

The Scottish Tobacco Control Alliance Strategic Plan (June 2009 – June 2012)



VISION

A coordinated tobacco control strategy for Scotland that will progressively reduce the harm caused by tobacco.

GOALS

The Scottish Tobacco Control Alliance will provide the means by which organisations from across Scotland can exchange information and influence tobacco related policies at local, regional and national levels.

PRINCIPLES

- STCA membership will reflect the wide range of organisations and disciplines concerned with the impact of tobacco on Scotland and its people
- The STCA will endeavour to address tobacco inequalities in all its activities
- The STCA will be an inclusive, participatory body that encourages active engagement of its members
- The STCA will be consultative of its members, transparent and accessible.

AIMS	Objectives	Success criteria	
Policy Influencing			
1	<p>To engage in efforts to influence tobacco policies and the strategy for tobacco control in Scotland</p>	<p>1a Seek opportunities for STCA involvement in policy discussion and drafting</p> <p>1b Organise conferences and seminars that illustrate best practice and encourage policy development in tobacco control, cessation and health promotion</p> <p>1c Provide opportunities for members to suggest policy initiatives and comment on the appropriateness of existing strategies</p> <p>1d Inform those involved in drafting health legislation and tobacco control legislation of relevant STCA activities, initiatives and policy debates</p> <p>1e Maintain a dialogue between the STCA and ASH Scotland, the Scottish Coalition on Tobacco Control, the Scottish Parliament Cross Party Group and the Scottish Executive Ministerial Working Group on Tobacco on policy issues</p>	<p>1a Records of STCA involvement on consultative bodies and in responses to consultation</p> <p>1b Conference reports and evaluations to be maintained</p> <p>1c Correspondence records to be maintained (see below)</p> <p>1d Records of STCA involvement on consultative bodies and in responses to consultation</p> <p>1e Minute reporting of feedback by STCA representatives to these groups</p> <p>These objectives will be subject to further success criteria below, see especially 3,7 and 9</p>
2	<p>To support and encourage the formation of local tobacco control alliances and provide encouragement and support to existing local tobacco control alliances</p>	<p>2a Encourage dialogue on the impact of local alliance work in supporting tobacco control efforts and influencing public opinion</p> <p>2b Involve the ASH Scotland Local Alliance Officer in opportunities to address STCA Groups</p> <p>2c Support the ASH Scotland LA Officer in staging events to provide networking opportunities and coverage of good practice in local alliance building</p>	<p>2a Publication of reports on local alliance work in the Bulletin and through the website</p> <p>2b Record instances of LA Officer involvement</p> <p>2c Report on STCA/LA partnership events</p>

Information Sharing			
3	To provide ongoing opportunities for information exchange at a National level and provide educational events that help to skill the membership	<p>3a To publish the STCA Bulletin regularly</p> <p>3b Stage events in addition to topic group related meetings which reflect the needs and interests of the STCA Membership. Events may be conferences, seminars or idea generating meetings designed to provide educational and professional development opportunities (see 7)</p> <p>3c To post STCA Consultations, events information, and other documents on the website</p> <p>3d Utilise web-based methods of membership consultation including the STCA discussion forum and Survey Monkey</p> <p>3e Operate a mechanism by which member organisations may propose activities in addition to Topic Group activity and register support for activity compatible with the strategic plan</p>	<p>3a STCA Bulletin produced 42 weeks of the year</p> <p>3b Favourable evaluation responses to questions concerning relevance and networking value</p> <p>3c List resources available on the website</p> <p>3d Evidence of information exchange</p> <p>3e Maintain an activity tracking document on-line providing up to date information on membership proposals and their progress</p>
4	To support a range of STCA topic groups to meet the needs of the membership	<p>4a Provide administrative and material support for existing groups through the Coordinator, additional ASH Scotland staff or STCA volunteers</p> <p>4b Endeavour to meet the needs and expectations of current Topic Group participants by involving Group Office Bearers and members in group development and agenda setting</p> <p>4c Provide support for the development of new groups where need is clearly articulated by the membership</p>	<p>4a Records of meeting agendas and minutes</p> <p>4b Group Office bearers report to Annual Meeting</p> <p>Evidence of liaison between Topic Groups and Coordinating Group</p> <p>4c Record meetings involving Topic Group development discussions. Minute discussion reports through Coordinating group</p>
Membership and Outreach			
5	Increase awareness of STCA activity within the Scottish Tobacco Control Community, recruit, broaden the membership and involve new members	<p>5a Revise the membership pack to ensure currency and that STCA procedures and opportunities for involvement are clear and up to date</p>	<p>5a Availability of a periodically revised members' pack on-line</p> <p>5b Production of an annual report containing:</p>

	<p>in the STCA</p>	<p>5b Maintain a membership database capable of providing membership profiles and reports</p> <p>5c Recruit new organisations and tobacco control advocates particularly those in under-represented sectors of potential support</p> <p>5d Where need is expressed, organise induction opportunities for new Mreps to be given information about the STCA, tobacco control and resources available to advocates through ASH Scotland and other agencies</p> <p>5e Provide membership information through the STCA website</p> <p>5f. Promote STCA activity out with the Bulletin and website</p> <p>5g Encourage links with other networks and organisations to demonstrate links between different aspects of tobacco control and public health</p> <p>5h Secure mention of STCA activity in member organisations annual reports or similar documents</p>	<p>STCA achievements, evaluation results, membership analysis</p> <p>5c Demonstrate annual increase in membership</p> <p>Increase membership from sectors with low membership levels</p> <p>5e Word files accessible through the website</p> <p>5e Promotion of membership at non-STCA events annually</p> <p>5g Record evidence of partnership undertakings</p> <p>5h Record successes in including STCA in member organisation or departmental annual reports</p>
<p>Organisational</p>			
<p>6</p>	<p>To ensure that STCA members have ongoing opportunities to influence STCA structure, activities, policy priorities, and other organisational concerns</p>	<p>6a To provide an annual meeting each year for networking, briefing on the previous year, and discussion of organisational priorities</p> <p>6b To provide regular opportunities for discussion about organisational activities and priorities</p> <p>6c Consult specifically on the strategic plan, at least every three years in order to inform the creation of a new strategic plan</p> <p>6d Produce an STCA strategic plan with a three-year cycle</p>	<p>6a Satisfactory feedback from the event evaluation</p> <p>6b Demonstrate Mrep involvement in the strategic plan by sighting examples of participation</p> <p>6c Minute distribution of consultative materials to the STCA membership</p> <p>6d Publish an agreed strategic plan every 3 years</p>

7	To evaluate the activities and functioning of the STCA	<p>7a Formally evaluate events and meetings by questionnaire. Provide regular updates of membership feedback and evaluation results to the Coordinating Group</p> <p>7b Monitor and evaluate the effectiveness of the strategic plan by a range of different means</p>	<p>7a Diary of events, attendance rates and evaluations to be recorded</p> <p>Satisfactory outcomes to evaluations evidenced by satisfactory expression in overall event performance</p> <p>Where unsatisfactory evaluations have been identified, recommendations for improvement should be evidenced</p>
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Management and staffing relating to the STCA is the responsibility of ASH Scotland