters and information cards across the region and used social media support to reach out to people and let them know that buying tobacco for young people isn't doing them a favour.
- 3.16 Trading Standards Officers from the four local authorities were particularly supportive and proactive. The #notafavour cards are being used by Trading Standards Officers across Lothian, and the Partnership is working with young people to promote #notafavour.

Further actions proposed

- 3.17 As noted above (2.2.3) signing up to the Charter requires a pledge of up to three new practical steps outlining how the organisation will help to create a tobacco-free generation. Options for practical steps include:
 - 3.17.1 Edinburgh will contribute to the 'Pan Lothian Tobacco Plan'

Education – supporting our young people:

- 3.17.2 Council will endorse the NHS Lothian primary schools tobacco education project and encourage all schools to participate, and will also encourage LAAC units to work in partnership with NHS Lothian and ASH Scotland to become tobacco-free establishments
- 3.17.3 Council will work with the Smoke Free Lothian Service Manager to consider a smoking prevention strategy which will span early years through to further education, with consistent messages throughout, using age-appropriate interventions.
- 3.17.4 Eight high schools will be supported to become 'Tobacco Free Schools' over the coming year, and plans will be brought forward to extend this to all High schools by the end of March 2020.
- 3.17.5 The new framework in development for teaching substance mis-use in secondary Schools will be extended to include smoking and tobacco.

HR- supporting our staff:

- 3.17.6 Edinburgh will adopt and plan the implementation of 'the Standard for Employers' developed by the Smoke Free Lothian Service, which layout how staff can be supported in smoking Cessation.
- 3.17.7 HR will work with the Smoke Free Lothian Service to better understand high smoking prevalence, and the health and wellbeing of staff.

Contributing to culture change:

- 3.17.8 Council will promote the Charter for a Tobacco-free Generation to staff and partner organisations through Council publications, the council website and social media.
 - 3.17.9 In partnership with NHS Lothian the Council will support the national [#Notafavour](#) campaign, which aims to reduce the supply of tobacco to under 18's by older adults.
 - 3.17.10 Council will seek to influence partners and contractors, of all sizes, through the procurement process to support their communities to stop smoking. For example, in some tenders it may be possible to encourage 'support to stop smoking' through fair work practice questions which are evaluated and in others through our menu of community benefits.
- 3.18 This report will be forwarded for consideration by the Edinburgh Partnership in relation to actions needed by the full range of public bodies in Edinburgh.

4. Measures of success

- 4.1 A reduction in the number of young people who take up smoking
- 4.2 A reduction in the exposure of children and young people to smoke

5. Financial impact

- 5.1 There are no direct financial costs arising from this report. It is anticipated that any future actions to support tobacco prevention would be met through existing budgets.

6. Risk, policy, compliance and governance impact

- 6.1 None identified.

7. Equalities impact

- 7.1 The actions included in this report are anticipated to have a positive impact on children and young people will be protected from the effects of secondary smoking.

8. Sustainability impact

- 8.1 The impact of these actions on carbon and climate change is anticipated to be beneficial but minimal over the short term. In terms of sustainable development, the proposed activities are expected to have a positive impact on the health of the population.

9. Consultation and engagement

- 9.1 No public engagement has been carried out to respond to the motion.

10. Background reading/external references

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