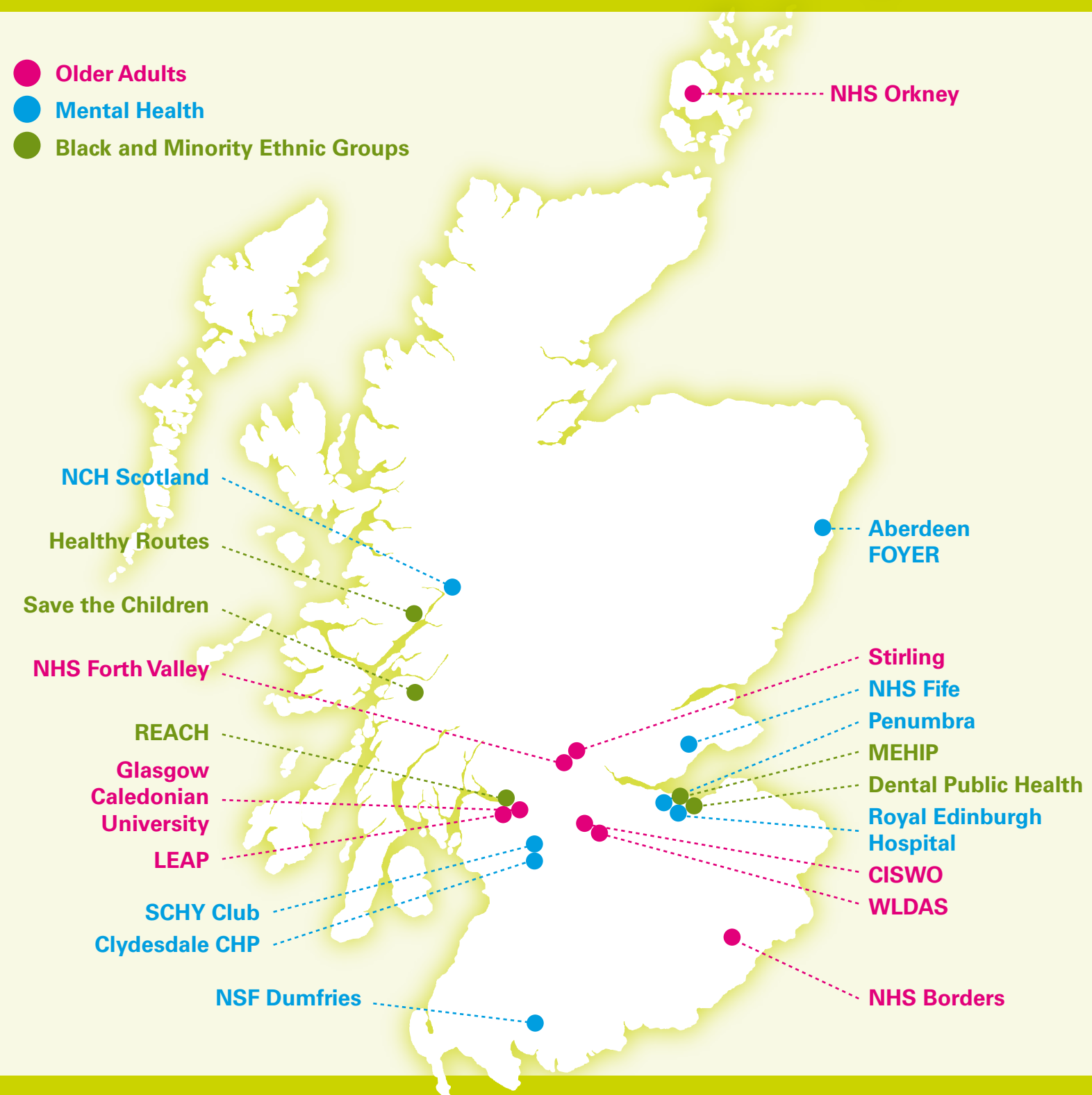


# Tackling tobacco use through partnership working and community involvement

## ASH Scotland Tobacco & Inequalities Project: Phase 3



Established in 1973, ASH Scotland is the leading voluntary organisation in Scotland tackling tobacco use, and holds a wealth of experience and knowledge on tobacco issues.

We are involved in a wide range of activities and host Tobacco Information Scotland, [www.tobaccoinscotland.org.uk](http://www.tobaccoinscotland.org.uk), which we have developed as a national gateway to tobacco control information.

### Tobacco and Inequalities Project (Phase 3) 2003–2007

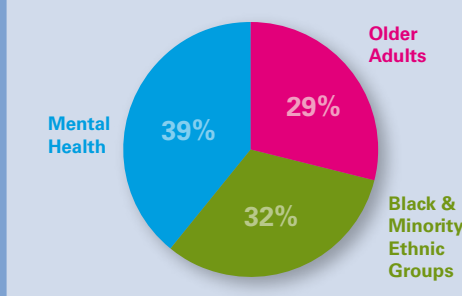
#### Aims:

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

#### The three priority groups targeted by the project are:

- Older adults
- Mental health
- Black and minority ethnic groups

#### Allocation of funds



*“Tobacco use kills 13,000 people in Scotland every year and is Scotland’s greatest public health challenge.”*

Source: Callum C (1998). *The UK Smoking Epidemic: Deaths in 1995*. The Health Education Authority: London

*The Tobacco and Inequalities Project is a national community development project that aims to develop capacity and sustainability, as well as challenging and changing practice and policy.*

### Needs assessment

Having identified the three priority groups, ASH Scotland commissioned a needs assessment to investigate service delivery and to identify priorities for future resource and service development.

#### Including:

- Literature reviews – describing key tobacco issues
- Mapping of existing tobacco-related resources, services and training
- Consultation with smoking cessation specialists and other service providers about tobacco work
- Consultation with representatives from the groups about smoking and quitting

### Funded projects

Two waves of funding were made available in April 2005 and April 2006.

- £220k has been allocated
- Wave 1 – £85.5k
- Wave 2 – £134.5k
- Maximum £15k per bid
- Maximum 2 years duration
- Twenty-five grants made to 21 organisations and services

### Evaluation

The project is being externally evaluated by the University of Glasgow’s Scottish Centre for Research on Social Justice using a theory based evaluation approach called the ‘Theory of Change’.

The approach is about building a theory of how and why an initiative or project works.

#### It will:

- Identify examples of best practice
- Help inform and influence service delivery
- Help inform policy developments
- Identify effective approaches to sustainability

Data collection will be completed in June 2007 with the final report due for publication towards the end of 2007.

### Future inequalities work

The focus and direction of our inequalities work is shaped by pilot work, evidence base, recommendations and policies, government priorities and through consultation with a broad range of partners, organisations, service users and providers.

The next stage of our work will be looking towards:

- Scoping opportunities for future work
- Devising recommendations for future strategies
- Disseminating best practice
- Prioritising key areas of work
- Building on the conclusions and findings from the evaluation and pilot work

The future of our work is not yet mapped out but we shall strive to ensure that tobacco and inequalities remain high on local and national agendas.

#### Funders:



ASH Scotland 8 Frederick Street Edinburgh EH2 2HB Scotland UK

[www.ashscotland.org.uk](http://www.ashscotland.org.uk) [enquiries@ashscotland.org.uk](mailto:enquiries@ashscotland.org.uk)

Tel: 0131 225 4725 Fax: 0131 225 4759

