

## ASH Scotland – Strategic plan 2018–2021

Action on Smoking and Health (ASH) Scotland is the independent Scottish charity taking action to reduce the harm caused by tobacco. Our vision is that everyone has the right to good health and to live free from the harm and inequality caused by smoking.

The harm caused by tobacco use weighs most heavily on disadvantaged groups. This is a matter of social justice and the main obstacle in the way of achieving a tobacco-free generation. In response our three-year strategy will prioritise the following areas.

# Tackling smoking, reducing inequality



### We drive action on smoking and health

Action on smoking and health is most effective when it is delivered professionally, rooted in the best evidence and carried out in partnership. Our actions in this area include:

- Deliver a free information and enquiry service
- Inform and influence debates, policies, law and regulation
- Seek out and learn from community views and those affected by the problems we wish to resolve
- Ensure we work collaboratively, effectively and efficiently as an organisation

### Scotland is choosing to make smoking history

We are shifting culture, attitudes and social norms, to create an environment that supports not smoking. Our actions in this area include:

- Link with other public health concerns, including through the Cross Party Group on Improving Scotland's Health: 2021 and beyond.
- Develop and launch "Dementia DEFENCE", a public awareness campaign on dementia prevention
- Seek more effective responses to resolving problems of smoke-drift in shared buildings
- Co-ordinate support for national quit smoking campaigns

### The next generation can be free from tobacco

Everyone has the right to grow up with a hopeful vision for their own health and wellbeing, and the skills, confidence and ambition to achieve it. Our actions in this area include:

- Work to close down the remaining channels through which young people obtain tobacco
- Further extend the reach and influence of Scotland's Charter for a Tobacco-free Generation
- Support education, care and employability settings to develop strong policies on tobacco
- Explore new ways to support families to make their homes smoke-free

### Tackling smoking is part of reducing poverty

Tobacco use brings economic and social costs as well as health harm. A society free from tobacco will not only be healthier, but wealthier and fairer too. Our actions in this area include:

- Increase our engagement with money advice services
- Build our partnerships and collaboration with anti-poverty groups
- Learn from the voices of those living in disadvantaged communities
- Articulate that action on smoking has a role to play in reducing inequalities

### Stopping smoking improves mental health

A third of all tobacco is used by people with mental health issues. This demands that we explore new approaches to supporting this group. Our actions in this area include:

- Promote take-up of our IMPACT guidance, which supports community-based services in addressing smoking
- Encourage NHS Boards to support and promote the IMPACT approach
- Communicate the effects of smoking on medications to both patients and dispensing professionals
- Help deliver the national mental health strategy ambition to reduce smoking