

# Nottinghamshire County & Nottingham City Declaration on Tobacco Control

Mid Nottinghamshire Place Based Partnership acknowledge that:

- Smoking is the single greatest cause of premature death and disease in our communities;
- Reducing smoking in our communities significantly increases household incomes and benefits the local economy;
- Reducing smoking amongst the most disadvantaged in our communities is the single most important means of reducing health inequalities;
- Smoking is an addiction largely taken up by children and young people, two thirds of smokers start before the age of 18; in Nottinghamshire County and Nottingham City approximately 1,334 11–15-year-olds take up smoking each year;
- Smoking is an epidemic created and sustained by the tobacco industry, which promotes uptake of smoking to replace the approximate 1,513 people its products kill locally every year; and
- The illegal trade in tobacco funds the activities of organised criminal gangs and gives children access to cheap tobacco.

## As local leaders with an interest in health we welcome the:

- Opportunity for local government and partners to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that come from reducing smoking prevalence;
- Government's ambition to make England smokefree by 2030 and tackle inequalities in smoking prevalence;
- Commitment and leadership across Nottinghamshire County and Nottingham City in recognising the importance of reducing tobacco use harm across our communities
- Commitment by the government to protect the development of public health policy from the vested interests of the tobacco industry (the World Health Organisation Framework Convention on Tobacco Control (FCTC));
- NHS Long Term Plan commitments to provide all smokers in hospital, pregnant women and long-term users of mental health services with tobacco dependence treatment; and
- Endorsement of this declaration by the local Health and Wellbeing Boards and partners.

## From this date 1<sup>st</sup> September 2022 we commit to:

- Declaring our commitment to reducing smoking in our communities;
- Act at a local level to reduce smoking prevalence and health inequalities and to raise the profile of the harm caused by smoking to our communities;
- Develop individualised organisation actions plans to address the causes and impacts of tobacco use; and
- Share actions plans and commitments with communities and partners;
- Support action at a local level to help reduce smoking prevalence and health inequalities in our communities;
- Recognise and where possible protect our tobacco control work from the commercial and vested interests of the tobacco industry; and
- Regularly monitor the progress of our plans and commitments and share results.
- Publicly declare our commitment to providing strategic and/or operational input into the Nottingham and Nottinghamshire Smoking and Tobacco Alliance to reduce the harm caused by tobacco

**Signatory:**




**Position:**

Hayley Barsby  
CEO, Mid Notts PBP

**Endorsed by:**

**Nottinghamshire County's Health & Wellbeing Board  
Chair**



**Nottingham City's Health & Wellbeing Board Chair**



Based on the Local Government Declaration on Tobacco Control endorsed by: