

REPORT TO THE HEALTH AND WELLBEING BOARD

9th August 2016

Inspiring a Smoke Free Generation in Barnsley

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1. Purpose of Report

- 1.1 This report gives an overview of a programme of work which aims to inspire a smoke free generation across the borough through implementation of a number of smoke free zones including, but not limited to, play parks; town centres zones; school gates and hospital grounds.

2. Recommendations

2.1 Board members are asked to:-

- Support this programme of work which will include:
 - Following public consultation, the introduction of town centre smoke free zones, to be developed and managed through the Town Centre Safety and Security Group.
 - Following public consultation, the introduction of a smoke free play park in each of the 6 Area Councils with a long term ambition of ensuring all 24 key play parks across the borough are smoke free.
 - Following public consultation, the development of proposals which consider the implementation of smoke free hospital grounds using a social norms approach.
 - Following public consultation, the development of proposals which consider the implementation of smoke free school gates and entrances.

3. Introduction and Background

- 3.1 Hundreds of children start smoking every day¹ and one in two who become long-term smokers will die early as a result². Two-thirds of smokers report

¹ Hopkinson, N. Child uptake of smoking by area across the UK. Thorax doi:10.1136/thoraxjnl-2013-204379.

² Smoking statistics illness and death, Action on Smoking and Health, June 2016

that they took up smoking before the age of 18³. This programme of work to inspire a smoke free generation across the borough aims to de-normalise smoking and ultimately make it invisible, thereby reducing the number of children and young people who decide to start.

- 3.2 Research shows that the more spent on comprehensive tobacco control programmes, the greater the reduction in prevalence. Interventions with the biggest, quickest and most sustainable impact on smoking prevalence are those aimed at changing social norms and de-normalising tobacco use.
- 3.3 Since 1st July 2007 it has been against the law to smoke in virtually all enclosed and substantially enclosed public places and workplaces. The introduction of smoke free zones to protect children and young people would not be law but managed through a voluntary code.
- 3.4 Three out of four children are aware of cigarettes before they reach the age of five, irrespective of whether or not their parents smoke.
- 3.5 Children and young people are influenced by adult behaviour and are less likely to start smoking if they do not view it as a normal part of everyday life. As smoking becomes less visible and less socially acceptable it will reduce smoking uptake by young or smokers.

4. Proposal and justification

- 4.1 Smoking prevalence in Barnsley is reducing but rates remain higher than the regional and national average.
- 4.2 The prevalence of smoking at aged 15 in Barnsley is 10.7%, significantly worse than the England average of 8.2%.
- 4.3 22.3% of the adult population in Barnsley are smokers, significantly higher than the England average of 18.0%. There is a wide variation between wards where the proportion of adult smokers ranges from 12% to 29%. The prevalence amongst routine and manual workers within Barnsley is much higher than the overall prevalence at 29.2%.
- 4.4 Although smoking in pregnancy has recently reduced to 17.6%, this is still significantly higher than the England average of 10.6%.
- 4.5 Smoke Free Town Centre Zones

In February 2015, two commercially owned squares in Bristol, the Millennium Square and Anchor Square, became the UK's first major outdoor spaces to become smoking-free zones. Over 60% of people consulted in Bristol said that the squares would be a better place if they were smoke free and 72% of

³ Young people and smoking, Action on Smoking and Health, July 2015

smokers in Bristol said a smoke free high street was 'not a problem'. Early results showed that a third of smokers had modified their behaviour as a result.

- 4.6 No other Local Authority has introduced smoke free town centre zones so Barnsley could be the first and lead the way. Smoke free town centre zones will contribute to making a town that is attractive, safe & welcoming but more importantly will help to ensure smoking becomes invisible to protect children's health.

4.7 Smoke Free Play Parks

Cheshire and Merseyside implemented voluntary smoke free play parks between October 2011 and February 2013. An evaluation identified that almost 99% of residents who were consulted supported the code. Sheffield is currently in the process of implementing smoke free playparks after they held a consultation last year which showed that overall 91% of those asked were in favour of a voluntary code (with 58% strongly agreeing).

- 4.8 The benefits of implementing smoke free zones in Barnsley would be:
- the de-normalisation of smoking so that children and young people are less likely to start to smoke and their health protected;
 - a reduction in second hand smoke; and
 - an environment that supports quit attempts for people who have chosen to stop smoking.

5. Financial Implications

- 5.1 Low, medium and full cost proposals to be developed within public health's invest to improve proposals.

6. Consultation with stakeholders

- 6.1 Consultation about the smoke free programme has already taken place with BMBC's Place and Communities' Directorates, in addition to Barnsley Hospital NHS Foundation Trust. The report has been agreed by SMT and is part of the wider tobacco control plan, which was approved at the Health and Wellbeing Board. Public consultation will form part of each project within this programme of work.

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