

# SCOTLAND'S CHARTER FOR A TOBACCO-FREE GENERATION



**How you can help reduce the harm caused by smoking in our communities – so that the next generation can grow up free from tobacco**





Scotland has a goal of creating a tobacco-free generation, with **fewer than 5% of adults smoking by 2034.**

Scotland's Charter for a Tobacco-free Generation sets out how your organisation can help achieve this.

It helps you to support the wellbeing of the people you work with and it shows your commitment to making Scotland a healthier, wealthier place to grow, learn, play and work.

#### Signing the Charter is easy:

- 1** get all the information and inspiration you need from this guide
- 2** visit [www.ashscotland.org.uk/charter](http://www.ashscotland.org.uk/charter) and enter a few details about your organisation
- 3** pledge three simple actions that your organisation will take.

#### As a Charter Supporter you'll benefit from:

- access to a range of free resources
- a welcome pack and a certificate
- opportunities to promote your work
- the very best professional advice, information and support from ASH Scotland
- your logo proudly displayed on our list of supporters and a Charter logo available to show your support.

The only thing we ask is that you tell us how your pledges worked out.  
If you have an inspiring story you could win a Charter Award!



## PRINCIPLE 1: EVERY BABY SHOULD BE BORN FREE FROM THE HARMFUL EFFECTS OF TOBACCO

Smoking affects both men and women's fertility and increases the risk of babies being born early, being stillborn or having health issues at birth. To ensure babies are born into a safe and healthy environment, parents who smoke can be supported to stop and encouraged to make their homes smoke-free before, during and after pregnancy.

By supporting parents as individuals, we can find routes to being smoke-free that enlist the support of everyone around them to ensure a safe and healthy pregnancy. Let's involve employers, partners, grandparents and friends!

**Everyone can** ensure pregnant woman and babies aren't exposed to second-hand smoke and smokers can protect babies from the effects of second hand smoke by not smoking around pregnant women.

**Family planning and antenatal services can** offer support, advice and referral to stop smoking services. They need to be trained to confidently provide the right support as part of routine care.

**Family support services can** offer support and encouragement to quit smoking and take advantage of opportunities to involve partners and other family members in making the home smoke-free.

*"In order to support Charter Principle 1 we need to find ways to support pregnant woman to make the move to quit and be free from second-hand smoke"*

Mary Ross Davie, Scotland Director,  
Royal College of Midwives



**CASE STUDY:** the **Scottish Cot Death Trust** provides training for their community-based support workers in tobacco issues and strategies that can help reduce the harmful effects of smoking on children. Each family receives one-to-one support from a community-based support worker and has the opportunity for enhanced support to quit smoking (or reduce their smoking). These families have all experienced a previous cot death and are having another baby and as such, tailored, sensitive support is vital.



## PRINCIPLE 2: CHILDREN HAVE A PARTICULAR NEED FOR A SMOKE-FREE ENVIRONMENT

Children are more vulnerable to any level of second-hand smoke, because they breathe faster, their lungs and immune systems are still developing and they can't easily move away from smoky environments.

Smoke lingers in the air and moves from room to room – it can still be there even when you can't see it or smell it.

We know most parents want to protect their children, and many parents who smoke already take some action, such as opening a window. However parents often do not know enough about how tobacco smoke spreads, the harm it causes and that a completely smoke-free home is the best way to protect the family.

**Nurseries and early years services** can help spread the word about the hidden dangers of second-hand smoke in the home. The website [www.rightoutside.org](http://www.rightoutside.org) has more information and useful resources.

**Family support services** can encourage parents and carers to make their homes smoke-free and help and advise them as they try to do this.

