

ash
scotland
Taking Action on Smoking and Health

CAMPAIGNING
FOR
CHANGE

Annual Report 2017/18

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The harm caused by tobacco use weighs most heavily on disadvantaged groups. In response our three-year strategy will prioritise the following areas.



The next generation can be tobacco free



We drive action on smoking and health



Stopping smoking improves mental health



Scotland is choosing to make smoking history



Tackling smoking is part of reducing poverty

Foreword

In the final year of ASH Scotland's 2015-18 strategic plan we both celebrated the successful achievements of the past three years, and looked forward to future priorities and progress.

In 2018-21 we will prioritise our work on tackling smoking as part of reducing poverty, and on communicating how stopping smoking improves mental health. We will continue to drive actions to put cigarettes out of sight, out of mind and out of fashion for the next generation, and continue to contribute to wider public health and political debates, including the new public health priorities and formation of a new public health body in Scotland. This year we have led and contributed to a number of exciting initiatives.

Our IMPACT work on smoking and mental health has gained credibility and traction in community mental health services and we plan to take the learning out to the NHS and more widely to other areas of Scotland in the coming years.

The Cross Party Group, 'Improving Scotland's Health: 2021 and beyond', has begun to join up the thinking around health harm prevention work in new ways and is stimulating sharing and discussion between sectors. Through our Charter for a tobacco-free generation we will stimulate further commitment and action towards the national aim of a generation free from tobacco in 2034, and through the #notafavour campaign, we are acting with partners to try to reduce the supply of tobacco to young people.

ASH Scotland will continue to support youth smoking cessation and prevention work. Through our engagement with low income communities, we will further develop our understanding of the issues facing smokers who want to quit, and how we can best support them to succeed.

We remain committed to reducing the harms and inequalities caused by tobacco in Scotland and in pursuit of that aim we will continue to forge partnerships, learn from evidence and experience, and bring forward solutions.

We would like to thank our staff team, board members, funders, supporters and partners for all your commitment and hard work over the year. Because of you, ASH Scotland remains effective and influential in improving public health in Scotland and delivering progress and positive change.

Mary Cuthbert OBE Chair

Sheila Duffy Chief Executive

ASH Scotland

Action on Smoking and Health (Scotland) is the independent Scottish charity taking action to reduce the harm caused by tobacco.

Over the following pages, we share some of the ways our work is supporting people in Scotland to improve their health and well-being.

**RISK OF DEVELOPING
DEMENTIA IS UP TO**

70%

HIGHER

**AMONGST THOSE
WHO SMOKE HEAVILY**

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RESEARCHING
CAMPAIGNING
COMMUNICATING

**Research, Information
and Policy Development**

*'I haven't got the time
or skills to find
research and statistics
so I simply couldn't do
my job without you!'*
**Health Improvement
Officer, Glasgow**

Research, Information and Policy Development

Solid evidence underpins all of ASH Scotland's work and we were pleased to see much of our backroom labour coming to fruition this year in the form of dynamic public-facing engagement and campaigns. There's no point knowing the evidence and not sharing it so we've improved our use of infographics, and one page 'fast facts' and started to communicate more about new research and statistics via social media to reach a wider audience.

We were especially pleased to see the Dementia DEFENCE coalition begin to take shape in the form of focus groups, to see our work on smoking and mental health sit alongside the IMPACT research to inform IMPACT training, and to be invited to contribute to a landmark Royal College of Physicians report on smoking cessation in secondary care.

We now look forward to supporting the Scottish Government's 2018 tobacco control action plan, and the 2018 – 2021 ASH Scotland strategy.

Dementia is not an inevitable part of ageing.

We have carried out a series of focus groups to explore public awareness of how keeping healthy and active, including not smoking, can reduce dementia risk by up to a third. We have found that many people are unaware of the changes they can make to reduce their dementia risk, but that they responded well when presented with user-friendly information and guidance on dementia risk reduction. We will now work with partner organisations to seek opportunities to promote the Dementia DEFENCE formula.

