



ASH Scotland

Strategic Plan 2004-2009



Foreword

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Smoking is a routine part of daily living for many people, and has been widely accepted in our culture for decades. However, tobacco is a unique retail product. Only slowly are we discovering the full weight of its impacts. This is a product which kills half its loyal, long-term consumers when it is used exactly as the manufacturers intend. It is highly addictive and habit-forming. Seventy percent of smokers in Scotland say they want to quit, but few succeed without intensive support.

Tobacco would never make the shelves as a new product in today's regulatory environment.

Tobacco is used most heavily in the sectors of our society where concerns about social injustice and lack of life opportunities are already strong. Children and the young are most susceptible to tobacco marketing and the source of lifelong customers for the tobacco industry. Its health and economic impacts hit the already vulnerable sectors of our society hardest - such as those on low incomes and people with mental health problems. The burden it creates for families and for society through tobacco-caused chronic and terminal illnesses is incalculable.

The harmful effects of environmental tobacco smoke (ETS) are also becoming increasingly clear. Exposure causes both immediate problems and measurable longer term harm. This is true for smokers as well as for non-smokers, since the damage is cumulative.

Tobacco smoke is a pollutant that we cannot afford to ignore.

This is a crucial time for tobacco control. Scotland is leading the way within the UK in introducing smoke-free legislation for enclosed public places. Worldwide the first

international treaty on public health, the Framework Convention on Tobacco Control, is being implemented. Action has been taken at European level on tobacco advertising and product regulation and Ireland has pioneered a regulatory approach to controlling ETS.

Cigarettes are engineered and promoted by powerful commercial interests which have persistently attempted to undermine the mounting scientific evidence on the risks of active and passive smoking and to influence national policies and the public debate. Controlling and regulating tobacco industry activity in Scotland and liberating Scotland from tobacco related harm is the challenge we face. Meeting the challenge of Big Tobacco needs co-ordinated and sustained activity. ASH Scotland takes a lead on tobacco issues in Scotland, working closely with partners in the fields of national and local government, politics and the media, community and voluntary sectors, public and health authorities and relevant coalitions and alliances to further our shared aims.

The tobacco epidemic demands an effective appropriate and comprehensive response.

There are signs in Scotland of a cultural change with regard to smoking. We want to create a new culture of expectation. The expectation for a right to breathe clean air at work and in other public places, the expectation that smokers who decide to stop will receive effective professional support and experience an environment free from the triggers to smoke, and the expectation that our children will grow up in a society where smoking has become an unfashionable choice.

I invite you to reflect on the challenge, and commit to working with us to achieve our vision of liberating Scotland's people from the harm caused by tobacco.

Strategy

Vision

Our vision is of liberating the people of Scotland from the harm caused by tobacco.

Purpose

ASH Scotland is the leading voluntary organisation in tobacco control in Scotland. We were established in 1973 under the auspices of the Royal College of Physicians of Edinburgh and became an autonomous national organisation in 1993. Our purpose is to enhance the quality of life for all by having a tobacco free Scotland. We aim to achieve this by:

- campaigning for effective policies and legislation
- informing and communicating about tobacco use and its harmful effects
- contributing to the development and implementation of effective policies and services which protect public health
- being an independent standard bearer for tobacco control in Scotland

Activities

Our work focuses on the impacts of tobacco, not on the individuals who use it. We are anti-smoking not anti-smoker. We believe our work saves lives, and improves the quality of life. Our main activities centre on:

- independent and critical review of tobacco control policies and action
- contributing to the development of tobacco control policy
- an expert information service
- parliamentary lobbying
- campaigning
- services and action-based projects
- taking forward the Scottish Tobacco Control Alliance

Taking action

To achieve our aims, we are committed to:

- putting our strengths into action
- lobbying for change
- setting standards
- delivering on our commitments
- consulting and working in partnerships to achieve shared goals
- developing our capacity to allow us to deliver
- monitoring and evaluating our progress
- responding flexibly to change
- drawing on the expertise and knowledge available to us
- recognising our role will evolve; consulting and revisiting our strategic plans annually to factor in positive responses to change

Who we will work with

We cannot deliver our aims in isolation. We believe that the most effective way to take forward the tobacco control agenda in Scotland is to work in partnership with key stakeholders, including:

- Parliament and governments (local, Scottish, UK, EU and international levels)
- Alliances and coalition partners
- National Health Service Scotland
- Trade unions
- The media
- Charities and voluntary sector organisations

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Recent achievements

We are the leading independent tobacco control organisation in Scotland. We have worked hard with partners to achieve:

- a progressive ban on tobacco advertising, introduced in November 2002
- more prominent health warnings on cigarette packs
- a review by the Lord Advocate of the use of child witnesses in test purchasing on underage sales of tobacco in Scotland
- tobacco control prioritised by the Scottish Parliament Health Committee
- a Cross Party Group on tobacco control established in the Scottish Parliament
- the PATH (Partnership Action on Tobacco and Health) Initiative established to develop and support training, evaluation and research of smoking cessation work in Scotland. Eleven projects have been funded to pilot good practice in smoking cessation work
- stop smoking services established in every health board area, and smoking cessation services' funding increased
- national smoking cessation guidelines compiled and issued by ASH Scotland and Health Scotland (formerly HEBS)
- national guidelines for Local Authorities' tobacco policies issued in partnership by ASH Scotland, Health Scotland and COSLA
- pilot research projects in partnership with Health Scotland being run to assess effective cessation approaches with young people
- national training standards for smoking cessation professionals in place
- Nicotine Replacement Therapy available on prescription

- effective alliances and partnerships established to support and develop tobacco control in Scotland, including founding Scotland CAN! (Clean Air Now!) and the Scottish Tobacco Control Alliance
- ongoing work on tobacco and inequalities, taking a community development approach and funding innovative ways to communicate with hard to reach target groups
- developing and piloting a national Buddy scheme to support smoking cessation
- a Scottish Executive Tobacco Action Plan published in response to the recommendations made by ASH Scotland and Health Scotland in their joint publication Reducing Smoking and Tobacco Related Harm
- the establishment of a Ministerial Advisory Group on tobacco control, resulting in a commitment to widespread public consultation on restricting smoking in public places and a conference to learn from international strategies to control environmental tobacco smoke

We are anti-smoking not anti-smoker. We believe our work saves lives, and improves the quality of life.

Context

ASH Scotland's working environment has changed radically in the last few years. Once a low priority, tobacco control has risen on the public and political agendas, along with increasing demands for smoke-free public places. Amongst the influences enabling change and creating positive opportunities are:

- the UK Tobacco White Paper, Smoking Kills, and the Scottish Tobacco Action Plan, A Breath of Fresh Air

- the devolution of powers to the Scottish Parliament and establishment of a Cross Party Group on tobacco
- significant expansion of our work, particularly projects and services
- major advances in information and communications technologies, including a marked increase in electronic publishing and exchanges
- international developments in tobacco related social policies, legislation and litigation such as the groundbreaking Framework Convention on Tobacco Control
- our developing work with partners in various sectors including health, voluntary and government at all levels including local authorities

Our purpose is to enhance the quality of life for all by having a tobacco free Scotland.