**Care services** should follow the Care Inspectorate guidance on providing a smoke-free environment for every child in their care

**Workplaces** can encourage smoke-free homes through employee newsletters and training.

*“Scotland has a professional Early Years workforce that is dedicated to providing the best start for our children. There are many simple steps that providers of Early Learning and Childcare take to ensure that babies and young children are protected from second-hand smoke, such as asking parents and carers to avoid smoking around nurseries and school playgrounds, when they are collecting children.”*

Jean Carwood-Edwards, Chief Executive,  
Early Years Scotland



**CASE STUDY: *Play Away Nursery***, situated just minutes from Glasgow city centre, is committed to providing a safe and healthy environment for young children. Their facilities and grounds are entirely smoke-free and they work closely with parents, carers and staff to provide information about second-hand smoke and smoke-free homes. They actively encourage staff to stop smoking, in fact two members of staff have quit smoking in the last year!



### PRINCIPLE 3: ALL CHILDREN SHOULD PLAY, LEARN AND SOCIALISE IN PLACES THAT ARE FREE FROM TOBACCO

Spaces where children and young people play learn and socialise should be smoke-free. This creates a healthier, safer environment and means children may be less likely to take up smoking when they grow up.

The more time children spend in smoke-free environments like schools, playgrounds and their homes, the less normal or expected smoking seems to them, making the choice not to smoke themselves a natural one. Avoiding the future health impacts and financial costs of smoking can greatly improve a child's life outcomes.

**Schools, nurseries and family support services** can ensure that grounds and collecting areas are smoke-free to help provide a healthy environment for everyone.

**Parents and carers** can be encouraged to make their homes smoke-free and ask others not to smoke when there are children around.

**Local authorities** can work with local communities to create smoke-free children's spaces such as playparks and family venues. Many areas are creating smoke-free play areas using voluntary measures, often in partnership with local schools.

**Everyone** can be a positive role model by not smoking around children and speaking with them about the harm caused by tobacco.

*"We know that children who grow up with people smoking around them are more likely to take up smoking themselves and without the health and financial impact of smoking, children and young people can have better life outcomes."*

Bruce Adamson, Children and Young People's Commissioner for Scotland



**CASE STUDY:** three primary schools in East Dunbartonshire were supported by the local tobacco alliance to roll out smoke-free signage in 12 play parks. They took part in a series of tobacco prevention workshops where the pupils identified some of the health issues related to smoking and wider environmental concerns. In the sessions to follow, they considered what needed to happen to make their local parks smoke-free. They each designed new signs depicting their ideal play area and winning designs were chosen to be displayed in the 12 parks.



## PRINCIPLE 4: EVERY CHILD HAS THE RIGHT TO EFFECTIVE EDUCATION THAT EQUIPS THEM TO MAKE INFORMED POSITIVE CHOICES ON TOBACCO AND HEALTH

Providing young people with knowledge of the harmful effects of smoking will help to shape, inform and guide the choices that young people make.

Schools and youth work providers have a vital role to play in nurturing and supporting young people as they make the transition into adulthood.

By reviewing and updating the way in which tobacco education is delivered and by introducing tobacco prevention messages more broadly across the curriculum and youth-work provision, young people in Scotland will be supported to make informed and balanced choices on their health.

**Schools** can create an ethos that encourages young people to make healthy, informed choices by becoming a Tobacco-free School. More information and resources at [www.ashscotland.org.uk/schools](http://www.ashscotland.org.uk/schools)

**Youth services** can recognise that addressing smoking and tobacco is a core priority, on an equal footing with issues such as alcohol, sexual health and drugs.

Find resources at [www.youthworkessentials.org/youth-tobacco](http://www.youthworkessentials.org/youth-tobacco)

**Colleges and universities** can look to provide practical, and appropriate stop-smoking support for smokers, be they students or members of staff.

**NHS prevention teams** can support schools and youth work organisations to incorporate tobacco education and stop-smoking support into their programmes.

**Everyone** can be a positive role model for a tobacco-free generation, whether they smoke or not as they can talk to children and young people about the harm caused by tobacco.



**CASE STUDY:** 12 Lothian secondary schools have developed approaches that go beyond simply stating where people can and cannot smoke and instead are supporting teachers, staff and pupils to make healthy and positive choices on smoking. The schools have developed and implemented tobacco-free policies that support health promotion, protection, role modelling and healthy behaviour. These schools have delivered subtle, yet meaningful, changes to the way they look at tobacco issues on a day-to-day basis.



