



# ASH Scotland Annual Report 2011

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## Why is ASH Scotland still needed?

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Tobacco is still responsible for a quarter of deaths in Scotland every year. While smoke-free legislation has been successful in protecting people from second-hand smoke, it has not caused the terminal decline of the tobacco industry.

They have stepped up their attempts to preserve their profits and keep Scotland's people addicted to their deadly products through delaying the implementation of democratically decided legislation with court actions and through cynical marketing tactics.

Tobacco is a global epidemic and requires a global solution. As Scotland's role in the world develops ASH Scotland needs to share our expertise and successes with other countries, especially in the developing world, to ensure the global community feels empowered to take on the tobacco industry.

Tobacco is a key driver of health inequalities. Tobacco particularly impacts on our poorest communities, preventing improvements in health and financial well-being for those individuals and families who need it most.

Our young people in Scotland represent our brightest hopes for the future. As a society we owe it to them to make sure they are protected from the harms of tobacco addiction and second-hand smoke, and that we provide them with the knowledge and awareness to resist an industry that sees them as a source of replacement smokers.

ASH Scotland plays a key role in bringing together the work of many tobacco control and health agencies to combat the tobacco industry and raise awareness of the harms of tobacco smoke. Through its work with the Scottish Coalition on Tobacco (SCOT), Scottish Tobacco Control Alliance (STCA) and local tobacco control alliances, ASH Scotland can help deliver up-to-date, evidence-based information appropriate to Scotland's communities of place and interest.

## Facts about ASH Scotland

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ASH Scotland is Scotland's leading anti-tobacco charity, well respected among partner organisations for its work. Despite this we are still a David against the Goliath of a multi-billion pound tobacco industry. We rely on donations, funding and grants to continue to take the fight to the tobacco companies.

ASH Scotland is anti-tobacco, not anti-smoker. Smokers are already singled out for exploitation by the tobacco industry which wants them to remain addicted to this lethal product. With almost ¾ of smokers in Scotland wanting to quit smoking, ASH Scotland stands for them and for their desire to reap the health and financial benefits for themselves and their loved ones.

ASH Scotland provides evidence-based information, support and specialised training to anyone who needs it in the fight against the harms of tobacco and the tobacco industry.

We aim to take effective action on the harms of tobacco based on evidence of effectiveness. Our campaigns and strategic approach draw on published research evidence, our work with eminent experts in the field of tobacco control, and the learning and experience of practitioners.

ASH Scotland is central in helping build a community of anti-tobacco groups in Scotland, in taking on the tobacco industry and in raising awareness of the harms of tobacco. We work in partnerships such as Partnership Action on Tobacco and Health (PATH), STCA, SCOT and REFRESH (Reducing families' exposure to second-hand smoke in the home), and seek to develop networks of young people's groups and other communities of place and interest.

**A quarter of all deaths  
in Scotland occur early  
due to tobacco**

## Message from the Chair, Maureen McGinn

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The past twelve months have been significant, both for the development of ASH Scotland and for tobacco control in Scotland. Prior to the Scottish Parliament elections in May 2011, ASH Scotland's staff were very active to make sure that all Scotland's political parties were thoroughly briefed about the need to commit to a new strategy in tobacco control to reduce the harm caused by tobacco. Over the past year, a wide range of thoroughly-researched, evidence-based publications have been produced, focussing on key elements of the five year strategic plan.

The State of the Nation report measured Scotland's progress on its way to becoming smoke-free and helped identify challenges for further attention in the coming years. Up in Smoke presented valuable information on the costs of tobacco to Scotland's economy and Counter Measures, funded by our partners Cancer Research UK, reported on the introduction of the 2010 Tobacco and Primary Medical Services Act - an important step to help protect Scotland's young people from the dangers of tobacco.

These are difficult times for all charities. While ASH Scotland's services continue to offer excellent value for money, we must also explore new and alternative funding streams so that we can sustain and increase our impact. In doing that, we regularly draw upon our expertise in partnership working to deliver shared aims. By identifying relevant partners and funders,



ASH Scotland will be able to contribute great experience in the delivery of projects making a difference to Scotland's health and to people's lives. And finally, I would like to record my sincere thanks to the members of the board and to the hard-working staff of ASH Scotland. Their efforts and your support keep us right on course for forging a new and exciting path for tobacco control despite the challenges.

## Message from the Chief Executive Sheila Duffy

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This year ASH Scotland successfully campaigned for political commitment to a new tobacco control strategy for Scotland. The progress we've made over the past decade in reducing smoking rates and exposure to second-hand smoke has been driven by the positive, strategic approach taken by successive Scottish governments. ASH Scotland's recommendations for a new strategy are set out in our Beyond Smoke-free report. This work was funded by Cancer Research UK and based on consultation, evidence of effectiveness, and on international experience.

2011 also saw the implementation of much of the Tobacco & Primary Medical Services Act which brought in measures like the retailer register and increased powers for enforcement of tobacco laws. Two key provisions, ending the promotional displays of tobacco branding in retail outlets and ending the sale of tobacco from vending machines, have however been delayed by tobacco industry legal challenges.

Through our PATH training we continue to support effective services that help smokers to quit, to meet the needs of specialist workers in areas like dentistry and pharmacy, and to help smoking cessation workers respond effectively to a complex range of needs amongst their clients.

We have engaged positively with groups of young people again this year around social media and plain packaging, and in partnership with the Royal Environmental Health Institute of Scotland we recognised some of the outstanding youth achievements in tobacco control. We will continue to work hard with partners to reduce youth uptake



of smoking in Scotland. Cutting the pipeline of new addicted young smokers is key to starving the tobacco industry of its profits here in the future.

ASH Scotland continues to campaign to protect people from exposure to harmful tobacco smoke. Protection from second-hand smoke in most public places was secured by the smoking ban, but real concerns remain over people's continued exposure at home and in vehicles. We are keen to see more public awareness raising and education, and a full public debate exploring ways of increasing protection. ASH Scotland in partnership with the Universities of Aberdeen and Edinburgh and funded by the Big Lottery Fund is exploring promising new approaches to reducing the harm from tobacco smoke in the home.

In a continuing tough financial environment, we are acutely conscious of the health and the financial costs of tobacco both to individuals and to Scotland as a whole. We work closely with partners to maximise the impacts of our limited resources and the effectiveness and reach of all our work. Only by communicating effectively and working together can we tackle the tobacco industry's deadly product and the harms it does.

# Ways ASH Scotland has made a difference

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## Youth smoking prevention

ASH Scotland wants to prevent young people taking up smoking and to see the number of young people smoking drop by reducing the attractiveness and availability of tobacco products. The Tobacco and Primary Medical Services Act, which will limit tobacco displays in retail outlets, has already been passed yet is currently subject to cynical delaying tactics by the tobacco industry. ASH Scotland is also watching with interest the emerging plain-packaging debate and gathering evidence on the effectiveness of such this measure.

Young people are sensitive to being exploited by big business and we aim to help raise their awareness of tobacco industry tactics through developing networks with youth groups and involving young people in anti-tobacco work. Already in its third year the Crofton Award, run by ASH Scotland and the Royal Environmental Health Institute of Scotland, celebrates the inventive and inspiring work of young people's groups in this area.

## Social change

The harms tobacco does to Scotland's communities are real and continuing. ASH Scotland continues to raise issues and awareness, presenting new evidence and challenging common misperceptions and complacency about tobacco, and garnering further public support for a smoke-free Scotland – a Scotland which is healthier, wealthier and more equal.

## Poverty and inequalities

ASH Scotland has worked towards generating a better understanding of how tobacco impacts on our poorest communities and most marginalised groups. By sharing this information and working in partnership with other agencies, we aim to deliver services straight to the heart of those communities that can be hard to engage with but on whom the burden of tobacco falls most heavily.

## Smoking cessation

By increasing the scope and quality of our training ASH Scotland has supported the needs of stop-smoking professionals. We are continually developing further areas for training, such as youth smoking cessation, and are developing training materials and courses to match the changing requirements of smoking cessation services and health professionals.

## Partnerships

Our Local Alliances Project came to an end this year. This work has informed ASH Scotland's approach on developing a local approach to tackling the harms of tobacco specific to local areas and communities in Scotland. This kind of local awareness and action is important to drive forward progress in implementing Scotland's future tobacco control strategy.

# What ASH Scotland did this year

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Timeline 2010 - 11



ASH Scotland-funded YouGov poll shows that 56% of respondents support increasing the price of tobacco products faster than the rate of inflation with just 27% opposing. We provided evidence base on pricing and prevalence.



Scottish Government consultation on Tobacco and Primary Medical Services (Scotland) Act 2010 Consultation on Draft Regulations and ASH Scotland briefing and response. We provided research and fact-checking support.

Imperial Tobacco seek a judicial review of sections of the Tobacco and Primary Medical Services (Scotland) Act on grounds of the legislative competence of the Scottish parliament. We compiled background dossier on Imperial Tobacco and on recent challenges to the devolution settlement.



State of the Nation launched: our review of progress in tobacco reduction against national targets and spotlighting areas of concern.



Beyond Smoke-free, our campaign for a new tobacco control strategy (funded by CRUK) launched 20 October. Supplemented with key research evidence, international examples and case studies on our website.



The Crofton Awards were presented by REHIS and ASH Scotland on 17th November 2010. The Bridges Project in East Lothian (supported by Fast Forward) were the winners, Golspie Youth Centre was awarded the best newcomers prize.

Publication of Smoke-free mental health services implementation guidance from NHS Health Scotland. ASH Scotland supported the development, fact-checking, production, publicising and distribution of this guidance.



April May June July August September October November December January February March

New smoking cessation statistics show that the total number of quit attempts made with the help of NHS smoking cessation services during 2009 (calendar year) was 69,882 an annual increase of 35%.



Reducing Families Exposure to Second-hand Smoke in the Home. Big Lottery funded project in partnership with Universities of Aberdeen and Edinburgh begins the REFRESH intervention programme.



The ASH Scotland and STCA Summit on Illicit tobacco takes place in Perth. A prestigious line-up of national and international speakers raised awareness of the issues arising from the supply of illicit tobacco and the measures used to tackle the problem internationally, nationally and within Scottish communities.



Launched the week before the draft budget was published, our report on the economic impacts of tobacco use in Scotland and the value of tobacco control.

Counter Measures report launched. This report was funded by Cancer Research UK and outlines the debates leading to the prevention measures in the Tobacco and Primary Medical Services Act 2010, noting the tobacco industry's resistance and attempts to subvert them.



Smoke-free Homes and Zones. This was a partnership event involving ASH Scotland's REFRESH project, STCA, the Roy Castle Lung Cancer Foundation, British Lung Foundation (Scotland), QNIS and NHS Health Scotland and Chaired by Bronwen Cohen, the Chief Executive of Children in Scotland. NES contributed some funding.



# Building the community standing up to the tobacco industry

*The Scottish Tobacco Control Alliance brings together over 120 representatives of health boards, local authorities, trading standards, university departments, environmental health, education, professional bodies, community health projects and charities in Scotland's forum for information exchange, discussion and collaboration on all aspects of tobacco control and health promotion relating to smoking.*

## Illicit tobacco

The first Scottish Summit on illicit tobacco was held in September to bring together expertise from working partners and to raise public awareness of the impact of illicit tobacco on Scotland's communities. The conference provided an overview of existing knowledge of smuggling, counterfeiting, enforcement and prevention

activity to those with an interest in reducing the impact of illicit tobacco. It also helped kick start work towards a Scottish strategy, pooling resources more effectively and bringing people together in partnership. The summit also raised the issue of illicit tobacco in the media, with delegates being interviewed for a BBC documentary on the subject.

Recommendations from the conference were taken forward to the Scottish Government's Ministerial Working Group on Tobacco Control. In building upon this excellent work, the STCA and ASH Scotland will continue to encourage and spark dialogue between the agencies which formed the Summit planning group.



## Local Tobacco Alliances

After five years our work supporting Local Tobacco Alliances came to an end in March 2011. Scotland's commitment to reducing tobacco harm at a national level required an equivalent strategy for agencies working locally. Local practitioners had called for support in developing working partnerships through the STCA, to share information, practice and experience and the Local Tobacco Control Alliances project was the result.

Local Tobacco Control Alliances are set up to bring together local agencies in Scotland's regions to work together to meet national tobacco control targets through sharing good practice and information. Our support in turn helped develop the reach of the local alliances enabling them to engage the health sector, local authorities and voluntary organisations in each health board area.

The alliances give local practitioners the recognition of the value of their work that they deserve. This encourages development and a commitment to providing innovative solutions to tobacco control. Sharing knowledge, practice and giving support to practitioners has raised the level of expertise in the local alliances.

ASH Scotland's local alliance work culminated in a final report, a mapping exercise and production of a range of easily accessible support materials for local tobacco control workers. The Local Alliance's work will be integrated into the STCA's approach and will continue to build relationships with people in their networks to ensure the project enables practitioners in Scotland's localities to further improve tobacco control and reduce the harmful impact of tobacco on our communities.

**10% of cigarettes smoked in the UK are illicit, climbing to nearly 50% for rolling tobacco**

## Tobacco and Alcohol

The STCA has looked at extending alliance-building work to develop effective and wide-reaching partnerships. In March 2011 Alcohol Focus Scotland, ASH Scotland and Scottish Health Action on Alcohol Problems held a conference in partnership, bringing together professionals to discuss the development of alcohol and tobacco control and explore how they can work together to reduce the harmful impact of alcohol and tobacco on Scotland's communities, economy and health.

## Expanding the Alliance

Furthermore the STCA's Tobacco Control Issues Group (TCIG) has been restructured to allow for more input from local alliances, enabling regional best practice to be shared. Membership of the groups and the alliance is extended to those with an interest in tobacco control to include vital input from national charities and also Scottish and local government representatives. Meetings of the TCIG will take place in different areas of Scotland, to take into consideration travel difficulties some members from more remote regions might have and to spread a focus to other parts of Scotland.

STCA members across Scotland were also vital to helping inform and shape the framework for a new national strategy on tobacco control laid out in ASH Scotland's Beyond Smoke Free.

