

*Warning*

***Smoking can  
seriously damage  
your wealth.***

*Evidence is clear that a society free from tobacco will not just be healthier, but wealthier and fairer too. Delivering on the Scottish Government's vision to reduce Scotland's smoking rate to 12% by 2021 would save:*



**£100m+**

**Scotland's  
poorest fifth**

**£100m+**

**The Scottish economy**

**One million+**

fewer sick days off work and fewer days  
lost in productivity to smoking breaks



# Foreword

This has been a busy year of achievement for ASH Scotland. We have been developing **Scotland's Charter for a Tobacco-free Generation**, a dynamic commitment which is engaging a wide variety of supporters and driving actions towards achieving a tobacco-free generation.

In June we welcomed global health experts to Edinburgh for our successful two-day international conference. This provided valuable opportunities to celebrate Scotland's achievements, to exchange knowledge and to make contacts.



**Sheila Duffy**  
Chief Executive

**Mary Cuthbert**  
Chair of the Board

At national level we have been working to address poverty by engaging with financial support services so that quitting smoking is supported as a way of addressing poverty and debt. We produced a detailed evidence review on the links between mental health and smoking, and have been working with community mental health services to spotlight and challenge the physical damage that high levels of smoking cause. We have worked with a number of youth organisations and colleges to develop effective health-promoting tobacco policies, and with LAACYP (Looked After and Accommodated Children and Young People's) services and national organisations to promote best-practice tobacco policies and encourage reflective implementation.

Last year we were actively involved with supporting two pieces of legislation in the Scottish Parliament – an Act to ban smoking in vehicles with children under 18 present, and Scottish Government health legislation which will regulate e-cigarettes, and create smoke-free perimeters around hospital buildings. We helped support the implementation of standardised tobacco packaging throughout the UK.

The end of this financial year was marked by a major highlight, a Parliamentary reception to celebrate the 10th anniversary of smoke-free enclosed public places, a measure in which Scotland was a world leader.

In this year we will continue to press forward towards the vision of a generation free from tobacco, urging this Government and Parliament to do their part. We'll continue to challenge the underhand tactics of tobacco companies. We'll work to reduce tobacco smoke exposure, especially in children. We will engage actively in consultations around the new mental health strategy, with a view to embedding consideration of tobacco into routine physical and mental care. We will continue to strive to reduce the visibility and harmful impacts of tobacco in our society, and to work with partners to put tobacco out of sight, out of mind and out of fashion for generations to come.

# Research, information and policy development

ASH Scotland's work continues to embrace the wider public health agenda, from preventing smoking uptake to supporting innovative ways of promoting quit attempts, and from recognising the link between tobacco and inequalities to raising awareness of smoking as a risk factor for dementia.

We were pleased to provide background information and consultation responses during the passage of two new Scottish bills, on UK legislation on standardised plain packs and on the revision of the EU Tobacco Products Directive. In a busy year for tobacco regulation it was to be expected that there would be a repeat of ill-founded claims that regulating the legal market boosts use of illegal product. In advance of standardised "plain" packaging coming into force, we released a new report, *Dodgy Cigs*, detailing the way the tobacco industry has raised misleading concerns about illicit tobacco to oppose public health measures.



Highlights this year include liaising with colleagues to support qualitative research on addressing tobacco use in mental health, and providing evidence on the economic impacts of smoking to support raising the issue in money advice settings. Externally we've linked up with Age Scotland to produce materials on smoking as a risk factor for dementia and we look forward to developing that into a multi-sectoral campaign which will make a contribution to improving Scotland's population health.

The chance  
of developing  
dementia may  
be up to

70%

higher for heavy smokers

### **Keep up to speed with the latest national and international news and developments on tobacco**



Follow us on Twitter: [@ashscotland](https://twitter.com/ashscotland)



Subscribe to our blog <https://tobaccounpacked.wordpress.com/>



Read our daily and weekly bulletins



Browse our online tobacco-related research pages (updated weekly)



Sign-up to our campaigns list



Get support for smoke-free homes, schools, campuses and events



Visit our library and press cuttings archive (printed media from 1993 onwards)



Download free information briefings and 'fast facts' from the website



E-mail [enquiries@ashscotland.org.uk](mailto:enquiries@ashscotland.org.uk) if you have any questions about tobacco and health in Scotland.

***Tell us if you think there's something more we should be doing!***

# Children and young people

Smoking is presented as a free adult choice, but is more commonly an unwilling addiction begun in childhood. Two thirds of smokers start as children and 36 young people in Scotland every day take this step with huge implications for their health, wealth and future.

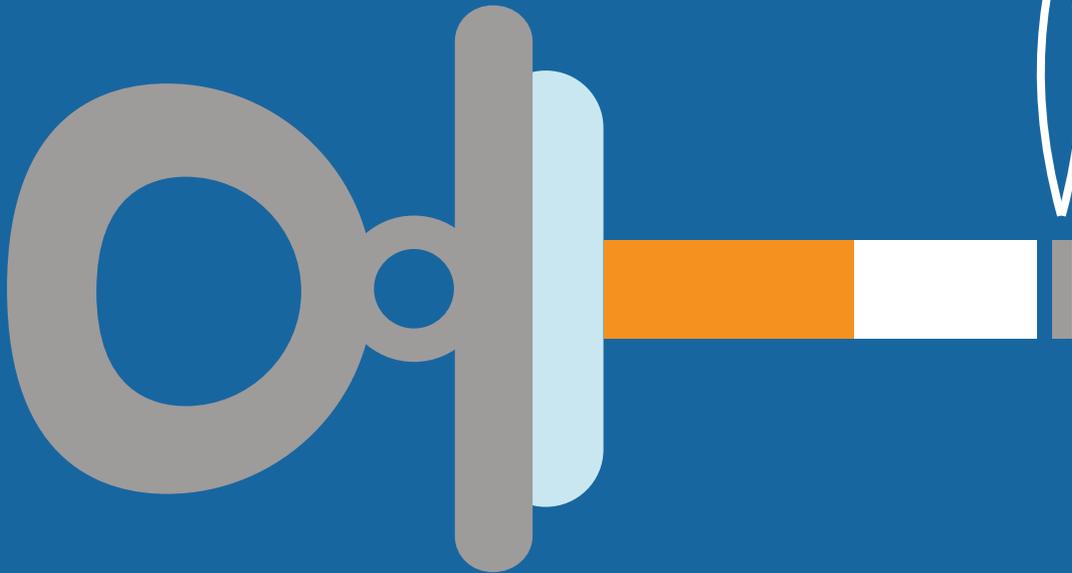
## Activities this year

- Training 111 staff from early years organisations across Scotland, providing them with the knowledge, skills and confidence to help families protect their children from second-hand smoke exposure in the home and car
- Supporting local authorities to review and improve their tobacco policies and practice for looked after children and young people (LAACYP). We established a national advisory group with members from LAACYP sector organisations, to inform future action on tobacco-free cultures in kinship, residential and foster care services
- Supporting Scotland's leading youth work organisations in the youth sector tobacco prevention group and developing the tobacco-free generation web-based resources to encourage, support and equip youth workers to discuss tobacco and smoking with young people
- Engaging with further education colleges to support their progression towards a tobacco-free culture on campus and providing institutes participating in the 'Healthy Body Healthy Mind Award' with up to date information and support to achieve the criteria on smoking prevention
- The launching of a schools policy guide, developed in partnership with NHS Greater Glasgow and Clyde and, supporting a number of schools in other local authority areas to become 'Tobacco-free Schools'.

