

## Five steps to signing the Local Government Declaration on Tobacco Control

### Step 1: Brief your stakeholders

There are many tobacco control stakeholders in each local area who will have an interest in the Declaration and what signing up to it might mean for the local council. It is useful if they have a good understanding of the content and purpose of the Declaration so they can support the process. Local stakeholders might include:

- Director of Public Health
- Lead Member for Health
- Chair of the Health and Wellbeing Board
- Clinical leads
- Members of the Tobacco Control Alliance
- Clinical Commissioning Groups
- GPs

### Step 2: Ensure all necessary signatories are familiar with the Declaration

The Declaration will be signed up to by:

- The Leader of the Council
- Director of Public Health
- Chief Executive

These leaders have a collective responsibility for the public health and wellbeing of local people. Each of them need to know about the Declaration, why it's important and why they are required to sign on behalf of the council.

### Step 3: Identify the route the council will take to endorse sign-up

This will vary according to local circumstances. In Newcastle City Council, where the Declaration originated, the motion was debated at Full Council and supported unanimously across the council. However, in Warwickshire there was a greater emphasis on health engagement and the Council signed up to the Declaration through the Health and Wellbeing Board.

### Step 4: Prepare notice of motion and table the Declaration

A councillor or senior officer in a leadership position will need to champion the Declaration through the democratic process. They need to be well briefed with the right materials to make the case to councillors, health professionals and the media.

### Step 5: Communicate the commitment the Council has made

Congratulations: you are the latest signatory to the Declaration. Now you can amplify your commitment by sharing it with employees, members of the public, and partner organisations. You can display the signed Declaration within your buildings, include news of the Declaration in internal communications, or publicise the Declaration in local media and council newsletters via a press release. See the [FAQs document](#) for more details and examples.

### Finally...

Don't let the Declaration gather dust on a shelf. Review local policies and practice and embed the Declaration's commitments into local plans and activity. You can use resources from ASH's local toolkit to help you do this:

- [The End of Smoking: Strategic guidance for local authorities](#)
- [10 high impact actions for local authorities and their partners](#)
- [LGA and CRUK must know guide on tobacco control](#)
- [WHO MPOWER](#)