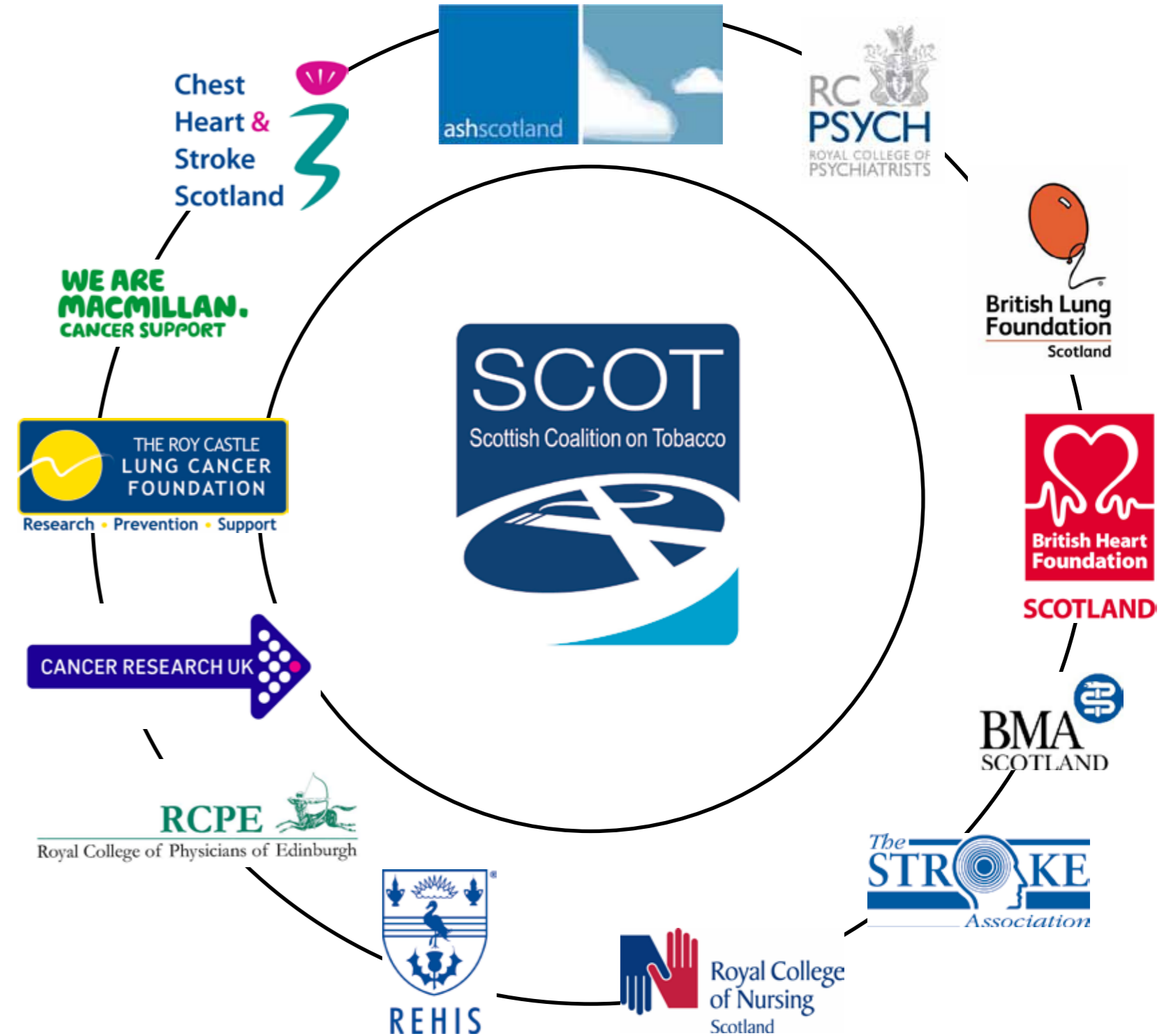
Youth and Tobacco Forum members continue to provide a good network for members to share practice, learning and explore approaches to smoking prevention.

The STCA, together with the Smoking and Mental Health Working Group (SMMHWG), supported the development of a series of case studies using practitioner's experiences of stop-smoking work in mental health settings and supporting people with mental health problems.

The Scottish Coalition on Tobacco (SCOT) is a dynamic campaigning collaboration of major health charities, medical bodies and professional associations. The past twelve months saw the SCOT partners working to produce a manifesto to take forward a new tobacco strategy. With potentially the most significant Scottish elections for years, SCOT's influence has been key in shaping tobacco control policy with the new administration to focus on youth, inequalities and preventative spending.

**'As a result of holding a regional STCA Tobacco Control Issues Group, two of our local councillors came along and identified themselves as advocates for tobacco control and there was an injection of energy into some of our local tobacco alliance work'**

## SCOT partner organisations



# Making sure people know the truth about tobacco

*The ASH Scotland Information Service, part funded by the British Heart Foundation, continues to build on its reputation as a key provider of high-quality, evidence-based information on the harms of tobacco.*

The Information service has also been vital in compiling a growing research base on how tobacco drives health inequalities and blights our poorest and most marginalised communities.

## Information

ASH Scotland continues to support smoking cessation activities in Scotland by collating and distributing the evidence base of the cost and health effectiveness of these services. This year the service has exceeded its target for producing briefing papers by 50%, as well as producing major updates to previous briefings, with a strong focus on reducing inequalities. We have offered support to hospital-based cessation services particularly in relation to smoking relapse and extending smoke-free hospital grounds. We have considered hard-to-reach smokers with information briefings on the financial benefits of stopping smoking as well as the effects of tobacco on people affected by HIV and Hepatitis C.

ASH Scotland's Information Service remains a valued, expert resource for public health professionals, the Scottish Government and the smoking cessation community. We have supported translational research such as the innovative REFRESH project which aims to reduce families' exposure to second-hand smoke in the

home. We have also supported the development of guidance on the implementation of smoke-free mental health services and helped extend the reach of ASH Scotland's alliance work by forging links with drug and alcohol services and are actively planning new links with old age and dementia services.

## Research

REFRESH (Reducing Families' Exposure to Second Hand Smoke in the Home) is a project in partnership with the Universities of Aberdeen and Edinburgh and funded by the Big Lottery which aims to reduce families' exposure to second-hand smoke in the home. This year the project produced its first concrete outputs, including a baseline mapping exercise of existing interventions. The REFRESH partners look forward to the next twelve months where the first findings from interventions in the home will be published and a How-to guide produced in partnership with practitioners for practitioners.

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# 'Unique beacon service in the voluntary sector'

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## Policy

In working towards a new national strategy on tobacco control ASH Scotland's information section produced a series of briefings as a website resource. Beyond Smoke Free was funded by

Cancer Research UK and consulted a range of public health voices to generate a comprehensive set of recommendations for the next tobacco control strategy for Scotland on topics including smoking cessation, prevention, second hand smoke and industry regulation.

## Our Publications



### Counter Measures

Funded by Cancer Research UK, the report describes the passage of the 2010 Tobacco and Primary Medical Services (Scotland) Act.

The Act focuses on youth smoking prevention, and was strongly resisted by the tobacco industry as it passed through the Scottish Parliament. This report charts the Scottish experience, and the lessons learned in creating effective youth smoking prevention legislation.



### Up in Smoke

This report from ASH Scotland demonstrates that, based on a conservative analysis, the societal costs of tobacco use amount to nearly £1.1 billion in Scotland.

It adds to the existing literature examining the costs and benefits of tobacco production, sale and consumption. In this analysis we calculate that tobacco-attributable costs to society outstrip tobacco-specific duty attributed to in Scotland by some £129 million.



### Beyond Smoke Free

Beyond smoke-free offers recommendations for a new Scottish tobacco control strategy. It sets out what we must do now as a nation to tackle the health inequalities which are fed by smoking.

The recommendations have been developed by ASH Scotland, funded by Cancer Research UK, working with an advisory group of experts involving academics, tobacco control practitioners and NHS representatives, and in consultation with smoking cessation and prevention practitioners, service users, young people and others.



### State of the Nation

State of the Nation: Measuring progress towards a tobacco-free Scotland is a major report from ASH Scotland which examines Scotland's achievements over the past decade to reduce the harm caused by smoking and considers what still needs to be done.

The report concludes that tobacco control has been a real success story in Scotland since devolution, with successive Scottish governments aiming to address Scotland's public health record and reduce the quarter of all adult deaths caused by tobacco. It recognises that whilst major progress has been made over the past decade much more needs to be done.

# Helping our most disadvantaged communities tackle tobacco

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*The use of tobacco is highest amongst our most disadvantaged communities, and is recognised as a major contributor to health, poverty and social inequalities in Scotland. For this reason, inequality-focussed work is a priority for us - and has been so for more than a decade.*

*ASH Scotland is dedicated to working towards the provision of inclusive and accessible support for those wanting to address their smoking.*

## Mental health

The Smoking and Mental Health Working Group (SMHWG) facilitated by ASH Scotland Inequalities staff in partnership with the Scottish Tobacco Control Alliance (STCA) engaged a wide range of practitioners to share good practice, knowledge and experience and identify potential challenges in the area of tobacco and mental health. Some

of the SMHWG members along with ASH Scotland staff were members of a group set up by NHS Health Scotland to develop guidelines to support the movement to smoke-free mental health services. The guidelines offer a step-by-step approach to involve staff and patients in removing tobacco from residential mental healthcare settings.

## HIV and sexual health

To follow up a report we produced on the stop-smoking needs of LGBT communities, ASH Scotland and PATH also conducted a survey of LGBT, sexual health, HIV and blood-borne virus (BBV) services. The survey sought to find out if the issue of smoking and tobacco use was raised with service users. This was followed-up with some focus group work, which combined identified suggestions for services to help improve

practice. A briefing on tobacco use within LGBT communities and smoking and blood borne viruses were also produced by the ASH Scotland information service to support this work.

## Prison service

ASH Scotland also laid foundations for repeating a necessary mapping exercise (initially conducted in 2005) of tobacco policies in the Scottish Prison Service. The mapping exercise will help provide the Scottish Government and Health Scotland with valuable information on current service provision prior to NHS Boards taking over delivery of this element of stop smoking services.