## PRINCIPLE 5: ALL YOUNG PEOPLE SHOULD BE PROTECTED FROM COMMERCIAL INTERESTS WHICH PROFIT FROM RECRUITING NEW SMOKERS

Smoking is a problem that is driven by the commercial interests who profit from it. Despite their opposition we have banned tobacco adverts, removed fancy packaging and increased the legal age for buying tobacco to 18. Yet there is more that can be done.

Young people are particularly influenced by images of smoking in the media, which studies show increases their likelihood of taking up smoking.

It is important that as a whole community, we think about reducing the ways young people can get hold of tobacco. For example, a proportion of retailers still sell to under-18s, children ask adults to buy for them in shops, even family and friends supply tobacco.

Schools and youth services can get behind the #notafavour campaign that aims to reduce the supply of tobacco to under 18s

Parents and carers can exercise caution by delaying children's exposure to films and media that portray smoking. Retailers can enforce age related sales regulations or actively plan not to sell tobacco products.

Local authorities can ensure a robust response to underage sales and other breaches of legislation whilst enlisting the support of local retailers.

Media and production companies can carefully consider the use of smoking imagery in their productions, particularly for media with a large youth audience.

*“the tobacco industry still gets around 36 new child-smokers A DAY in Scotland to replace smokers who die or quit, aided by people who give under 18s tobacco and a proportion of retailers who still knowingly sell cigarettes to children - giving cigarettes to under 18s is just not doing them a favour.”*

Alastair Mackinnon,  
Chief Executive, Fast Forward



CASE STUDY: local agencies in the Irvine area of North Ayrshire joined forces to work with local retailers to prevent the supply of tobacco to under 18s: pavements were stencilled with preventative messages; police engaged with local schools and youth-workers patrolled well-known hot spots and talked to young people about the consequences of smoking. The campaign also has a social media presence and council vans carried messages reminding adults not to buy tobacco for under 18s.



## PRINCIPLE 6: ANY YOUNG PERSON WHO SMOKES SHOULD BE OFFERED ACCESSIBLE SUPPORT TO HELP THEM TO BECOME TOBACCO-FREE

Reducing the adult smoking rate is an effective way of creating an environment in which fewer young people take up smoking. Achieving a tobacco-free Scotland by 2034 is also about helping smokers who want to stop. Smoking is presented as a free adult choice, but is more commonly an unwilling addiction begun in childhood, with huge implications for people's health, finances and relationships. Stopping smoking is the single most important step someone can take to improve their health, not to mention the average cost to a smoker in Scotland is £1600 a year. Two thirds of smokers say they want to quit, and support in their own community can really boost their chance of success.

**Workplaces** can provide a supportive environment for people who want to quit smoking by signposting to local stop-smoking services, hosting in-house support groups and ensuring premises and grounds are smoke-free.

**Care services** can put support in place to both prevent the uptake of smoking and to support existing young smokers to quit.

**Health boards** can provide interventions targeted at young people and accessible cessation services such as in-school and college provision.

**Local authorities** can train staff working with young people to refer smokers to services and avoid unnecessarily penalising young people addicted to tobacco.

**Pharmacies and addiction services** can provide an all-round service by recognising the benefits of helping people to quit smoking, alongside other addictions.



**CASE STUDY: A Life Explored** were the first residential childcare provider to sign the Charter. They have developed a comprehensive smoke-free policy. Residents who quit smoking receive incentives such as increased pocket money for remaining smoke-free.



**CASE STUDY: Fife College** boldly aspires to be a smoke-free College Campus by 2019. The college works in partnership with local NHS stop-smoking services to support staff and students to quit smoking whilst promoting positive health messages across campus. They have introduced a new Clear Air Policy and have committed to the Healthy Body Health Mind initiative to help change attitudes towards smoking on campus.



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

**Tweet: @ashscotland**

Action on Smoking & Health (Scotland) (ASH Scotland) is a registered Scottish charity (SC 010412)  
and a company limited by guarantee (Scottish Company no 141711).