90,000 people in Scotland have dementia and in the next 25 years this may double, yet 75% of people in the UK are unaware that they can affect their risk of developing dementia.

www.ashscotland.org.uk/dementiadenfence





DEMENTIA



DON'T DELAY

EAT WELL

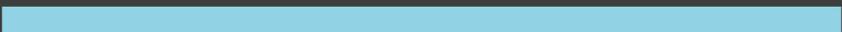
FIGHT ISOLATION

EXERCISE EVERY DAY

NO SMOKING

CUT DOWN ON ALCOHOL

ENJOY LEARNING



To keep up to speed with the news about smoking and health in Scotland, the latest international research, parliamentary activity and all of ASH Scotland's work and campaigns:

subscribe to our weekly update

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

the ASH Scotland blog

<https://medium.com/@ashscotland>

www.impact.scot for training opportunities around smoking and mental health

download campaign materials from

www.notafavour.scot and www.befree.scot

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

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

e-mail enquiries@ashscotland.org.uk for questions about tobacco and health in Scotland

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

www.ashscotland.org.uk/information

We spend much of our time supporting front-line professionals to engage with their client groups on smoking. To do this requires both good information on the subject and the skills and motivation to use it.

This is why training for staff has long been a key part of our work, and we have taken this to a new level over the last year with the launch of our new online learning platform. We are now able to create concise, accessible learning modules that link to and support our project themes. We have created 5 modules to date, including an introductory overview on tobacco, smoke-free homes, college and university campuses and smoking and mental health, with hundreds of visitors having completed and passed the courses.

We will be adding new courses over time, with smoking and money advice in the pipeline, so if you are engaged in any of these areas you can find out more and register at...

www.ashscotlandmoodle.org.uk

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ENGAGING
SUPPORTING
GUIDING

**Children and
Young People**

'The structured and ongoing support provided by the ASH Scotland Development Officer was described by all participating schools as fundamental in equipping them with the knowledge and resources, as well as the motivation and positive reinforcement at busy times, to complete the project.'

Lothian Smoke-free Schools Evaluation Report

Children and Young People

We believe that everyone has the right to grow up with a hopeful vision for their own health and well-being, and the skills, confidence and ambition to achieve it.

Enabling the next generation to remain free from tobacco is a fundamental part of making Scotland the best place in the world to grow up. ASH Scotland is helping to make this a reality through the support, advice and guidance we give to organisations and professionals working with children, young people and families.

With children most likely to be affected by second-hand tobacco smoke when in their own home, we know that parents and carers want the best for their children but often do not know enough about how smoke travels around the house or the steps they can take to protect their families. Building on several years' experience of training family support services in how to support and encourage smoke-free homes, we have brought together the key information, model activities and exercises into a pack that can be used by anyone in a position to help families achieve the benefits of a smoke-free home. We will be promoting this free pack across Scotland in the coming year.

There are many different factors that will influence whether a young person will be attracted to smoking. By aspiring to be Tobacco-free, schools can support young people to make confident, responsible, effective decisions about their health and wellbeing. We have worked with nearly two dozen secondary schools across the Lothians region, helping them to create a smoke-free culture and be awarded Tobacco-Free School status. To help deliver a tobacco-free generation we now aspire to take this learning to every secondary school in Scotland.

The age at which smokers take up the habit is slowly increasing, so that the 16-24 age range is now when we see the biggest increase in numbers. In response we are supporting the continued growth and development of the Healthy Body Healthy Mind awards, with 24 colleges and universities completing the award this year. ASH Scotland's involvement in the partnership has brought an increased focus on the importance of a tobacco-free culture on campus, so that tens of thousands of young people in Scotland arrive in an environment that will support them in enjoying the health, financial and social benefits of staying free.

Understanding the important role played by employability training and support services, we have carried out a consultation with young adults and professionals to better understand how this group perceive smoking and to consider how this sector can effectively support young adults to remain smoke-free and achieve more. The results have informed the development of our new #befree campaign, to be launched in the coming year.

www.ashscotland.org.uk/youth

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**YOUNG PEOPLE IN SCOTLAND
START SMOKING EVERY DAY**

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LISTENING
LEARNING
PARTICIPATING

Inequalities

'I would like to thank the people who run IMPACT training on smoking as I work in a rehabilitation service and I feel my eyes were opened. I have for years not addressed smoking as an issue with physical health - I more see this as a choice but with your help I can support people with mental health to make the right informative choices about smoking and can speak more confidently about stopping smoking to people I support.'

Feedback from IMPACT training

Inequalities

Smoking brings economic and social costs as well as health harm, and impacts most heavily on the most disadvantaged communities.

We understand that people in disadvantaged communities are just as likely to want to quit smoking, but are more affected by the stresses and pressures that lead people to smoke and make it more difficult to stop. That is why tackling smoking is part of the wider effort to reduce poverty and inequality.

Smoking is harmful to mental as well as physical health, and this year we have engaged with around 70 community based mental health support services, and distributed over 200 copies of our IMPACT guidance, helping professionals in this field to discuss smoking with their clients. We have begun delivery of our IMPACT training sessions and circulated information on the effect of smoking on medications to every community pharmacy in Scotland.

www.ashscotland.org.uk/inequalities

We have launched a partnership with the Poverty Alliance, exploring the common ground and interests between health and anti-poverty interests. Our interviews with 20 local organisations have provided a wealth of intelligence as to how these groups perceive smoking and its impact on the communities they serve. We will follow this up with further exploration of the language and assumptions used in each sector, seeking a common framework that can support better collaboration and partnership working.



Let's talk about smoking

The Costs of Smoking Project

Many people attending debt advice services are smokers who want to stop but would struggle to do so without support. ASH Scotland has worked with money advice services to find ways to empower staff to confidently encourage smokers towards that support.

Thought provoking new resource materials which are tailored to money advice settings were created highlighting how saving money through stopping smoking can benefit mental and physical health.

40 organisations across all major health board areas in Scotland were introduced to the resource

16 of these organisations are trialling posters, fag packs and information leaflets

10 health improvement specialists are helping to expand the use of the resource

A training module is being created to support the roll-out of the initiative across Scotland.

Our new materials to make it easier for financial advice staff to discuss the costs of smoking with clients have been launched and very well received.

Services around Scotland are reporting that having our “Coping and Richer” packs to hand is making it easier to avoid the concern that discussing smoking suggests disapproval of how they are spending their money, enabling staff to support the majority of smokers who say that they would like to quit and improve their finances.

www.ashscotland.org.uk/costsofsmoking



A DRAG ON YOUR FINANCES?

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NETWORKING
SHARING
INFLUENCING

Alliances

Alliances

The Scottish Tobacco-free Alliance (STA) is Scotland's forum for information exchange, discussion and collaboration on all aspects of smoking and health. STA membership grew by over 20% to 269 and recorded, perhaps its most active year in terms of objectives achieved.

Four working groups of members provided important input and ideas for the Scottish Government Tobacco-free Action Plan culminating in the Annual Learning Day from which an STA response was fashioned by the elected STA Council.

In a first for the STA, members, in partnership with ASH Scotland and the Society of Chief Officers of Trading Standards developed and launched a campaign to raise awareness of the dangers of buying tobacco on behalf of under-18s. The campaign is now running in 26 Council areas with fantastic visual materials and ideas for social media campaigning – more information on the #notafavour section of our annual report.

STA members also contributed to the creation of a guide aimed at encouraging Community Planning Partnerships to plan and coordinate tobacco-free action. ASH Scotland targeted the report at local authority areas yet to formulate robust plans.

Scotland's Charter for a Tobacco-free Generation

The Charter encourages organisations to set out what they will do to help deliver a tobacco-free generation in Scotland. The number of supporting organisations has now grown to 194, an increase of 50% over the year.

The Charter website is full of case studies, downloadable resources and video clips.



Recruitment of Dental and Optical Practices was begun using advice cards developed through partnership working.

www.ashscotland.org.uk/charter

LOOK AFTER YOUR SMILE

Smoking can lead to tooth staining,
gum disease, tooth loss and...

SMOKERS ARE
3 TIMES

MORE LIKELY
TO DEVELOP
ORAL CANCERS

Why buying tobacco for kids isn't doing them a favour

It is illegal to sell tobacco to under 18's, to buy tobacco to give to under 18s or for under 18s to try to buy tobacco products themselves.

