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**COMMUNITY PLANNING PARTNERSHIP
STRATEGIC BOARD**

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Scotland's Charter for a Tobacco-free Generation

1. Purpose

This paper outlines the requirements of *Scotland's Charter for a Tobacco-free generation* and the invitation from ASH Scotland to the Community Planning Partners to adopt the Charter principles. The principles of the Charter have been endorsed by the Children and Young People's Leadership Group, the NHS Borders Clinical Executive Strategy Group, Scottish Borders Council Corporate Management Team and the Community Planning Partnership Joint Delivery Team.

2. Background

In 2013 the Scottish Government launched the Tobacco Control strategy for Scotland- *Creating a tobacco-free generation*. A generation free from tobacco, as the Scottish Government has defined it, means that by 2034 the smoking prevalence among the adult population will be 5% or lower.

There is also a target to reduce the proportion of children exposed to second-hand smoke in the home from 12% in 2012 to 6% by 2020. This goal can be accomplished by encouraging a shift in social attitudes so that choosing not to smoke is the norm.

ASH Scotland have recently launched a Charter to bring awareness to the goal of creating a tobacco free generation, *Scotland's Charter for a Tobacco-free generation*. The Charter is aimed at organisations whose work directly or indirectly impacts on young people and families and aims to ensure that the next generation grows up free from tobacco. The Charter supports the achievement of the Governments target by providing a useful tool to engage those working with children and young families in smoking prevention.

The Charter is comprised of six key principles that encourage and enable discussion within organisations to examine how their own policy and practice can best contribute to the tobacco-free goal. The principles are:

1. Every baby should be born free from the harmful effects of tobacco

2. Children have a particular need for a smoke-free environment
3. All children should play, learn and socialise in places that are free from tobacco
4. Every child has the right to effective education that equips them to make informed positive choices on tobacco and health
5. All young people should be protected from commercial interests which profit from recruiting new smokers
6. Any young person who smokes should be offered accessible support to help them to become tobacco-free.

ASH Scotland has invited Scottish Borders Community Planning Partners to endorse publically the Charter principles. An early commitment would put the Borders in the position of being among the first CPPs to declare support for the Charter. There is a clear advantage to be gained by doing so as a partnership. It would provide an aspirational partnership commitment opportunity, linking both partners to the Scottish Government tobacco control strategy, reinforce the roles that partners play in supporting a tobacco free generation and provide a uniform route to communicate culture change both locally and nationally.

The Scottish Borders Joint Tobacco Control Planning Group is a multi-agency group with the remit of addressing the three themes (prevention, protection and cessation) set out in the national Tobacco Control Strategy and the recently developed action plan includes a number of actions that are supportive of the Charter's principles.

Smoking prevention work with children and young people is currently undertaken by a smoking prevention worker based alongside the Scottish Borders Smoking Cessation service-Quit4Good. Their role is to develop and deliver a range of smoking prevention projects and initiatives for children and young people working alongside key partners in schools and youth work settings and with Integrated Children's Services. This work is overseen by the Scottish Borders Joint Tobacco Control Group and managed within the Joint Health Improvement Team.

In early years, there are opportunities for further prevention work in the context of improvements planned in support for women who smoke during pregnancy. Cessation support is increasingly linked to the promotion of Smoke Free Homes. This is also promoted through other engagement opportunities in early years settings.

SBC regulatory services are represented on the Tobacco Control Group and able to support the actions relating to retail and trading standards.

3. Key Considerations

By signing the Charter (Appendix 1) organisations are pledging to "review our personal views, policy and practice so we can confidently help protect children from tobacco and so reduce the burden of tobacco on our communities".

Once an organisation or partnership has signed the Charter pledge ASH Scotland will contact them to establish current plans and activities relevant to the Charter principles. There would also be an expectation to commit to a number of additional actions and provide an update on progress towards these new actions.

A comprehensive list of actions which support each of the principles has been developed (Appendix 2). For many of these actions, activities are already underway that can support delivery.

4. Summary

In order to support the Charter's principles an action plan has been developed to include the following areas:

- Raising awareness of the dangers of second hand smoke across a wide range of settings
- Provide guidance on smoke free homes for parents and prospective parents
- Promote smoke free environments where children play, learn and socialise
- Promote and support the development of tobacco policies in nurseries/toddler groups, Schools, Youth work settings and workplaces.
- Improve referral pathways to smoking cessation support for young people
- Support Trading Standards to reduce the supply of tobacco to young people

These actions involve supporting and working with a range of individuals, professionals and services who work with children and families.

5. Recommendations

The Community Planning Partnership Strategic Board is asked to:

- Support the principles of *Scotland's Charter for a Tobacco-free Generation* as a partnership and the associated actions to implement the principles.
- Note that actions to support the adoption of the Charter principles will be overseen by the Scottish Borders Joint Tobacco Control Group and that annual reports on progress will be provided
- If supportive of the Charter, Community Planning partners are also asked to indicate how they would like to signal their commitment to the Charter for example through a public signing.