Values

Our work reflects our value base. It:

- is evidence based; our work and policy positions are based on published, peer-reviewed scientific evidence, expert feedback from partner organisations and the experience of practitioners
- encourages social inclusion; we recognise tobacco as a major contributor to poverty and social inequalities in Scotland; our work is linked to the pursuit of social justice and we promote equality of access to our work opportunities and services
- is based on partnerships; we recognise the need to work with others to achieve our aims and draw on a wide range of views and expertise to achieve our objectives
- is efficient; we deliver to agreed quality standards, seek to improve on these and adopt best practice throughout our work, and maximise the use of our available resources

- is flexible; we work both proactively, to shape agendas and responsively, to address emerging needs and priorities
- values people; we aim to create a supportive, learning environment that enables potential to develop into achievement

Priorities

These are:

- Protection, Legislation, and Controls – to continue to lobby for measures to protect individuals and society from the impacts of tobacco
- Research, Policy and Information – to maintain and develop a strong research, policy and information base
- Smoking Cessation – to continue to support cessation services including training, best practice, monitoring and evaluation; and to lobby for appropriate policies, fiscal and legislative measures to support cessation
- Tobacco Education and Prevention – to support the development of education and prevention services
- Public/Media Relations and Corporate Image – to develop a pro-active communications strategy including raising the profile of ASH Scotland
- Staff and Resources – ensuring we have the capacity and skills to meet existing and new demands

We believe that the most effective way to take forward the tobacco control agenda in Scotland is to work in partnership.

Priorities

WITHIN THESE PRIORITIES, BY APRIL 2005 WE WANT TO SEE ▼	
Protection, Legislation, and Controls	<ul style="list-style-type: none"> • Widespread public support for a ban on smoking in public places and a Scottish Executive commitment to legislation to ban smoking in public places, with an agreed timescale • An effective Ministerial Advisory Group, in relation to implementing and monitoring the progress of the Tobacco Action Plan • Scottish regulations enacted to tighten up loopholes in point of sale advertising restrictions
Research, Policy and Information	<ul style="list-style-type: none"> • National Tobacco Information Service launched to provide tobacco related information, and a portal to specialist sources of information in Scotland • Local Authority workplace tobacco policy guidelines, jointly developed with COSLA and Health Scotland, disseminated and fully implemented • Audit of tobacco policies in the NHS in Scotland commissioned by ASH Scotland on behalf of the Scottish Executive • Outcomes of the test purchasing pilot work on underage sales published and reviewed by the Lord Advocate • Scoping research for our Tobacco and Inequalities Project completed and published
Smoking Cessation	<ul style="list-style-type: none"> • Implementation of national smoking cessation training standards • Initial implementation of formal approval scheme for tobacco training courses and resources in Scotland in conjunction with NHS Education for Scotland • Piloting of formal training / practitioner accreditation scheme for smoking cessation in conjunction with Glasgow Caledonian University • Electronic resource developed for formal dentistry training in smoking cessation in conjunction with NHS Education for Scotland • Implementation of a national smoking cessation minimum 'client' dataset and piloting of supporting software • Completion of first round of evaluation of PATH Support Fund projects • Completion of evaluation of Buddy Project • Tobacco and Inequalities Project Grants allocated to local / thematic projects
Tobacco Education and Prevention	<ul style="list-style-type: none"> • Priorities identified to develop our education and prevention work • Review and update of publications and resources
Public/Media Relations and Corporate Image	<ul style="list-style-type: none"> • Development of a Public Relations strategy • Redesigned organisational website, with dynamic interactive areas and capacity to update in-house • Review and update our corporate identity and profile • Media relations strengthened and press pack compiled
Staff and Resources	<ul style="list-style-type: none"> • Next phase of funding from the Scottish Executive negotiated, and a strategy identified to fund our developing work • Our organisational constitution reviewed and updated, including an expansion of the Board in line with the strategic plan and needs of the organisation • Ongoing review of the organisation's skills requirements and the developmental needs of staff • Ongoing review of personnel policies in line with legal requirements and best practice • Continued review of our operations to ensure efficiency and value for money

