

# Annual Meeting 2008

## Newsletter

Held: 18th of June at the  
Royal Society of Edinburgh



## Partnership in Prevention as our theme

# Cogroup Chair's address

**The 2008 Annual Meeting of the STCA was attended by ninety-five Mreps and interested guests from across Scotland.**

They had an opportunity to consider STCA options for activity in 2008 to 2009 firstly by listening to Sheila Duffy's take on the challenges facing tobacco control in Scotland, particularly in relation to partnership in prevention. Secondly by listening to Ailsa Rutter giving an exciting update on an initiative to tackle smuggled and counterfeit tobacco sales in England's North East and thirdly Mary Cuthbert from the Scottish Government gave her department's view of how the tobacco control community can support policy implementation this year.

Since last year the STCA staged two to four meetings of each of the four Topic groups:

TCIG, Researchers, CinP and Youth Forum

In addition the Cogroup met four times to review activity and discuss future action.

2008 was characterised by a larger amount of working group activity. The Smoking and Mental Health Working Group coordinated by the ASH Scotland Inequalities Officer John Sim has itself met on three occasions, giving members an opportunity to discuss management and cessation related practice and to enable discussion to take place regarding the potential (in some cases actual) move to smoke-free mental health care settings.

The Tobacco and Cannabis Working Group has been active in identifying ways in which cessation services can be supported by simple measures involving information collation and

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Bill Edwards STCA Chair

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coordinated effort in order to cater for dual use clients. Chair of the group Margot Ferguson outlined some of the unique work being carried out by West Lothian Drug and Alcohol Service at this morning's TCIG.

Even the Cessation in Secondary Care group felt the need to re-convene in order to allow members to network and speculate on future work. This shows the value of maintaining flexibility in the way the STCA facilitates meetings of Member Representatives. There is scope for people with a new idea to contact the Coordinator and request that a meeting of like minded people be arranged to discuss early policy development, cross-sector initiatives or simply to share experiences.

Hopefully we shall continue to do this in areas that relate to mental health, secondary care and tobacco and cannabis but there is scope for inequalities issues to be the focus of more collaborative effort as well as issues such as illegal sales and smoking related nuisance such as noise and litter.

Of course as always the TCIG will be there to champion issues of the moment but it is certain that the Youth Forum Coordinated by Emma Cepok, Youth Development Officer at ASH Scotland will be a real focus of activity in support of the prevention action plan during the next twelve months.

Let's not forget also that the STCA is often approached to send representatives to all sorts of consultative bodies:

- STCA reps from the Smoking and Mental Health Working Group are now involved in planning a Health Scotland led consultation on smoke free mental healthcare.
- STCA reps are working with Health Scotland and ASH Scotland on the Scottish Cessation Conference 2008.
- Viv Binnie (Cogroup Vice Chair) is Chairing the Health Scotland funded Conference for Cessation in Dentistry developed from an STCA proposal and

now involving all the main Dental Health Professional bodies.

- David Robertson and I are Vice-Chair and Chair of the NSD Scottish steering group.

This is not to say that the STCA pulls lots of strings in tobacco control in Scotland, as a loose association we have created an... at times intangible benefit in that we have something that unites us all in a common purpose and serves to connect people in different organisations in an almost unconscious way. I don't think we could put a value on that..... ASH Scotland, Health Scotland and the Scottish Executive are certainly beneficiaries of being able to easily plug in to tobacco control, cessation and health promotion expertise across Scotland and there is no reason why, as SCOTSS has seen with the publication of a guide to reducing under-age sales, that other organisations make more use of the added value of alliance working.

## **EVALUATION RESULTS**

**Evaluation of STCA Topic Group meetings found 96% indicating an excellent or good overall meeting appreciation. All topic group attendees rated speakers good or excellent and almost 100% rated the meetings as either very or quite useful with the majority opting for very useful. Uncharacteristically the Researchers Group are poorest at returning their evaluation forms!**

**The STCA Coordinating Group formally review the results of meeting and evaluations and act on comments and suggestions in order to improve STCA activity.**

**Members may view meeting evaluations on request.**

# STCA Topic Groups

Group	Contacts	Topics this year
<b>Tobacco Control Issues Group (TCIG)</b>	<p>Chair Ivor Churcher</p> <p>Coordinator David Robertson</p>	<ul style="list-style-type: none"> <li>• Nice guidelines interpretation</li> <li>• Trading Standards perspective on raising the age of legal sale.</li> <li>• Partnerships to reduce under-age sales</li> <li>• Report of the NE England Summit on Smuggled &amp; Counterfeit Tobacco</li> <li>• Tobacco Smoking in Scotland: an epidemiology briefing</li> <li>• Cardiac rehabilitation and the importance of quitting</li> <li>• Independent nurse prescribing</li> <li>• Smoking cessation practice issues</li> <li>• Progress in providing cannabis cessation support</li> <li>• Cessation case studies</li> </ul>
<b>Research Group</b>	<p>Chair Viv Binnie Vice-Chair Susan McAskill</p> <p>Coordinator David Robertson</p>	<ul style="list-style-type: none"> <li>• Research updates</li> <li>• Towards a smoke-free society</li> <li>• Quitfit project evaluation</li> <li>• Assessment tool for NRT for use within coronary care units</li> <li>• Tobacco and cannabis</li> <li>• Research and practice evaluation relating to cannabis</li> </ul>
<b>Cessation in Pregnancy Group (CinP)</b>	<p>Chair Carol Knox Vice-Chair Pamela Galloway and Anne Finnie</p> <p>Coordinator David Robertson</p>	<ul style="list-style-type: none"> <li>• Updates from Member Representatives</li> <li>• RCM presentation</li> <li>• Smoking cessation support for pregnant women on the Isle of Man</li> <li>• Proposals for a research project to use an incentive scheme in Glasgow and Clyde</li> <li>• Does increasing client referral improve quit rates?</li> <li>• Meeting HEAT targets</li> </ul>
<b>Youth Forum</b>	<p>Chair Heather Gillespie Vice-Chair Kevin Leslie</p> <p>Coordinator Emma Cepok</p>	<ul style="list-style-type: none"> <li>• Raising the minimum age of purchase Local Tobacco Control Alliances</li> <li>• Local Alliances with Ayrshire and Arran</li> <li>• NHS Health Scotland update</li> <li>• Forum members update</li> <li>• Project reports by members</li> <li>• Involving young people in tobacco control</li> <li>• Exploring smoking prevention/cessation training for those working with young people</li> </ul>



**Sheila Duffy**  
**Chief Executive of ASH Scotland**

Sheila Duffy looked back at recent tobacco control successes and turned her attention to the future priorities for action identified by ASH Scotland.

“Scotland CAN!’s lobbying and campaigning work clearly paid massive dividends with the passing of the Smoking, Health and Social Care Act in 2005. Scotland’s smoke free legislation was a huge victory, and one that would not have been won without a wide range of organisations joining forces and pulling together.

But while that battle has been won, there are very significant challenges ahead of us.

There are five key areas covered in the plan, the first four of which are directly aimed at tackling the circumstances that lead so many children and young people to begin smoking.

Included in the plan are proposals for legislation to further restrict the display of tobacco at the point of sale (widely interpreted as removing all tobacco displays) and to review and update the statutory controls on the sale of tobacco products (widely interpreted as introducing some form of tobacco retail licensing).

Both of these areas are very welcome, but it would be a mistake to assume that our campaigning work is done here. We can’t take anything for granted. Tobacco companies are already lobbying hard on these matters, talking up the costs to individual shopkeepers and casting doubt on the effectiveness of such measures in other countries. If we’re to secure the most effective legislation possible, campaigning and lobbying by tobacco control alliances and partnerships will be needed to counter the misinformation from the tobacco industry.

Other areas within the action plan will also require cooperation and coordination between a range of organisations. The government’s approach requires partnership working if the spirit and ethos of the action plan is to be followed.

In particular, the section on health education and promotion cannot take place without significant levels of partnership working. The first action of the plan is “to facilitate the

***Our achievement in securing Scotland’s smoke-free legislation was down to evidence based policy and effective action by coalitions and alliances.***

***But there are new challenges to be tackled - partnership working remains a vital part of any successful approach, particularly with respect to effective delivery and enforcement activity.***

***The Government’s Smoking Prevention Action Plan sets out a framework within which we can work to secure the most effective youth prevention policies.***

***To achieve the best results, we must build on and adapt our existing alliances, coalitions and partnerships to ensure they remain relevant and fit for purpose.***

adoption of an holistic approach to health and well-being in Scottish schools ...” Another is “to encourage all those responsible for smoking prevention activity aimed at children and young people to actively involve children and young people themselves.” Another is “to encourage all schools and all youth work/ community settings where young people gather to adopt clear no smoking policies ...”

The final section of the action plan – delivering, resourcing and measuring progress – will also involve many of our existing partnerships, alliances and coalitions.

There is an overriding theme within the plan of working together, of bringing together not only those organisations already active in the field of

tobacco control, but also organisations and disciplines that have not, so far, had much engagement in this field. The plan provides an opportunity for alliances at both a national and local level to strengthen and increase the reach and depth of their membership.

The partnerships that we've forged over the years have served us well, and will continue to have a vital role to play in the coming years.

But while our core principles remain constant, our campaign priorities change, so we need to continually reassess our partnerships to ensure that they remain the most effective force to achieve our current objectives.

With our focus now turning to health inequalities and to youth prevention, how can our networks and partnerships evolve to reflect this changing landscape?

Scotland CAN!'s campaign for smoke-free legislation brought us into partnership with REHIS, the Royal Environmental Health Institute for Scotland. As EHOs were responsible for enforcing the legislation, it made sense for us to form a strong relationship with their professional body.

With a new focus on youth prevention issues, we need to think about how best to work with the Trading Standards Officers whose responsibility it is to enforce tobacco purchase laws. An excellent example of just such a relationship can be seen in the SCOTSS Guide to Reducing Tobacco Sales to Young People. This document was produced by a working group including SCOTSS, a number of different local authority trading standards departments, the STCA, ASH Scotland and the cooperative society.

Other obvious groups for us to approach include youth organisations, such as Young Scot and the Scottish Youth Parliament.

Less obvious partners, but just as important in their own way, are the retailers themselves. Working with responsible retailers will help to ensure that tobacco

displays are removed from shops in such a way that causes minimum hardship and disruption to the retail sector. ASH Scotland has already made initial overtures to a number of supermarket chains to investigate how we can work together on this issue. Our work on smuggling and illicit sales of tobacco also provides us with an opportunity to engage constructively with retailers and their representatives.

The health inequalities agenda requires that we become involved with anti poverty campaigners and others working to address the core issues of deprivation within Scotland.

The new challenges we face will lead us into new and rewarding working relationships.

I've spoken so far about partnerships such as SCOT and Scotland CAN!, groups with a largely campaigning focus. But what about the other partnerships that exist at both a national and local level within the tobacco control community?

How can the STCA itself adapt to the conditions we find ourselves in today? Likewise local alliances? The youth prevention focus of the Smoking Prevention Action Plan makes it vital that we engage as constructively as possible with the wider youth sector, so there's clearly a role here for the Youth and Tobacco Forum. Are there still youth groups with whom we aren't engaging as much as we could? Where are the opportunities for greater cooperation?

**Perhaps we should consider whether there's a balance to be struck between the operational focus of local practitioners, and a more policy-oriented campaigning approach. If we're to achieve workable and effective legislation, it's important that the experiences of practitioners working within tobacco control are fed back to the policymakers. The flow of information and ideas must be a two way street.**



## TACKLING CHEAP AND ILLICIT TOBACCO

### Ailsa Rutter Director of Fresh

#### Ailsa described the rationale for tackling cheap and illicit tobacco:

- There is a death and disease toll from tobacco across the country
- There is a social class gradient in smoking prevalence that illicit sales helps to maintain
- The price mechanism, as one of the most effective policy levers being undermined
- Support for tax measures with effective action on illicit tobacco is part of an holistic strategy on tobacco linked with support to help people stop smoking

Illicit trade in tobacco products therefore represents a major problem because it enables tobacco to be sold at lower prices defeating the demand dampening effect of taxes as well as depriving the government of billions of pounds in taxation.

Of course smuggling also makes top international brands available at affordable prices to low-income consumers, and to image-conscious young people who often regard such products as sophisticated and stylish.

In addition smuggled and counterfeit cigarettes can lead to the evasion of health regulations, such as prohibitions on selling to minors, package warning and other labelling requirements, and regulations on additives. Smuggling of tobacco products represents a significant law and order problem, as it is often

carried out by organised crime and terrorist organisations, undermining national security and law and order.

Ailsa's presentation to the annual meeting was detailed and wide-ranging and she provides information on the extent of the problem, the perception by consumers of illegal tobacco and a social marketing type analysis of possible routes to reduce the illegal traffic by changing the image of illegal tobacco held by the consumers. These issues can best be followed by reference to the full presentation on the STCA Website and by down loading the North of England Cheap and Illicit Tobacco Health Action Plan.

#### Fresh has regional and local action planned

- developing partnerships
- developing the role of health and other professionals
- intelligence sharing
- mapping informal market
- marketing and communications
- working with business

[The current version of this plan may be downloaded from the Fresh website.](#)

#### Can Scotland emulate the approach being developed for the North of England?

HMRC has already been involved in talks with the Scottish Government and SCOTSS looking at a number of ways in which illicit tobacco trading can be more effectively reduced.

The smoking prevention action plan for Scotland identifies this as an important area for cooperative efforts between agencies and involving communities to be made.

The STCA held several meetings during the past year at which illicit tobacco trading was discussed and there will be further involvement of the membership over the course of 08/09.

Useful link:

- [ASH Scotland briefing paper on smuggling](#)

## Developments in Cannabis and Tobacco Work

**Margot Ferguson**  
Chair STCA Cannabis & Tobacco Working Group



*Cannabis most widely used illicit substance and there have been 1,372 presentations to Scottish Drug agencies as first drug of choice in 2006.*

The STCA has been involved in policy development and exploring ways in which cessation practitioners and others can be supported because of the ubiquitous use of cannabis with tobacco. The TCWG and ASH Scotland carried out a survey of practitioners in Scotland and confirmed that for some areas presentation to services by cannabis users is not uncommon.

The ASH Scotland/Health Scotland Young People & Smoking Pilot Projects all reported a need to address cannabis use by young people when tobacco is the focus and the experience in West Lothian is of cannabis users presenting to mental health services.

For drug services the priority is treatment of opiate users and there is little in the way of support for cannabis users. It was against this backdrop that the STCA Cannabis Interest Group was set up in West Lothian in October 2003 (a sub group of Local Tobacco Alliance).

### **This led to:**

- Identification of 136 presentations of cannabis as first drug of choice in West

Lothian 06/07

- Participation in the staging of the first National conference on Tobacco & Cannabis in conjunction with ASH (Scotland) and Scottish Drugs Forum
- Four Cannabis Workshops in West Lothian for professional workers funded by Choose Life
- A Training for Trainers course
- STCA Cannabis Workshop for Smoking Cessation Practitioners

### **The Concerns & Issues that still stand include:**

The need for more research

- Addressing confidentiality in relation to interventions and care where cannabis is involved
- The need to formulate advice on reducing harm to cannabis users
- Training for health professionals and others who encounter cannabis use
- Co-operative working that will help provide a holistic approach to tackling dual use of tobacco and cannabis
- Understanding cannabis culture and how it may be positively influenced challenged and changed
- Need for policies and protocols for dealing with cannabis users

The TCWG will continue to meet to keep these issues on the agenda but in the mean time ASH Scotland is ready to identify those areas it is able to support and will work with SDF and Health Scotland to encourage further action.

**West  
Lothian  
Drug and  
Alcohol  
Service**



**Mary  
Cuthbert**

**Head of Tobacco and Sexual Health Policy at the Public Health and Wellbeing Directorate of the Scottish Government answered your questions at the annual meeting.**

**How do we ensure that money for prevention actually goes to where it is intended?**

The allocations made to local authorities are to enable them to step up enforcement of tobacco sales law through the proposed outcome focused scheme, the Enhanced Tobacco Sales Enforcement Programme, and to work in partnership with HM Revenue and Customs to tackle illicit sales of tobacco with local communities.

While it is envisaged that these new resources may be used to employ additional enforcement officers to facilitate more effective enforcement of tobacco sales law under the new Programme, the funding is made available within the mechanisms provided by the new national performance framework for local authorities and their partners which is enshrined in the Scottish Government and Local Authority Concordat. Activity under the programme ties in well with the agreed national outcomes, no 6 (we will live longer healthier lives") and no 17 ("Reduce the percentage of the adult population who smoke to 22% by 2010").

Within the spirit of the this new relationship with local government the emphasis is on outcomes

and the Scottish Government will not, of course, be asking individual authorities to report separately on the use of the money. However, the Society of Chief Officers of Trading Standards in Scotland (SCOTSS) will be the conduit for information on the outcomes achieved through the Enhanced Tobacco Sales Enforcement Programme as a result of the new investment.

**What measures are Trading Standards being funded to support in relation to reducing under-age sale of tobacco?**

These are being worked up by the Society of Chief Officers of Trading Standards in Scotland for the Scottish Government's consideration. It is envisaged that measures under the scheme will be a combination of outcome measures ( e.g. reducing the number of 15 year olds who buy cigarettes from shops) and process measures (e.g. increased targeted enforcement activity and test purchase programmes).

**How are HMRC engaging with enforcement efforts?**

In the Smoking Prevention Action Plan, "Scotland's Future is Smoke-free", the Scottish Government has signalled its intention to pursue a 2-prong approach to reducing youth access to tobacco involving more effective enforcement on one hand through increased investment in trading standards services and a review and update of tobacco sales law on the other. Moreover, this action to tighten up on illegal sales from legitimate outlets will be matched by increased efforts, in collaboration with HMRC, to tackle illicit sales of tobacco. This collaboration with HMRC to tackle illicit sales of tobacco will be linked into the proposed new Enhanced Tobacco Sales Enforcement Programme being developed by the SCOTSS.



## Janet Wilson

### ASH Scotland's Local Tobacco Control Alliance Development Officer

#### Reflecting on achievements and looking forward to new challenges and opportunities

##### Achievements

The Local Alliance Project funded by the Scottish Government and Health Scotland commenced in April 2006. The development of the project came through an identified need by STCA members for support in developing alliances at a local level during the pre-implementation period of the smoke free legislation. All good projects take time to get off the ground and this was no exception accordingly the project commenced the week following implementation of the smoke free legislation. This led to a refocus of the project's aims to incorporate all aspects of the Scottish Government's Tobacco Control Action Plan – A Breath of Fresh Air.

During the first two years of the project the Local Alliances Officer has worked closely with colleagues at ASH Scotland and STCA members in developing the project. This work has included:

- A mapping of tobacco control alliance and partnership working in Scotland which identified gaps and areas for future development.
- Contact made with all health board areas and advice and support in alliance development provided to two thirds of these.
- The establishment of a project advisory group with representation from a range of agencies, STCA and organisations covering local authority, health and the voluntary sector.

- Advice provided on tobacco control strategies through meetings, telephone and email communication.



- The creation of web based resources which identifies government tobacco control responsibilities reserved and devolved; signposts to relevant policies and laws; promotes the benefits of partnership working; identifies the important elements of alliance development and provides advice and information on communicating local alliance work.
- The organisation of three regional seminars (Inverness, Dundee and Glasgow) designed to identify the elements of successful alliance working and bring together delegates from health, local government and voluntary organisations to explore ways in which they can work together on tobacco control activities.

##### Looking Forward

In March 2008 ASH Scotland successfully secured additional funding to continue the project for a further three years.

The Project Action Plan for the period 2008 – 2011 has been developed to ensure

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continuing support for the expansion of tobacco alliances at a local level.

This includes:

- The organisation of five regional seminars designed to nurture cross region sharing of better practice in all areas of tobacco control work.
- Working closely with a diverse number of disciplines and groups such as children's services, elected representatives, voluntary and community groups to raise awareness of their role in tobacco control work.
- Further developing information provision through the newsletter, Email Discussion Group, Web pages and by developing a database to record local alliance activity to be displayed on the website.
- Working closely with the STCA/TCIG to identify good practice in respect of local action to reduce the supply of illicit tobacco.
- Working closely with the ASH Scotland Youth Development Officer to ensure that those involved in smoking prevention work are closely linked and involved with their local tobacco control alliance.

### **Challenges and Opportunities**

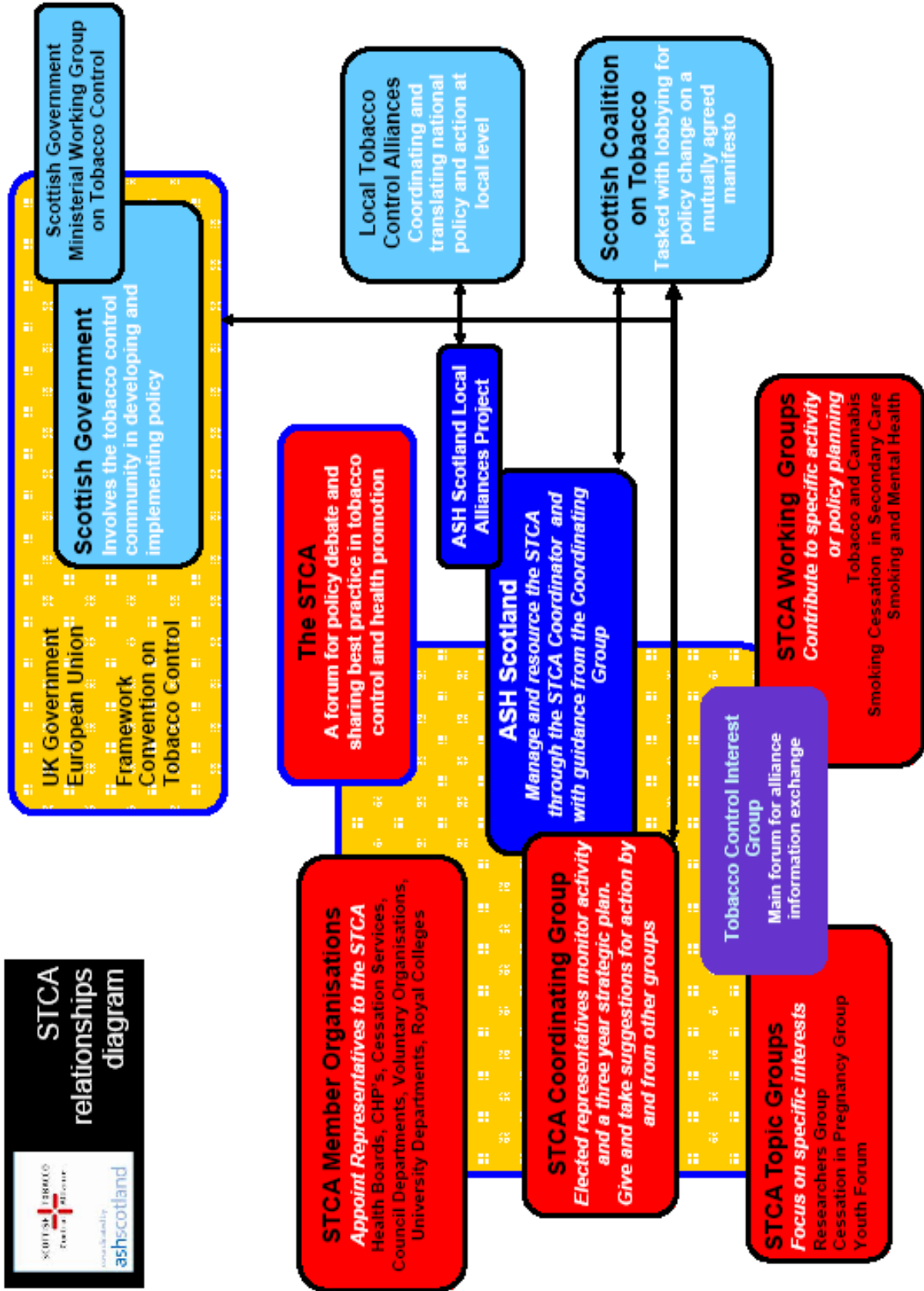
HEAT targets provide both a challenge and an opportunity not only to those working in smoking cessation but also those engaged in other tobacco control work. The challenge is in ensuring the continued commitment of the health sector to tobacco alliances and the broader issues of tobacco control. The opportunity is in engaging a greater spread of organisations and groups in support of smoking cessation services including the provision of brief advice, referral to services and a greater diversity of venues for delivery.

