

Tackling tobacco in your community: A compelling business case for action



Tuesday 11 October 2011

Manchester City Council
Town Hall, Albert Square,
Manchester, M60 2LA

Councils play a pivotal role in local action to cut the use of tobacco. The forthcoming health reforms bring huge opportunities for local authorities to build on the success of smokefree legislation and deliver decisive benefits to communities in terms of:

- cutting crime
- improving child health
- tackling health inequalities
- strengthening the local economy
- realising savings to local public services.

Who should attend:

Portfolio holders for Health and Wellbeing
Chairs of Health Scrutiny Committees
Chairs of Health and Wellbeing Boards
Directors of Public Health
Health Policy Officers
Health Promotion Officers
Tobacco Control Co-ordinators
Heads of Environmental Health and Trading Standards



Tackling tobacco in your community

A compelling business case for action

This powerful one-day event, on 11 October at the Town Hall in Manchester will provide the opportunity for leading members and officers to find out more about the compelling business case for a comprehensive approach to reducing tobacco use.

The conference will have a focus on the importance of political leadership for this agenda with local and national politicians leading and contributing to a range of relevant and timely discussion sessions.

The conference will also share the findings of the Reducing Health Inequalities through Tobacco Control Programme. This programme, funded by the Department of Health and administered through the LG Group, provided funds for the 25 councils with the highest smoking prevalence to explore fresh approaches to tackling tobacco. The event will examine learning from the programme and draw out some of the most important lessons for councils as they take on enhanced responsibilities for public health.

The day will include a mixture of plenary sessions and workshops and the programme will include sessions on the importance of tobacco in tackling health inequalities; the costs and benefits of effective regulation and enforcement; engaging communities in creating a smokefree future; and networks, tools and resources for tobacco control.

Workshop sessions will include a debate on the political issues surrounding tobacco control; approaches to protecting children and young people; tobacco and deprived communities; exploring the cultural differences between local politics and public health; and the cost versus benefit of tobacco control.

The conference is available to book now. Elected members who book at the same time as an officer from their authority attend for free. For further details and to reserve your place, please visit www.local.gov.uk/events

The LG Group organise approximately 100 conferences, events and seminars every year attracting thousands of participants from local government and the business and voluntary sectors. Income from our conferences is ploughed back into the organisation in order to keep our subscriptions low and to benefit councils and communities.

To find out more about forthcoming LG Group events, including booking online, signing up for our monthly e-bulletin, along with the latest updates on key developments in local government, please visit: www.local.gov.uk

For further information please contact:

LGconnect: 020 7664 3000 or email: events@local.gov.uk

Programme

The morning programme

09.15 Registration, refreshments and exhibition

10.00 Chair's welcome and introduction

Cllr Nick Forbes, Chair, North East Tobacco Control Partnership and Leader, Newcastle City Council

Sir Richard Leese, Leader, Manchester City Council

10.20 **Plenary session: Stubbing out crime: the costs and benefits of effective regulation and enforcement**

Terry Sweeney, Assistant Chief Constable, Greater Manchester Police

Peter Astley MBE, Head of Public Protection, Warrington Borough Council and Strategic Lead, Trading Standards North West

Judith Kelly OBE, Head of Tobacco Strategy & Policy, HM Revenue & Customs

10.50 **Workshop session 1**

(Refreshments available in workshop rooms)

W1. Tackling tobacco – vote winner or vote loser? A debate for all parties

Chair: **Cllr Linda Thomas**, Deputy Chair, LG Group Community Wellbeing Programme Board

Cllr Sir David Williams, London Borough of Richmond upon Thames

Cllr Jane Evison, Portfolio Holder for Rural Issues and Cultural Services, East Riding of Yorkshire Council

Cllr Pat Karney, NHS Director, Smoke Free Greater Manchester

W2. Making smoking history – protecting our children and young people

Chair: **Cllr John McClurey**, Gateshead Council

Helen Casstles, Coordinator SmokeFree Liverpool

Dan Preece, Environmental Health Officer, Plymouth City Council

W3. Tobacco and deprived communities – how do we make an impact?

