

Smith L (Lee-Anne)

O2-S9

From: Glen J (John)
Sent: 05 March 2007 10:13
To: Smith L (Lee-Anne)
Subject: FW: Responses/Consultation

JOHN GLEN
Tobacco Control Team
Public Health & Substance Misuse Division
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-----Original Message-----

From: Currie, Jackie [mailto:Jackie.Currie@glasgow.gsx.gov.uk] **On Behalf Of** Black, George
Sent: 05 March 2007 09:02
To: Glen J (John)
Subject: Responses/Consultation

This email has been received from an external party and
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Please find attached two responses for your attention. They have also been sent by hard copy.

Regards

Jackie Currie
Secretary to Chief Executive/Solicitor to the Council
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02-89

George Black CPFA FCCA
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Telephone: 0141 287 4739
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Your Ref:
Our Ref: GB/MK/sexec/glen

2 March 2007

Mr John Glen
Scottish Executive Health Department
Tobacco Control Division
3 E(R)
St Andrew's House
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EDINBURGH
EH1 3DG

Dear Mr Glen

**RESPONSE TO : TOWARDS A FUTURE WITHOUT TOBACCO – THE REPORT OF
THE SMOKING PREVENTION WORKING GROUP**

Thank you for the opportunity of commenting on the report of the Smoking Prevention Working Group. I enclose the Council's response to this document.

I would confirm that this response can be made available to the public.

If you have any queries on the comments made or would like more information, please contact Doreen Montgomery in the Corporate Policy section of the Chief Executive's Department. (Telephone 0141 287 5932 or e-mail doreen.montgomery@ced.glasgow.gov.uk)

Yours sincerely

GEORGE BLACK
CHIEF EXECUTIVE

Enc

GLASGOW CITY COUNCIL CONSULTATION RESPONSE ON :

TOWARDS A FUTURE WITHOUT TOBACCO - REPORT OF THE SMOKING PREVENTION WORKING GROUP

General Comments

The Council welcomes and supports the commitment to smoking prevention becoming a top priority and endorses the recommendations in the Report of the Smoking Prevention Working Group which aims to protect and dissuade young people in Scotland from starting to smoke and to deter adults, individually and collectively, from encouraging or enabling them to smoke. The Report's proposals are also in line with the Council's strategic objective to improve the health and well being of Glasgow's citizens.

In order to achieve this, the Council agrees that a package of measures is required including - raising the age of purchase of tobacco, raising the cost of purchasing tobacco, vigorous enforcement and a negative licensing scheme for persistent offenders. Additionally, for young people this approach must also be supported by a clear and consistent education programme. Implementing the smoke-free laws

Recommendations

The Council would comment on individual recommendations of interest as follows:

Targets

Recs 1 and 2 : Targets for 13, 15 and 16-24 year olds

The targets set for 2025 may be over-ambitious as rates of decrease may not operate in a linear fashion.

Research

Recs 3 and 4 :Research commissioning

The Council would strongly support further research into the attitudes and behaviour of young people in relation to tobacco, alcohol and other drugs.

The commitment to research, monitor and evaluate the implementation of the Working Group's recommendations will be important in assessing how effective the recommendations have been in reducing levels of tobacco use. The evaluation framework should be clear in distinguishing between the *impact* which assesses the effectiveness of interventions such as improved understanding of the risks of smoking, stricter enforcement etc and *outcomes*, including a reduction in the prevalence of smoking amongst children and young people and improved health status. The key challenge will be to link health improvements to specific interventions.

The evaluation framework must also ensure that best practice is identified and promoted so that such practice can be supported on a longer-term, more sustainable basis by both local and central government.

Reducing availability

Rec 5 : Enforcing the prevailing legal age of purchase

The Council previously welcomed the changes made by the Lord Advocate allowing the participation of young people in pro-active test purchasing schemes and is sure this will have a positive impact on reducing the availability of tobacco products to young people. Given this, the Council also welcomes this recommendation.

Rec 6 : introduction of a negative licensing scheme

The research on licensing schemes is limited and the researchers have taken the sensible view that the introduction of a negative licensing scheme would offer an additional enforcement tool. However, the report has not examined the detail of the scheme and whether it would be a local government function or administered by the Scottish Executive.

