

A wide landscape photograph showing a body of water in the foreground, green hills in the middle ground, and a range of mountains in the background under a bright blue sky with scattered white clouds and a sunburst effect in the upper left.

ASH Scotland  
Strategy | **2008 - 2010**

**1 in 4** Scots smoke,  
and **3 out of 4**  
smokers want to quit

**24%** of all deaths  
in Scotland  
are attributed  
to smoking

# Foreword



In recent years we have seen a great deal of progress in tobacco control in Scotland, not least with the introduction of legislation to protect people from second-hand smoke in public places, which ASH Scotland campaigned hard for. However there is still much work to be done.

Overall our society is moving away from smoking, but tobacco use has become concentrated in poorer communities where it remains a major cause of health inequalities. Through ASH Scotland's work on tobacco and inequalities, our youth development work, and our work through the Partnership Action on Tobacco and Health (PATH) initiative, we are striving to tackle these issues and to help develop the quality and reach of stop-smoking support work in Scotland.

As the tobacco industry continues to promote its highly addictive and lethal product in many ways, we are working to reduce the death toll of 13,500 annually lost to smoking related diseases. It is vital that we act to reduce the number of young people taking up smoking, and we will campaign for key legislative changes such as ending the promotional displays of cigarettes in retail outlets, and bringing in a licensing scheme to deter underage and illicit sales.

We believe our work saves life and improves the quality of lives. With this strategic plan, we aim to take forward our vision of liberating Scotland's people from the harm caused by tobacco.



Professor Keith Fox

Chair, Board of ASH Scotland, Professor of Cardiology, University of Edinburgh

# Our Vision and Purpose

ASH Scotland's vision is.....

“ “of liberating the people of Scotland from the harm caused by tobacco” ”

Our purpose is.....

“ “to enhance the quality of life for all by supporting individuals and organisations in achieving a tobacco-free Scotland.” ”

# Our Achievements 2004-07

ASH Scotland is the leading independent voluntary organisation campaigning for effective tobacco control. Over the last few years we have worked hard with partners to achieve the following:

- playing a leading role in the campaign that resulted in the introduction, on 26th March 2006, of legislation to **end smoking in public places** throughout Scotland
- in collaboration with stop-smoking services and the Information Services Division (ISD) of NHS Health Scotland, creating a reporting system to gather standardised **national-level statistical information** on the successes of Scotland's stop-smoking services in enabling smokers to quit
- launching the **Tobacco Information Scotland** (TIS) website as a national collaboration and online gateway to tobacco control information
- widely disseminating the tobacco control evidence base, with **Information Service** enquiries increasing by 40% in the last year
- establishing **accredited stop-smoking training** throughout Scotland, in conjunction with Glasgow Caledonian University and in line with national standards we developed
- managing two separate **support funds** totalling over £1 million for pilot initiatives around Scotland which explored different approaches to tobacco work amongst identified priority groups
- creating a **Local Tobacco Control Alliances** (LTCA) initiative to support the establishment and development of local alliances to tackle tobacco use where it is most prevalent
- supporting the development of the **smoking prevention action plan**, an ambitious programme of measures designed to prevent children and young people from starting to smoke
- expanding the work of the Scottish Tobacco Control Alliance (STCA) and developing a **national youth forum** to support the development of youth-focused initiatives.

# The context within which we operate

The political environment within which we operate has changed significantly. We have a new, minority SNP government which must work with all parties to drive through legislative change. The new government has shown itself to be supportive of tobacco control and keen to tackle health inequalities. As we come to the end of the previous administration's 'Breath of Fresh Air' strategy, the focus is moving increasingly towards prevention – ensuring that a new generation of children does not get hooked on tobacco.

The social environment is also changing. The law creating smoke-free public places has been hugely successful and is very well supported by the public. It is already hard to remember what our pubs, restaurants and workplaces were like in the days before they went smoke-free. Opinion polls show that not only do people strongly support the smoke-free law, they want to see further tobacco control. Nine out of ten Scots, for example, want to see tobacco retailers licensed, and speedy penalties for retailers who sell cigarettes to children.

The international environment is changing. With more and more countries working towards tobacco control, we are part of a global network for change. Through excellent IT links and hosting visits from overseas colleagues, we can learn from other countries. Iceland and Canada, for example, are leading the way on youth prevention work. We can also share our experience. Scotland is building its reputation as a leading nation in tobacco control.

Lastly, the funding environment is changing. With a tight public spending round, and a renewed focus on outcomes, we need to change the way we work with our funders. We need to diversify our funding sources and plan for the long-term.

# How we work

ASH Scotland's work reflects our value base and approaches. It:

- **is evidence based;** our work and policy positions are independent and based on our critical review of published, peer-reviewed evidence, and expert feedback from partner organisations
- **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
- **supports smokers;** we work to enhance the quality of stop-smoking services and extend their reach, and to support the 70% of smokers who say they want to quit
- **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 and effective;** we deliver to agreed quality standards, seek to improve on these by adopting and building on best practice throughout our work, and make best use of resources
- **is flexible and innovative;** we work both proactively, to shape agendas, and responsively to address emerging needs and priorities. Our work supports pilot initiatives to test and evaluate new solutions and approaches to difficult problems
- **values people;** we aim to create a supportive, learning environment which enables potential to develop into achievement.

# Our Priorities

Our priorities for **2008 - 2010** are:

- preventing young people from taking up smoking
- tackling persistent health inequalities
- setting standards and building capacity
- building partnerships and alliances
- delivering organisational effectiveness

Over the next two years, within these priority areas we want to see significant changes. Our detailed annual workplans and measurement frameworks are set in place to help achieve these changes.