There are good reasons for this.

Adolescents get dependent on nicotine faster than adults do. They find nicotine more rewarding, underestimate the risks of smoking, and are more influenced by smoking behaviour around them.

The average smoker in Scotland has 13 cigarettes a day, costing them £130 a month or £1600 a year.

The earlier a smoker starts the more health damage results and the harder it is to quit. Every cigarette smoked results in 11 minutes of life lost, so that smoking is by far the biggest preventable cause of ill health and death in Scotland.

Giving tobacco to young people?

You're helping them into addiction,
ill health and money worries.

Think you're doing them a favour?

#not a favour
notafavour.scot



It is not surprising that nearly 70% of smokers say that they want to quit. Most people would not give tobacco to children, not because of the threat of a fine but because they know it's just wrong.

Yet 36 young people in Scotland take up smoking every day – and surveys of young people who smoke show that this is the most common way that they get hold of cigarettes.

We need to reach that minority of people who do pass on cigarettes to those too young to buy it for themselves.

With the source of tobacco usually being people they know, we have the chance to highlight how giving tobacco to young people is not doing them a favour – it is doing serious harm to friends, family and other people you know and care about.

This campaign is part of a wider effort for Scotland to become “tobacco-free” by 2034 – meaning a situation where the only people who smoke are the small number of informed adults who actively choose to do so.

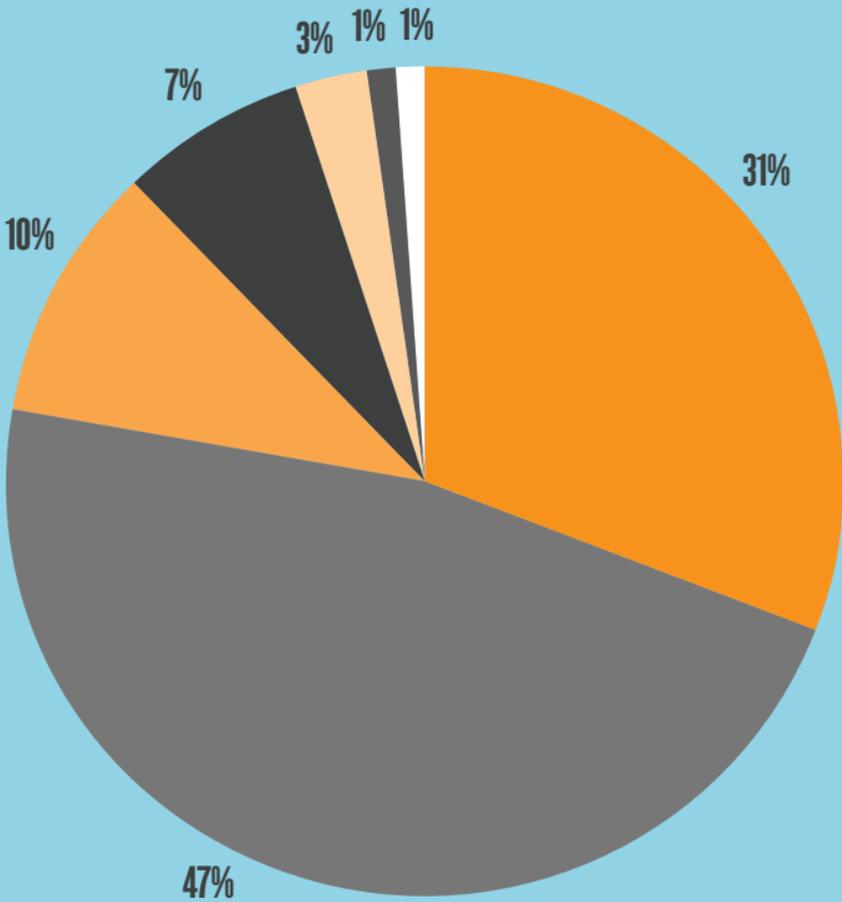
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FUNDING
INVESTING
PROVIDING