Single Outcome Agreements again provide both a challenge and an opportunity for those engaged in all areas of tobacco control work. The challenge is in ensuring that the agreed local outcomes are linked in some way to all current and planned tobacco control work and that all those involved are aware of and participating in the development of these outcomes. The opportunity is in identifying new ways of highlighting to those not currently involved in tobacco control work the impact that tobacco use has across a wide range of issues which affect their community.

The work developing from the Scottish Government's Smoking Prevention Action Plan again provides both opportunities and challenges. The challenge will be in ensuring that there is a co-ordinated approach, both nationally and locally, to this work and that it is linked very closely to local tobacco control alliances. This in itself provides opportunities to increase the spread and depth of local tobacco control alliance membership and work.

STCA members both through their work at a local level and through their involvement in the various groups and forums have a pivotal role to play in ensuring that the challenges are met and the opportunities taken.

*The diagram on page 11 shows the relationship between STCA Groups and the wider tobacco control community.*



# STCA Information



The STCA section of the ASH Scotland Website is the ideal place to find out when meetings are being held. Just look for the events diary:

[www.tinyurl.com/35sbkb](http://www.tinyurl.com/35sbkb)

If you are a member Representative or belong to an affiliated organisation you may gain access to the Member's only area of the website. You may acquire entry rights by contacting Alliances Administrator Jennifer Black at ASH Scotland.

The STCA Weekly eBulletin also contains a weekly events diary and opportunities to respond to consultations and put forward suggestions for presentation and discussion topics.

In addition, membership of the Tobacco Control Issues Group, Researchers Group, Cessation in Pregnancy Group and Youth Forum is open to all employees of affiliated organisations.

## ASH Scotland Information Service

**The Information Service provides:**

- a free national enquiry service, dealing with all aspects of tobacco control and smoking
- literature searches on a wide variety of tobacco-related topics
- statistics and information on smoking prevalence, targets and quit rates
- a variety of briefing papers and factsheets on key tobacco issues
- daily and weekly current awareness bulletins

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