## Money management

ASH Scotland is also continuing to develop a project on money management and smoking cessation with North Lanarkshire Council, NHS Lanarkshire and North East Sector of Glasgow City Community Health Partnership (NHS Greater Glasgow and Clyde). This is building on previous pilot work and it is hoped that we will be able to secure funding to undertake a process and outcome evaluation of this work.

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**‘Gave invaluable insight into local issues and how these might feed into national developments’**

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**Smoking rates are almost five times higher in the poorest areas than in the richest (44% against 9%)**

# Educating people about tobacco and helping them quit

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*The PATH training team increased the number of training courses delivered and saw a 9% increase in the number of participants during 2010/11. This success has established a platform for ASH Scotland to expand delivery of training in the coming years.*

## Specialist cessation

The Training and Development team, with the support of the information service, are now working on putting together specialist training for those who provide cessation support for young people. The need to provide such training was identified by the team after carrying out a needs analysis, and we aim to deliver the training early in 2012.

## Development

Training will also be developed for other areas of need. We intend to deliver training to promote tobacco awareness for those working with clients in mental health services and also for dentistry and pharmacy professionals.

## Wider issues

In September ASH Scotland's training team delivered a new academically accredited, undergraduate level module for the first time. Wider Professional Issues meets Standard D of the Scottish National Training Standards: stop-smoking support (December 2009) and gives participants the learning they need to expand the breadth of their professional knowledge.

The module explores contemporary issues around stop-smoking support and their implications in practice. The wide range of vital topics covered by the course include: harm reduction, promoting services and making them more accessible, and cannabis and tobacco.

It also looks at supporting clients with complex needs and those who continue to relapse, and critically examines tobacco control policy frameworks. The pervasive reach and depth of tobacco industry influence is also discussed. The module was offered twice during the year 2010/11 and students from seven health boards across Scotland took part.



## Introductory training

ASH Scotland continued to provide learning support to those new to cessation work or providing day-to-day support and encouragement to people trying to quit. Our two-day course 'Introduction to stop-smoking support' has been developed to meet demand and was tailored to be delivered locally and on-site, meaning we were able to train 62 participants from four health boards. We were also able to deliver the course twice from our own offices to allow participants from a wider audience to attend, for example from the prison service.

## Scotland-wide

ASH Scotland ran three Continuing Professional Development workshops across Scotland for the wide range of health and social care professionals who locally deliver the PATH Raising the Issue of Smoking courses. This helped enhance their training skills and encouraged sharing of best practice. These events were attended by a total of 37 local trainers representing almost all the health boards in Scotland.

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**'I found the whole course excellent. You never got bored and I felt included'**

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**69% of smokers in Scotland  
want to quit**

# Making sure our young people make smart choices

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*ASH Scotland knows how important young people are in the fight against the tobacco industry and are looking to engage their energy, opinions and creativity.*

to complement the existing overall award. This recognises the growing interest from Scotland's young people in doing work in this area. We welcome the continued partnership from the Royal Environmental Health Institute for Scotland (REHIS) which allows this award to happen

## Teaching about tobacco

ASH Scotland and PATH have been working to identify examples of best practice and areas for development for smoking cessation and prevention work with young people. For example, we are working closely with Learning Teaching Scotland to identify ways in which tobacco education can be effectively integrated into the Health and Wellbeing element of Curriculum for Excellence. We are also seeking to raise awareness amongst young people on the wide range of tobacco issues that they will find engaging, through a more creative use of relevant media and developing compelling resources to capture their imagination.

## Supporting youth work

ASH Scotland also wants to help equip youth workers with skills and resources to help them feel confident in raising the issue of tobacco effectively with young people. ASH Scotland is developing training in accordance with the needs of those working with young people. To extend ASH Scotland's reach and further involve young people we are utilising existing networks and building new relationships, through the growing momentum of events like the youth and tobacco conference, developing international and national projects and developing our social media.

## Crofton Awards

We are working with partner organisations to increase the profile of youth and tobacco issues and activities in Scotland. As well as seeking new opportunities for input and involvement, such as providing input on Beyond Smoke-free's call for a new tobacco strategy, we are getting young people more actively involved through the Crofton Award. This year the award was extended with the creation of a best newcomer category

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**'Winning the Crofton Award was a big highlight. It provided a great opportunity for young people - both smokers and non smokers - to work together to tackle tobacco'**

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## Youth and Tobacco Forum

The Youth and Tobacco Forum members continue to provide a good network for members to share practice, learning and explore approaches to smoking prevention. There are opportunities to be explored in sharing existing resources and

developing new ones for use in schools and young people's groups. The feedback from the youth forum to the STCA will help support and develop national strategy and policy for engaging young people and educating them on tobacco's harms as well as identifying service provision needs.

**Every day roughly 40 young Scots become new smokers**

# Making sure ASH Scotland delivers value for money

In uncertain financial times, especially for third sector organisations, ASH Scotland continues to provide excellent value for money in the services we provide to our funders, service users and the general public. Tobacco costs Scotland around 1.1 billion per year. In relation to this, the money needed to continue ASH Scotland's work in educating people about tobacco in order to protect them from the dreadful harm it causes is highly cost effective.