WITHIN THESE PRIORITIES, BY APRIL 2006 WE WANT TO SEE ▼	
Protection, Legislation, and Controls	<ul style="list-style-type: none"> • Legislation to ban smoking in public places in Scotland underway • Work with Health Scotland to constructively review and drive forward the implementation of the Tobacco Action Plan and Health Improvement Challenge • Effective communication with employers, including the hospitality industry, on the impacts and practicalities of a ban and to influence the draft legislation • Tobacco advertising and promotion gone in Scotland
Research, Policy and Information	<ul style="list-style-type: none"> • Tobacco Atlas published and disseminated, in partnership with Health Scotland • Research commissioned to inform policy and practice on priority issues • Expert working groups convened to inform ASH Scotland policy and joint policy positions
Smoking Cessation	<ul style="list-style-type: none"> • Further development of tobacco training in relation to health professionals and excluded communities • Learning from Buddy Project evaluation identified and disseminated • Tobacco & Inequalities grant-funded projects underway
Tobacco Education and Prevention	<ul style="list-style-type: none"> • Implementation of initiatives on tobacco education and prevention to address priorities identified in previous year • Work in partnership with Local Authorities to encourage the implementation and monitoring of effective tobacco policies • Review education and prevention work for young people
Public/Media Relations and Corporate Image	<ul style="list-style-type: none"> • Ongoing development of website to meet organisational requirements
Staff and Resources	<ul style="list-style-type: none"> • Continued development of funding strategy • Ongoing review of the organisation's skills requirements and the developmental needs of staff • Ongoing review of personnel policies in line with legal requirements and best practice • Continued review of our operations to ensure efficiency and value for money

WITHIN THESE PRIORITIES, BY APRIL 2007 WE WANT TO SEE ▼	
Protection, Legislation, and Controls	<ul style="list-style-type: none"> • A ban on smoking in enclosed public and work places introduced
Research, Policy and Information	<ul style="list-style-type: none"> • Grant funded work to address tobacco and inequalities in the areas of older adults, BME groups, mental health completed and evaluated • Tobacco control awareness training and support for workplaces • Outcomes from audit of NHS tobacco policies • Expert working groups continued to inform ASH Scotland and joint policy positions
Smoking Cessation	<ul style="list-style-type: none"> • Accredited smoking cessation training courses available throughout Scotland • Evaluation of PATH Support Fund projects completed and disseminated • Evaluation of Tobacco and Inequalities Project completed • Recommendations from evaluation of the Youth Cessation Projects implemented
Tobacco Education and Prevention	<ul style="list-style-type: none"> • Evaluation and development of initiatives on tobacco education and prevention • Effective education and prevention work for young people identified and implemented in consultation with them
Public/Media Relations and Corporate Image	<ul style="list-style-type: none"> • Review of the organisational website in light of corporate needs and developing technology options
Staff and Resources	<ul style="list-style-type: none"> • Continued development of funding strategy • Ongoing review of the organisation's skills requirements and the developmental needs of staff • Ongoing review of personnel policies in line with legal requirements and best practice • Continued review of our operations to ensure efficiency and value
WITHIN THESE PRIORITIES, BY APRIL 2009 WE WANT TO SEE ▼	
<ul style="list-style-type: none"> • Services and resources developed for older adults, minority ethnic groups in Scotland and people with mental health problems • Development of next stage of education and prevention work • National quality standards for smoking cessation services • Issues around the ban on smoking in public places identified and addressed • ASH Scotland taking a more active role in commissioning research • Sustainable funding to ensure the long-term viability of the organisation 	

Tobacco facts

Tobacco kills an estimated 13,000 people every year in **Scotland**.

Tobacco smoke contains over 4000 chemicals in the form of particles or gases. 60 of these are known to cause **cancer** in humans.

In the short term (ie 30 minutes exposure or less), exposure to environmental tobacco smoke (ETS) triggers **asthma** attacks and causes measurable harmful changes to the heart and circulatory system.

Long-term exposure to ETS increases the risk of a **heart attack** by 25-35% in non-smokers.

Long-term exposure to ETS increases the risk of **lung cancer** by between 20-30% in non-smokers.