**41 young people**  
a day start smoking in Scotland;  
most Scots who smoke today  
**had started by age 18**

In summary, by 2010  
we want to see:

## Preventing young people from taking up smoking

### Key actions:

- campaign for effective tobacco prevention measures
- support the development of comprehensive education and prevention strategies for young people, in dialogue with them.

### In 2008-09 we want to see:

a national prevention and education action plan published, from the report 'Towards a Future Without Tobacco'

a range of partners taking forward the prevention action plan to deliver measurable change

a government commitment to positive licensing for tobacco retailers and an end to promotional displays at point of sale.

### In 2009-10 we want to see:

- a review of tobacco education in schools
- legislation passed to put a positive licensing scheme in place and to abolish point of sale advertising
- links built with the international research community and relevant findings disseminated
- progress being made towards implementing the prevention action plan
- a summit on smuggled tobacco
- the feasibility and scope of new youth prevention pilot projects assessed.



Almost **half**  
**of all adults**  
who live in the  
**most deprived**  
parts of Scotland  
smoke

## Tackling persistent health inequalities

### Key actions:

- form partnerships that will increase capacity, maximise sustainability and keep tobacco and inequalities issues high on local and national agendas
- raise awareness of the issues and inequalities some communities across Scotland face in relation to tobacco and health
- establish good practice which can be disseminated and implemented across Scotland
- raise awareness, challenge preconceptions, and stimulate positive change in policy and practice.

### In 2008-09 we want to see:

- a new phase of funded tobacco and inequalities work to build on our learning
- increased understanding of issues around tobacco and mental health
- evaluation of Tobacco & Inequalities work completed and disseminated
- the needs of lesbian, gay, bisexual and transgender people researched, in relation to stop-smoking provision.

### In 2009-10 we want to see:

- the needs of Central & Eastern European migrant workers researched, in relation to stop-smoking provision
- support for the implementation of recommendations from the tobacco and mental health consultation
- continued engagement with a wide range of equality groups to raise awareness of the impact of tobacco and health.

A young child with short brown hair is captured mid-jump, suspended in the air. The child is wearing a light blue long-sleeved shirt and olive green cargo pants. The background is a bright blue sky with scattered white clouds. At the bottom of the frame, there are some green leaves and branches, suggesting the child is jumping from a tree or bush. The overall mood is joyful and carefree.

getting support from  
**NHS stop-smoking services**  
increases the chances of  
**quitting four-fold.**

### Key actions:

- continue to develop stop-smoking training
- broaden the scope of training to wider tobacco control
- further develop stop-smoking services, enhancing access and data collection
- ensure effectiveness of legislation
- influence the development of new tobacco control policies and legislation
- lobby for measures to protect individuals and society from the impacts of tobacco and ensure the continued effectiveness of existing measures.

### In 2008-09 we want to see:

- priority developments of Phase 3 of PATH negotiated with key partners and a new three-year action plan developed
- the range and reach of training expanded
- updated stop-smoking guidance for Scotland
- the implementation of clean air law and wider tobacco control measures evaluated, and findings widely disseminated
- prevention action plan sets targets for enforcement of minimum purchase age and provides resources
- completion of a comprehensive review of the Minimum Data Set (MDS) and implementation of its recommendations
- updated national training standards
- approval scheme for smoking cessation training
- Second Scottish Smoking Cessation Conference held.

### In 2009-10 we want to see:

- recommendations from national training standards update implemented effectively
- a review of government guidance on tobacco policies for NHS, local authorities and care sector
- a review of the government's tobacco control strategy 'A Breath of Fresh Air' and a broad campaign for a new plan.
- a clear policy position on harm reduction measures developed with our partners
- the re-launch of the national approval scheme for smoking cessation training
- an analysis of the training needs of professionals working with young people in stop-smoking services.

## Building partnerships and alliances

### Key actions:

- maximise the impact of tobacco control through joint working
- review of wider alliances and identify partners with whom we should be working.

### In 2008-09 we want to see:

- the effectiveness of all our existing partnerships reviewed
- the continued effectiveness of the Scottish Tobacco Control Alliance (STCA)
- a greater emphasis on the common agendas between cannabis, alcohol and tobacco
- a move towards extending smoke-free areas in mental health settings
- local tobacco control alliances strengthened in every Health Board area and activity enhanced.

### In 2009-10 we want to see:

- Local Tobacco Control Alliances further developed
- learning about different approaches to local alliance development shared
- new moves towards smoke-free homes and vehicles.

### Key actions:

- ensure that there is the capacity, skills and resources to meet existing and new demands
- continued development of a funding strategy
- improve our knowledge management and communications.

### In **2008-09** we want to see:

- a comprehensive funding strategy developed and agreed and implementation begun
- a knowledge management and communications strategy in place
- our effective information service adding to the knowledge of tobacco control
- an ongoing review of governance, financial, HR and IT systems to ensure they are legally compliant, good practice and fit for purpose
- continued effective evaluation of our activities.

### In **2009-10** we want to see:

- a more diversified funding base
- an ongoing review of governance, financial, HR and IT systems to ensure they are legally compliant, good practice and fit for purpose
- internal evaluation of key projects underway
- our internal research capacity growing, to support policy development and setting standards.



## ASH Scotland

Campaigning for effective tobacco control

**8 Frederick Street, Edinburgh, EH2 2HB**

Tel: **0131 225 4725** Fax: **0131 225 4759**

Web: **[www.ashscotland.org.uk](http://www.ashscotland.org.uk)**

Email your enquiries on tobacco and smoking to the

ASH Scotland Information Service: **[enquiries@ashscotland.org.uk](mailto:enquiries@ashscotland.org.uk)**

Visit Tobacco Information Scotland: your national gateway to

tobacco control information: **[www.tobaccoinscotland.org.uk](http://www.tobaccoinscotland.org.uk)**

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