The Council believes that for a negative licensing scheme to be properly effective, it would have to be administered locally, but that a central register would require to be maintained to prevent a "prohibited" person from conducting a similar business in another local authority area. Other issues that would need to be carefully considered include : the qualifying bar; the negative license; the detail regarding to whom the restriction would apply.

Rec 7 : raise the minimum age for buying tobacco products to 18

The evidence in the Working Group's report suggests that raising the age when a person can buy tobacco products to 18 will help reduce the take up of smoking. The Council endorses this approach. Although the change will inevitably result in difficulties for the trade, existing younger smokers and for local authority Trading Standards Services who have to enforce it, there appears no merit in delaying its implementation, so a transitional period of 6-12 months would seem sufficient.

Recs 10 and 11 : refer sales of packs of 10 cigarettes to the UK Government for consideration and commission research into this issue

The Council welcomes the examination of any proposal that may lead to a reduction in the take up of smoking. However, as recommendation 11 suggests, it would be sensible to commission research into the extent to which young people in Scotland purchase cigarettes in packs of ten and review the results prior to implementing recommendation 10; this would be more effective than merely assuming this measure would have a beneficial impact.

Rec 17 : Re-inforce UK Government's intention to require graphic photos of smoking related diseases on cigarette packs

Whilst broadly supportive of this proposal, the Council would welcome research into the likely effectiveness of this approach.

Rec 18 : Look at ways of reducing positive images of smoking in the media etc

Whilst welcoming the recommendation in principle, the Council believes it will prove very difficult to enforce, particularly as so much media content is international.

Rec 19 : Prohibit the display of cigarettes at point of sale

The recommendation is welcome, but the detail of the restriction would need to be carefully examined to ensure that it is practicable.

Discouraging young people from smoking**Rec 21: Reassessment & reform of education on tobacco, alcohol etc in schools**

The reassessment should include an audit of current practice in local authorities. It is important to address the inconsistencies in the methods and materials used, the training of staff and the level of co-ordination within and between the primary and secondary school curricula that have been identified.

Equally important is the recognition of the other key services and agencies which play an important role in providing information and advice, services and opportunities to children and young people.

Rec 24 : Schools developing an holistic approach

Links with national programmes aimed at increasing opportunities to participate in healthy activity such as the Active Primary Schools programme or School Sports Co-ordinator programme are essential. Similarly, programmes at a local level such as Glasgow's Learn to Quit (L2Q) programme that targets 11 to 18 year olds in the Greater Easterhouse area, offer smoking cessation groups and support for young people wanting to quit smoking. L2Q, in partnership with the Council's Youth Services, engages with young people to provide recreational diversionary activities such as sports and drama.

Another local initiative is the Drumchapel and Partick Youth Health Drop-Ins. Both projects have encouraged young people to take a more active interest in their health and wellbeing by providing youth only evenings where health specialists work in partnership with youth workers. The workshops cover a range of topics, including smoking cessation and alcohol and drugs awareness. Young people are encouraged to take up sporting and leisure opportunities at their local leisure centres, resulting in a notable increase in participants' understanding of health related matters and in sustained use of sports provision within these areas.

In ensuring consistency in the anti-smoking message conveyed to children and young people, there must be a recognition of the need to work in partnership and share responsibility in preventing as many people as possible from starting smoking. An excellent example of good practice in this regard, is the Kools Project in Greater Pollok which demonstrates a cross cutting partnership aimed at increasing access to physical activity and promoting healthy choices among primary school children through curriculum-based health activities focusing on hygiene, smoking, nutrition and self-esteem. The partnership involves the Council's Cultural and Leisure Services, Education Services, NHS Greater Glasgow & Clyde, Cardonald College, Smoking Concerns and Bernardo's. It began as a pilot in two local schools and its success has led to its extension to all 18 local schools in the Greater Pollok area for 3 years.

In terms of information and advice, Glasgow has developed a health information website to provide support to Glasgow residents and information tailored to local issues and easy access to the websites of national support groups.