

# Tobacco Alliance FAQ: District Councils

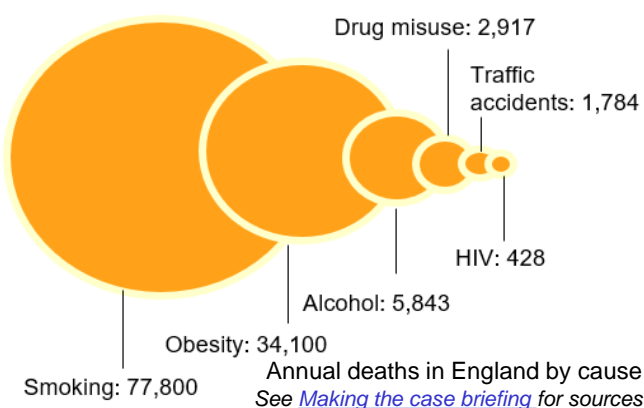
## What is Tobacco Control?

A co-ordinated and comprehensive approach to reducing the prevalence of smoking. There are six internationally recognised strands of tobacco control which are: stopping the promotion of tobacco; making tobacco less affordable; effective regulation of tobacco products; helping tobacco users to quit; reducing exposure to second-hand smoke; and effective communications for tobacco control.

## What is a Tobacco Control Alliance?

Local partnerships within local authority boundaries working on effective local activity to reduce smoking rates and tackle health inequalities. Alliances typically include a wide range of members, from trading standards and environmental health to fire and rescue, education, health staff, childrens' services, as well as elected members and local NGOs and businesses.

### The role of District Councils in tobacco control



While District Councils don't have statutory public health responsibilities, by covering smaller footprints they are well placed to support tobacco control work due to their proximity to local communities. They are also responsible for key elements of any comprehensive tobacco control strategy, such as:

- Housing
- Environmental Health
- Litter collection
- Recreation and leisure

## How can District Councils contribute to a Tobacco Control Alliance?

- **Sharing information** to ensure tobacco control strategies can be appropriately targeted and tailored to best support the needs of varying communities Tobacco Control Alliances serve.
- **Tackling tobacco as part of environmental health work** by ensuring Smokefree legislation is complied with and incorporating tobacco control messaging and considerations into other environmental health activities, such as litter collection.
- **Promoting cessation** through recreation and leisure services and centers, including prominent communications messaging and referral pathways to local stop smoking support.
- **Promoting smokefree homes** via housing services this can include a range of work such as referring residents who smoke to stop smoking support and communications on the importance of keeping the home smokefree (*for more information see ASH's [Smoking in the Home report](#)*).

## What can District Councils gain by being members of an alliance?

- **Networking** with a wide range of local partners at officer, senior and councillor level which sit on Tobacco Control Alliances allowing for relationships to be built and resources to be maximised and used more effectively.
- **Opportunity** to engage local partners around District Council functions such as waste collection, leisure and recreation, housing and environmental health and;
- **Support and added value** in achieving the objectives of statutory functions carried out by District Councils through collaboration, as these often overlap with key elements of tobacco control and its aims – shared responsibility also increases the likelihood of successful outcomes



- **Share best practice** and knowledge with other District Councils around a variety of functions which overlap with tobacco control.

