

Smokefree Derby and Derbyshire Pledge on Tobacco Control

As local leaders, we acknowledge:

- Smoking is a leading cause of premature death, disease, and disability in our county, with over 1300 deaths each year across Derby & Derbyshire
- Smoking is an epidemic created and sustained by the tobacco industry
- Smoking is an addiction which often starts in childhood
- The illicit tobacco trade is linked to criminal gangs and gives access to cheap and often contaminated tobacco
- Smoking places a significant burden on all health and care services, and emergency response services
- Reducing smoking will help the local economy and will put money back into families in greatest need with the average smoker saving £2,500 per year
- All staff in contact with our citizens have a role to play in helping people to stop smoking

We welcome:

- The ambition to make Derby and Derbyshire smokefree by 2030
- The commitment to tackle inequalities in smoking prevalence across our county
- The commitment by the NHS to provide support to help our citizens to quit
- The commitment by the government to provide legislative support for our ambition and to protect public health policy from vested tobacco industry interests

In support of a smoke-free ambition, together we commit to:

1. Do all we can to protect everyone from the harms of tobacco smoke and stopping the start by:
 - Making our business/sites smoke-free and supporting our staff to stop smoking
2. Support every smoker to quit and stay smokefree by:
 - Ensuring that all our staff can refer citizens to free support to quit smoking
 - Ensuring citizens using our NHS services have access to services to quit smoking
3. Helping our citizens understand the harm smoking causes to them and the opportunities and support to stop smoking by:
 - Sharing and promoting Smokefree Derby and Derbyshire messages through our staff and public facing communication channels

Signed:

Role:

Organisation:

Date: