The Future of Tobacco Control

Local strategies to reduce smoking: The Economic Case for Collaboration
Collaboration with other LA’s

- Wakefield Council host the Regional Tobacco Policy Manager.
- All 15 LA’s across the Yorkshire and Humber contribute.
- West Yorkshire Joint Services are provided by a Joint Committee of Councillors from the five District Councils within West Yorkshire (Bradford, Calderdale, Kirklees, Leeds & Wakefield).
- Covers a range of services including trading standards.
- Range of programmes with different collaborations including under age sales; niche tobacco and cheap and illicit tobacco.
- Cheap and illicit tobacco - £150k for one year, extended to 2\textsuperscript{nd} year.
What is the scale of the illicit tobacco tobacco problem?

• 2014 survey of 1200 smokers in West Yorkshire showed:
  o 17% buy illegal tobacco.
  o 36% have been offered illegal tobacco.
  o 86% adults concerned about young people getting hold of
    illegal tobacco.
  o £3.50 per pack – pocket money prices.

• Local Councils see reducing health inequalities as a priority
  function.
Cheap and illicit tobacco programme

- Small dedicated team of officers.
- Proactive and reactive approach.
- Preventative, intelligence gathering and enforcement activities.
- Education sessions for public and professionals.
- Media contact.
- Enforcement visits, including using dogs.
Cheap and illicit tobacco programme - successes

- Uses Intelligence to target resources.
- 302 visits, 8 multi agency operations.
- 54 seizures, 64 sign overs.
- 63 warnings, 19 prosecutions.
- 689,000 sticks; 297 kg of rolling tobacco.
- £146k street value, £424k genuine value.
- 807 people attended awareness raising sessions.
Sharing the learning

- Economies of scale - £25k per authority.
- Able to see big picture over larger footprint.
- Uses Intelligence to target resource where needed.
- Greater understanding of MO of offenders.
- Offenders becoming more sophisticated – e.g. concealments.
Photos
Photos
Any questions?