Chair: **Ian Gray**, Principal Policy Officer, Chartered Institute of Environmental Health

Natalie Goodman, Tobacco Control Partnerships Manager, Gateshead Council and

Craig Malcolm, South Area Neighbourhood Manager, Gateshead Council

Nigel Powell, Head of Service (Commissioning and Client Management), Salford City Council

Leo Capernaros, Health Development Adviser, Staffordshire County Council and Stoke on Trent City Council

12.00 **Keynote Speech: Tackling tobacco – meeting the challenge at a national and local level**

Anne Milton MP, Public Health Minister

12.30 Lunch, exhibition and networking

The afternoon programme

13.30 Chair's introduction

Liam Hughes, National Advisor for Healthy Communities, Local Government Group

13.40 **Plenary session: The journey away from tobacco, and how local authorities can lead the way**

Professor Gerard Hastings, Director, Institute for Social Marketing and Centre for Tobacco Control Research, University of Stirling

14.20 **Workshop session 2**

Refreshments available in workshop rooms

W4. Speaking the same language? Exploring the creative differences between local politics and public health, and the likely impact on tobacco control

Facilitator: **Robin Stonebridge**

Dr Janet Atherton, Director of Public Health, NHS Sefton, Sefton Council

Cllr Jonathan Owen, Deputy Leader, East Riding of Yorkshire Council

John Ashton, Director of Public Health Cumbria

W5. Ingredients for effective local tobacco control – outcomes of the RHITC programme evaluation

Chair: **Liam Hughes**, National Advisor for Healthy Communities, Local Government Group

Oswin Baker, Director, Rockpool Research Associates

W6. Modelling the cost/benefit of different tobacco interventions

Chair: **Tabitha Brufal**, Deputy Director Tobacco and Health Improvement Policy, Department of Health

Deborah Arnott, Chief Executive, Action on Smoking and Health

Professor Mike Kelly, Director, Centre for Public Excellence, NICE

15.30 **Plenary session: Where do we go from here? Networks, tools and resources for tobacco control**

Andrea Crossfield, Director, Smokefree North West

Ailsa Rutter, Director, Fresh Smoke Free North East

16.00 Thanks and close

Invitation to attend networking reception 16.15-17.45

How to book

The LG Group is promoting online bookings as a **quick** and **easy** method of booking a place at your chosen event. Please visit www.local.gov.uk/events to book. Here you will find an event list. All you have to do is select the relevant conference in the LG Group events listing, scroll to the '**How to book**' section at the bottom of the event page and click on the '**Book online now**' button.

Important! Please ensure that you sign in or register prior to completing the online booking form, in order to ensure that you are charged the LGA member rate.

If you do not have access to the internet or you need any assistance in completing the online form please phone LGconnect on: 020 7664 3000.

Rate per delegate:

LGA Member Rate*

£75.00 plus VAT

Non LGA Member Rate*

£175.00 plus VAT

*Councillors attend free of charge if accompanying an officer and booking at the same time

VAT will be calculated at the prevailing rate at the time of your booking.

Non local government rate:

Places are available for representatives from the NHS, community and voluntary organisations at a reduced rate. Please enquire.

Confirmation: By completing an online event booking you are indicating you wish to attend an LG Group conference. If there are places available you will receive booking confirmation and/or joining instructions in due course. If there is limited or no availability you will be advised within two working days that you have been placed on a waiting list.

Substitute delegates are welcome. If possible, please advise name changes in advance, in writing via email to events@local.gov.uk

Invoicing will generally reflect the delegate who attended the conference unless a name change is received after invoicing. The LG Group expects invoices to be paid as per the original delegate

booking.

Purchase order numbers must be provided with booking forms. Bookings will not be processed until a valid purchase order number has been supplied.

Cancellation must be advised in writing via email. It will not be possible to return fees if notification of cancellation is received after 27 September 2011. Bookings received and subsequently cancelled after this date or bookings for delegates who do not attend on the day will still be payable in full, whatever the circumstances eg changes to delegate's personal circumstances, inclement weather, transport delays or any other reasons outside the LG Group's control.

Note It may be necessary for reasons beyond the control of the LG Group to change the content, timing, speakers or the venue for this conference. Please be advised that the LG Group can not be held responsible for any travel or accommodation costs incurred should a conference be postponed or cancelled.

Unless otherwise stated the LGA as part of the LG Group will invoice you for the delegate fee. To pay the delegate fee prior to receiving the invoice please use the LG Group reference number: C7903

For BACS payments: Nat West,
sort code 56-00-20, a/c number 24575607

To pay by cheque please send a copy of the online booking confirmation together with the cheque to:
LGA, Smith Square, London SW1P 3HZ.

T: 020 7664 3000 F:020 7863 9158

E: info@local.gov.uk

Sign up for the LG Group conference & events monthly e-bulletin at: www.lga.gov.uk/events

Local Government Group

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