## Work with us in 2016-17 to...

- Develop the work of our LAACYP sector advisory group and make recommendations on action for early intervention and tobacco prevention
- Devise and implement joint guidance with the Care Inspectorate on tobacco-free residential children's services
- Train and support early years sector organisations to build capacity to encourage awareness raising sessions with parents on second-hand smoke
- Devise and deliver training to support a theoretical framework to make air quality feedback easier and more effective for practitioners
- Encourage local authorities to promote a tobacco-free culture to all youth services within their area and to promote the Tobacco-Free Generation online resource
- Encourage Scottish further and higher education institutes to work towards a tobacco-free culture on campus with increased evidence of tobacco actions included within NUS Scotland/ Scottish Student Sport's Healthy Body Healthy Mind awards
- Support secondary schools across the Lothians to become tobacco-free schools, by developing health promoting tobacco policies and implementing a whole-school approach.





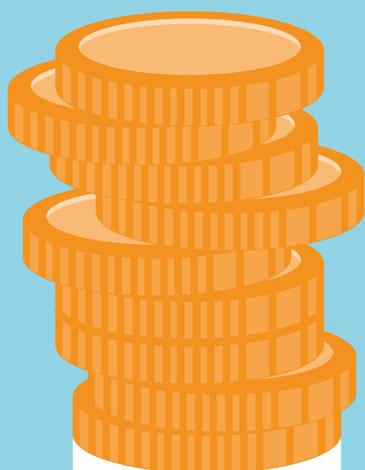
**Second-hand  
smoke accounts for**

**40**

**cot deaths in the  
UK every year**

# Inequalities

We work with a range of organisations which engage with some of the most vulnerable people living in Scotland today, including: money advice services, third sector mental health services, carers and other charities who provide vital advice and guidance to those in need. We help these organisations consider how tobacco may be affecting the lives and well-being of their service users, and how vulnerable groups may be supported to address this.



**On average giving up  
smoking saves around**

**£1,500**  
per year

## **Activities this year**

- With NHS Greater Glasgow and Clyde Smoke-free Services we launched the final evaluation on the role of money advice service staff in raising the issue of smoking
- We published and disseminated a report from the Cross Party Group on Tobacco and Health's review of tobacco and inequalities including recommendations for action
- We launched our first Cashtray pilot with West Lothian Credit Union in partnership with Smokefree Lothian aimed at individuals who have or want to stop smoking to meet a savings goal
- We held two events to broaden engagement with stakeholders on discussions surrounding 'Stigma' and 'Poverty' and their parallels with smoking, inequalities and tobacco use
- We successfully completed the first year of the IMPACT project (Improving Mental and Physical health Achieving Cessation Targets) funded by Edinburgh and Lothians Health Foundation, which centred on running focus groups for people with lived experience of mental health issues, and knowledge exchange workshops with practitioners
- We actively participated in the consultation process around the new mental health strategy to highlight the impact of smoking on this population group.

## **Work with us in 2016-17 to...**

- Continue to develop plans to help the poorest people to improve their finances by stopping smoking, engaging with financial support services through financial inclusion, Citizen Advice Bureaux, credit unions and food banks
- Raise awareness of the money advice report, along with the Improvement Service and NHS GG&C, and build partnerships to support further local and national roll-out
- Engage with recommendations from the short life working group on food poverty to identify opportunities for expanding our reach and awareness raising within foodbanks
- Deliver the second year of the IMPACT project by using the learning gained from the focus groups and knowledge exchange workshops in year one to develop guidance on smoking and mental health for practitioners within third sector community based mental health services
- Explore opportunities to build on the learning gained by working with Comas, and identify other organisations supporting people in recovery from addictions to explore tobacco use amongst their service users
- Explore opportunities to work with organisations supporting people in recovery from addictions, helping them to explore tobacco use amongst their service users and building on the learning gained by working with the Comas group.

# Alliances

2015 saw the STCA become the Scottish Tobacco-free Alliance, an individual membership organisation reflecting the movement's commitment to the Scottish Government target of a tobacco-free generation by 2034.

A new representative Council of STA members was elected and a programme of action-focused meetings and events created. Membership increased by 18% to 213 and members participated in short-life working groups considering smoking and mental health and smoking and poverty.

The renowned Research Group was retained and continues to bring together policy and research professionals to network and to debate the implications of the latest research.