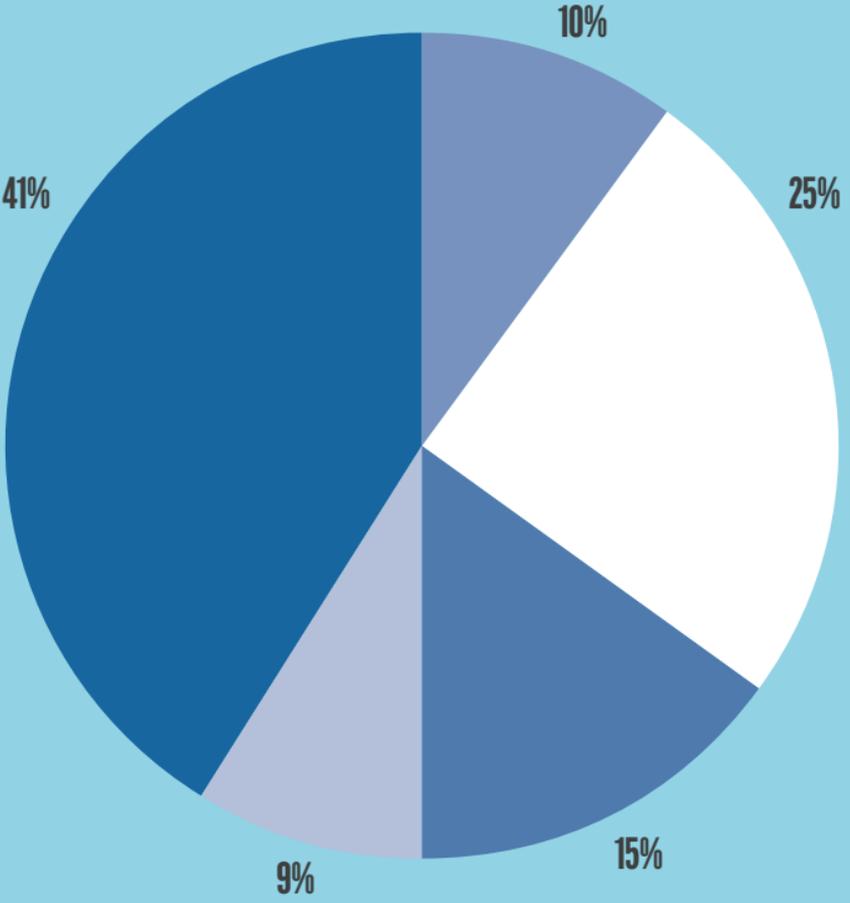
Funding

ASH Scotland is known for its policy and campaigning work, but the majority of our resources is spent providing services that support other agencies and sectors to address tobacco use. As ever, we gratefully acknowledge the support of our funders.

Income



-
- Core funding from Government
 - Government funded projects
 - British Heart Foundation
 - Cancer Research UK
 - NHS Lothian
 - Edinburgh and Lothian Health Foundation
 - Donations, interest and earned income
-



-
- Cost of Generating Funds
 - Information Service
 - Partnerships & Alliances
 - Policy, Research and Communications
 - Youth and Inequalities
-

MEETING SCOTLAND'S
TOBACCO-FREE
TARGET WOULD BOOST
SCOTLAND'S POOREST
COMMUNITIES BY

£350M

A YEAR

Have the facts at your fingertips...

35

Our series of one-page FastFacts now covers nearly 30 topics, from smoking and poverty to e-cigarettes or illicit tobacco.

These provide the carefully checked facts and figures you need to understand each issue, and are available to download free.

www.ashscotland.org.uk/fastfacts

GET YOURSELF CONNECTED

Action on smoking and health is most effective when carried out in partnership. Free membership of the Scottish Tobacco-free Alliance will keep you informed and in touch with efforts to make Scotland tobacco-free.

www.ashscotland.org.uk/alliances

ASK US A QUESTION

If you have a question about evidence, the law, health impacts, finances or any other matter relating to smoking and health then our free Information Service is there to help.

enquiries@ashscotland.org.uk

0131 225 4725

www.ashscotland.org.uk/enquiries

KEEP IN TOUCH

For the latest developments in all of this, sign up to receive our free weekly email update - a user-friendly digest of tobacco related news, the latest research and updates on our activity.

www.ashscotland.org.uk/weeklyupdate

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