



# **Focus on Illicit Tobacco Control in Cumbria**

**Castle Green Hotel, Kendal, 20 May 2010**

## **'The Last Gasp' Scrutiny Review and aftermath**

**Cllr Bill Wearing,  
Chairman of the Cumbria Health and Well-being Scrutiny Committee**

## 'The Last Gasp' Scrutiny Review and aftermath

# Background to Review – why we did it and what we focussed on

- Its significance for tackling health inequalities (largest single factor).
- In Cumbria alone, smoking kills 930 people per year.
- Scrutiny structured around three aspects – the demand for tobacco, the supply of tobacco and the protection of non-smokers, plus a few general matters.



# 'The Last Gasp' Scrutiny Review and aftermath

## How the review was conducted

- Met with National Support Team for Tobacco Control.
- Scrutiny of local and regional specialists in public health, environmental health and tobacco control policy.
- Cumbria Youth Alliance survey of 2000 young people plus meeting with staff involved.
- Attending Regional Conferences and feeding back issues.

# 'The Last Gasp' Scrutiny Review and aftermath



## **Cumbria Health and Well-being Scrutiny Committee**

# **The Last Gasp**



## **A Scrutiny of Smoking and Tobacco Control in Cumbria**

**June 2008**



# 'The Last Gasp' Scrutiny Review and aftermath

## **Main recommendation areas (1)**

- Partners to work with young people to develop appropriate publicity and other forms of social marketing and to develop tobacco control policies.
- Greater publicity re Stop Smoking Service including easier access for council/partners' staff.
- Easier access to smoking cessation products and support for continued lower rate of VAT.
- Lobbying for tobacco vendors to be licensed and for improved enforcement activity on illegal trading.
- Development of smoke free home and car schemes in county and improved policies to protect public sector staff and contractees.



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## **Main recommendation areas (2)**

- National review of fiduciary duties of Pension Fund Trustees to avoid investment in businesses whose activities conflict with government policies.
- Making West Cumbria a priority for tobacco control alongside spearhead areas.
- Review of allocation of Trading Standards resources to provide a more active role in enforcement.
- Districts to review environmental health resourcing.
- Continued close partnership working including responding to government's consultation.
- Incorporating measures recommended in report into relevant strategic plans.

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## Subsequents

- Council's Cabinet and Health Trusts generally supportive.
- County Council and others did formally respond to national consultation.
- Council was commended for review at Centre for Public Scrutiny Annual Awards 2009 (especially engagement with young people and for work with a wide range of partners).
- Tackling Tobacco Together, 9 December 2009
- Smokefree North West conference, 5 March 2010

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Current position – update this afternoon – main points (1):

- Good examples of initiatives working with and involving young people and raising the profile of issue.
- Over 100 pharmacies offering advice including nicotine replacement therapies.
- VAT remains at 5%.
- County Council has revised its Smoke-Free Workplace Policy.
- National consultations re vending machines has taken place.
- Cumbria Constabulary continues to support the process of identifying illegal trading.
- Smoke free homes is now part of national strategy and will need to be incorporated into local plans.

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Current position – update this afternoon – main points (2):

- No change re fiduciary duties of Pension Fund trusts.
- West Cumbria is a priority for NHS Cumbria.
- No review yet of Trading Standards resources and ability to carry out surveillance constrained by new national regulations. Some initiatives in Districts re environmental health resourcing.
- Close work across health and local councils e.g. No Smoking Day plus wider partnership events. Public lack of awareness of Smoking Cessation Service a concern.
- Smoking is a key priority within LSPs and LAA.
- Numbers of young people who have never smoked are increasing but numbers who start is still a concern.