The report of the February 2015 Summit on Smoking and Mental Health was submitted to the Scottish Government's review of mental health strategy. Meetings were held to learn from activity around the ASSIST peer-led prevention programme in secondary schools and the work of ASH Scotland and NHS Greater Glasgow and Clyde and others in implementing school tobacco policies. In all there were 11 meetings and events including the Annual Learning Day in September 2015.

## **Towards a generation free from tobacco:**

turning the vision into reality conference was held 18 and 19 June 2015 at the John McIntyre Conference Centre in Edinburgh. ASH Scotland brought together experts from across the globe from fields including government, research, education, and voluntary and statutory health sectors to pool ideas to jointly tackle the challenge of creating a tobacco-free tomorrow for our young people. This event strengthened Scottish ties with tobacco control movements in Singapore, New Zealand, Australia, Canada and the Netherlands in particular.



## **The Charter**

Scotland's Charter for a Tobacco-free Generation was launched in April 2015 with the support of MSP's the children of P7 at Park Road Primary School, Rosyth and veteran football commentator Archie MacPherson.

The Charter quickly attracted endorsements from organisations such as the Scottish Cot Death Trust, Children 1st, the Children's Commissioner and Fast Forward and went on to recruit health boards, schools and child care organisations. Membership continues to grow along with the resources and case studies of action in support of Charter principles to be found on the ASH Scotland website.