About 70% of Scottish adults do not smoke. However, in our most deprived communities, smoking rates are **twice** the national average.

Pregnant women exposed to ETS are more likely to have lighter **babies** and give birth prematurely.

17,000 **children** are admitted to hospital every year in the UK because of respiratory illness caused by exposure to ETS.

Properly conducted opinion polls consistently show a **majority preference** for clean air legislation covering workplaces and public places.

The Voluntary Charter (Public Places Charter on Smoking: Voluntary Code of Practice) has failed to deliver significant **protection** against tobacco smoke. An audit conducted after three years of voluntary restrictions showed that 7 in 10 pubs had no restrictions on smoking. Only 18% of public places were smoke-free.

A conservative research estimate suggests that passive smoking at work is killing one **hospitality** industry worker in the UK each week.

A recent British Medical Journal study used data from other countries to show that, workplace smoking laws **encourage** smokers to quit or to reduce consumption. If all UK workplaces were smoke-free, we could expect smoking rates to fall by 4%, and overall tobacco consumption by 7.6%.

The ASH Scotland Information Service provides tobacco information via enquiry and research services, current awareness bulletins, a tobacco-focused library collection, and the ASH Scotland website.

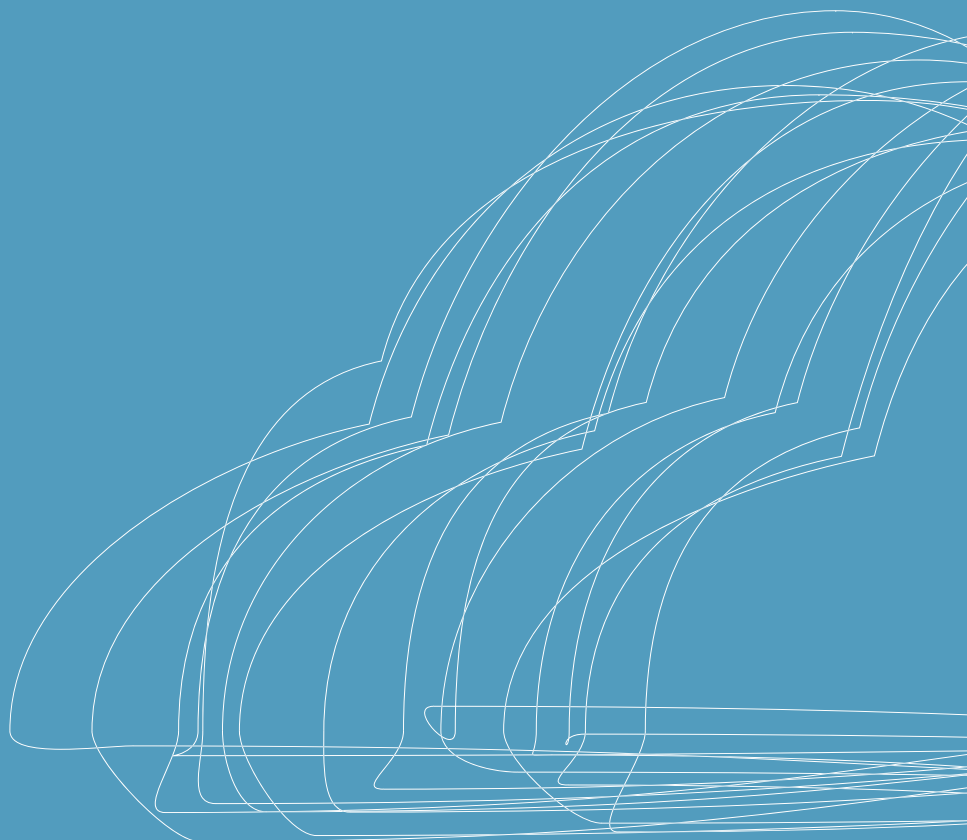
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