Building on last year's work in adapting to the challenging budgetary climate, ASH Scotland is continuing to diversify funding by working closely and effectively with key partners in identifying shared aims and areas for developing project work.

We were pleased that the Scottish Government maintained level funding this year for ASH Scotland's core and project activities, enabling us to maintain our independent advocacy for effective tobacco policy, to seek new partnerships and build on existing ones.

In the last year we have continued our Big Lottery funded work in partnership with the Universities of Aberdeen and Edinburgh and helped move towards a new tobacco strategy for Scotland with the Cancer Research UK funded Beyond Smoke Free. Our highly regarded Information Service,

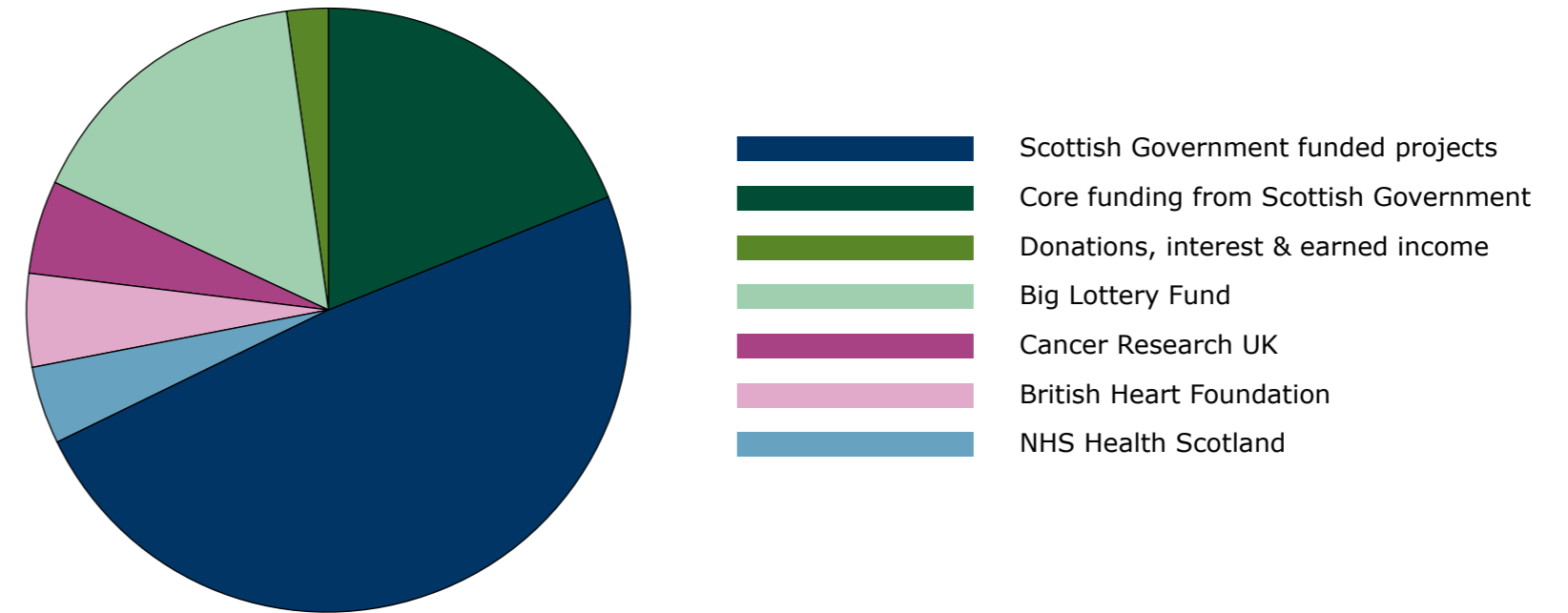
providing briefings and research data to experts, practitioners and the general public receives half its funding from the British Heart Foundation. Additionally, further individual projects seeking to engage with Young People and tackle health inequalities are in development.

In the coming year, ASH Scotland will further explore alternative sources of funding and ways in which we can utilise our excellent reputation, experience, energy and knowledge to generate income to ensure the sustainability and self-reliance of the organisation.

