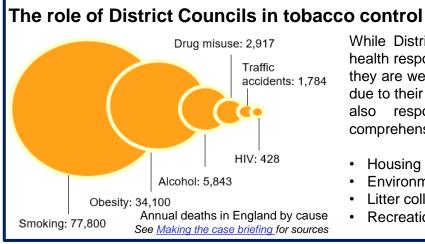
Tobacco Alliance FAQ: District Councils

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.



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 responsible for key elements of any also 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:
- ٠ 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.





The Local Government Declaration on Tobacco Control

- <u>The Local Government Declaration on Tobacco</u> <u>Control</u> was developed by Newcastle City Council.
- It is a statement of a council's commitment to ensure tobacco control is part of mainstream public health work and commits councils to taking comprehensive action to address the harm from smoking.
- Since it was launched in May 2013, over 100 councils across the country have signed the Declaration, including many District Councils.
- You can show your support for comprehensive local government tobacco control by joining these councils <u>and signing the Declaration.</u>
- View <u>Teinbridge District Council's case study</u> on signing the declaration and the benefits its brought to local tobacco control

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Local Government Declaration