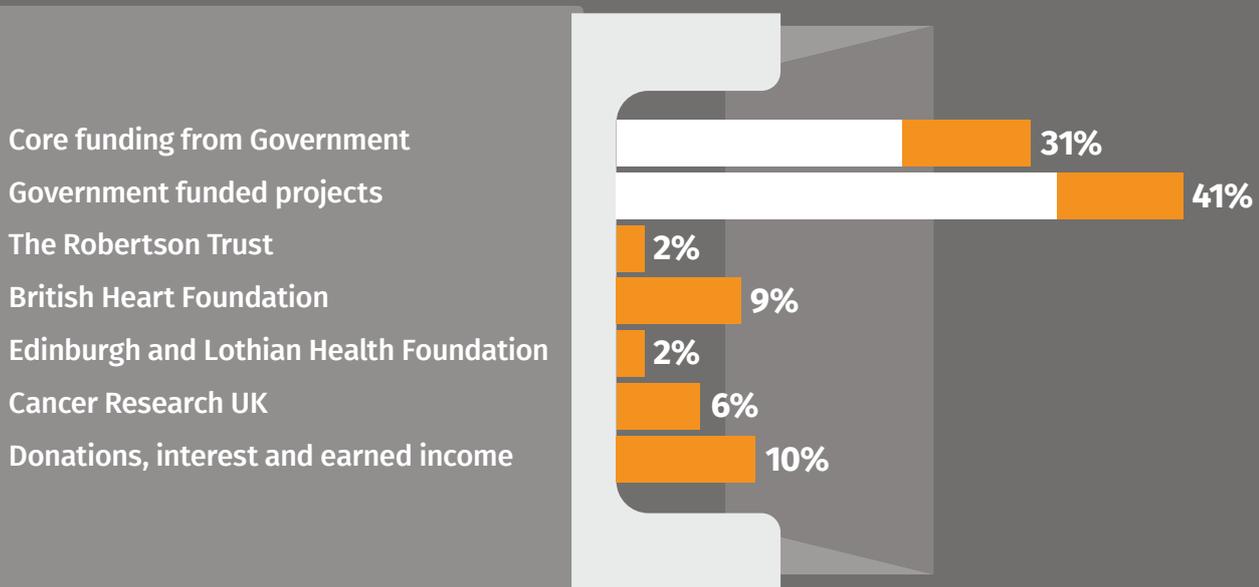


# Value

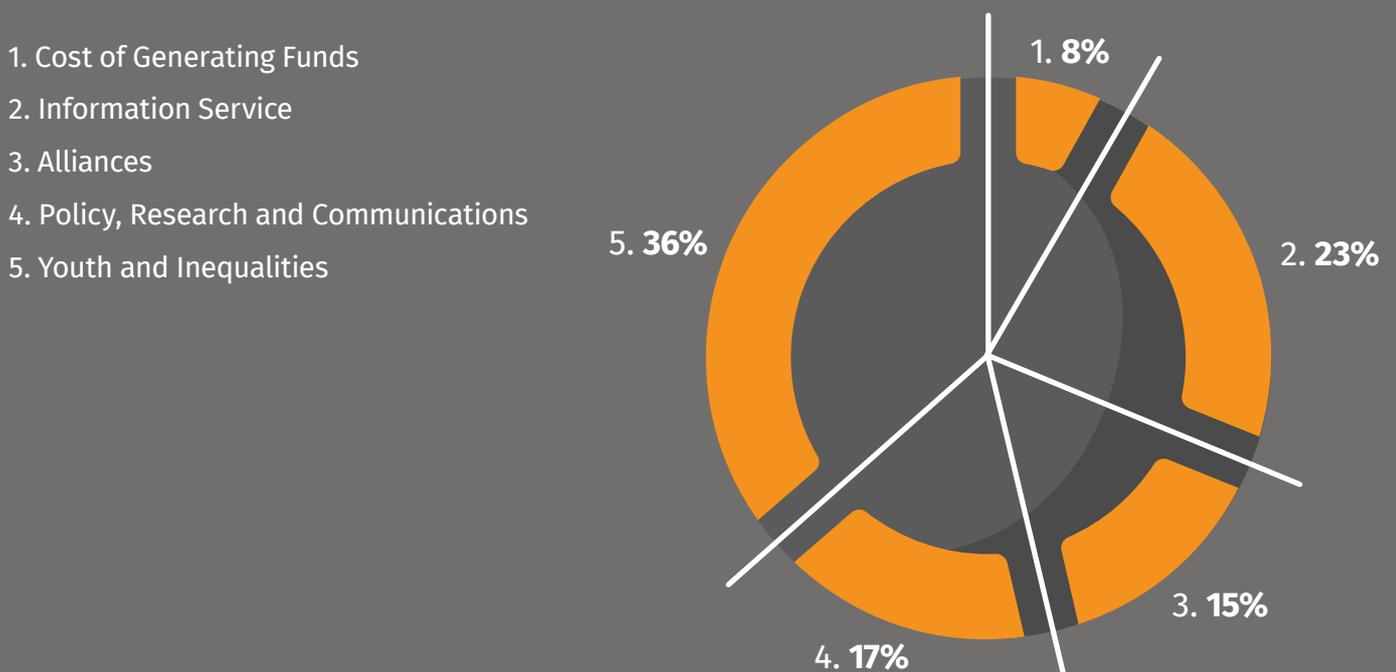
ASH Scotland is the national health charity working to reduce the harm and inequality caused by tobacco. We are known for our policy and campaigning work, but the majority of our resources are spent providing services that support other agencies and sectors to address tobacco use.

**As ever, we gratefully acknowledge the support of our funders.**

## Income (£)



## Use of funds (£)



ASH Scotland provides a broad range of services to help public, private and third sector organisations address the harm tobacco causes to their clients, staff, service users and communities. Our professional and highly skilled staff are able to deliver on a wide spectrum of commissioned work, for example:

**Briefing papers** on any subject related to tobacco and health, from one-page overviews to tailored briefing papers and evidence reviews to comprehensive policy analysis

**Development of tobacco policies** for services, from schools and youth groups through to mental health projects or family support

**Delivery of tobacco awareness-raising sessions** for staff, board members, clients or other groups

**Surveys and focus groups** of community interests such as potential service users or young people

**Advice and support** for partners to develop local tobacco plans.

## *Further information*

If you would like further information about any of these areas of work, please contact us on 0131 225 4725 or via [enquiries@ashscotland.org.uk](mailto:enquiries@ashscotland.org.uk)

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