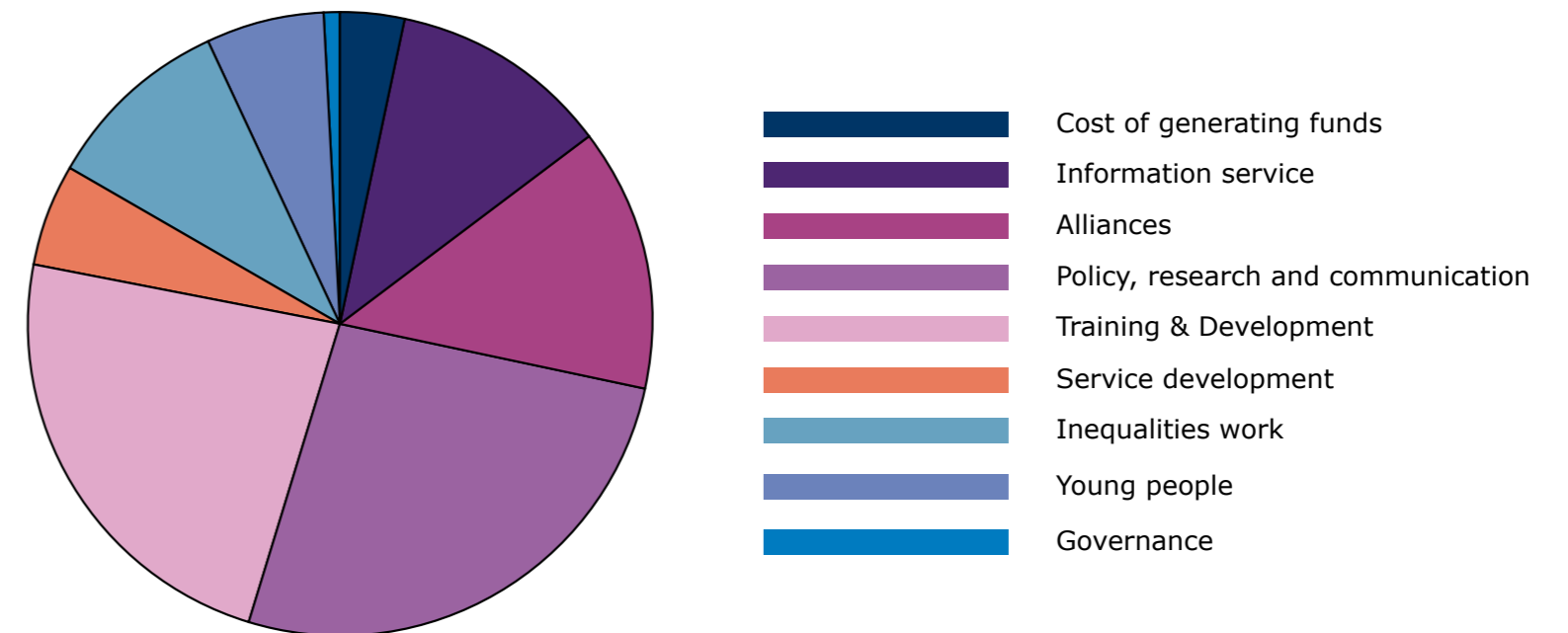
ASH Scotland will also seek to engage with a wide range of new supporters by raising awareness of tobacco control and on-going and wider issues around the harms of tobacco. By using social media and working towards a more public facing approach we will make it easy for people to engage with and donate to ASH Scotland. Tobacco is not an issue that has gone away and there is still work to be done, but by raising people's awareness of the remaining issues we hope that they will see the value of the work and support that value with funding and donations.

You can find out more about becoming a supporter and making a donation by visiting: [www.ashscotland.org.uk/about-us/support-donate](http://www.ashscotland.org.uk/about-us/support-donate) or by calling us on 0131 225 4725

Income 2010-11



Use of funds 2010-11



## Our Funders



# ASH Scotland's board

ASH Scotland thanks our board who bring together experience and expertise in areas of third sector management funding, finance, health, youth and inequalities to help govern and guide the organisation in its work. The Directors of the Company are also its Trustees for the purpose of charity law.

Ms Maureen McGinn	Former Chief Executive, Grant Making Trust (Chair)
Mr Martyn Evans	Chief Executive, Carnegie UK Trust (resigned 22.3.11)
Dr Andrew Fraser	Director of Health & Care, Scottish Prison Service
Dr James Friend	Retired consultant physician
Ms Ann Kerr	Health Improvement Manager
Mr Alastair MacKinnon	Chief Executive, Fast Forward
Mr David Main	Partner, Whitelaw Wells Chartered Accountants (Treasurer)
Mrs Judi Matheson	Fundraising consultant
Mrs Jenny Niven	Retired civil servant
Ms Claire Stevens	Third Sector Advisor (appointed 7.10.10)



“ ASH Scotland has been a beacon in the tobacco control world throughout my professional life. It combines a commitment to evidence-based policy with the courage and determination to drive the agenda forward. I know other NGOs see it as a model to follow. ”



Professor Gerard Hastings OBE  
 Director Institute for Social Marketing and  
 The Centre for Tobacco Research



“ ASH Scotland plays a vital role in informing the Scottish Parliament's approach to tobacco control. In the face of a tobacco industry motivated purely by profit at the expense of people's health, ASH Scotland continues to campaign to raise awareness of, and protect people from, the harms of tobacco and help improve the health of our nation as a whole. ”

Willie Rennie MSP  
 Convenor  
 Scottish Parliament Cross-Party Group on Tobacco Control



We are an independent Scottish charity working in partnership to protect people from the harm caused by tobacco.

**ASH Scotland**

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**Fax: 0131 225 4759**

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)**

You can support our work by becoming a Smoke-free Supporter or donate to us securely online at:  
**<http://www.ashscotland.org.uk/support>**