



ASH Scotland  
Annual Report | **2007 - 2008**

# Chair's introduction

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It has been my great pleasure to chair ASH Scotland's Board for the past fifteen years. During that time the organisation has more than quadrupled in size and has established itself as the authoritative voice on tobacco issues in Scotland.



Over the past decade, stop-smoking services have become established throughout Scotland and treatments made available on NHS prescription. The co-ordination and communication made possible through broad tobacco control alliances have leveraged progress at a pace no-one could have predicted.

Within the past five years two landmark pieces of legislation, the tobacco advertising ban in 2003 and Scotland's smoke-free public places law in 2006 have respectively worked to curb the influence of the tobacco industry on young people and to extend effective protection from second-hand smoke in our public places. The measures which have been put in place are making a difference – national figures show that the proportion of Scots who smoke has dropped from just under a third of the adult population in 1999, to a quarter in 2007.

What has been achieved so far is an important beginning, but the job is not yet done. 13,500 adults in Scotland are killed by diseases caused by tobacco every year. Tobacco use is concentrated amongst deprived communities, and arguably our greatest challenge is to reduce the number of young people becoming addicted to tobacco every year.

ASH Scotland has reviewed and updated our constitution and our strategic plans. Following a competitive recruitment process we've appointed our new Chief Executive, Sheila Duffy, to lead the organisation and we've expanded our Board to ensure we have the skills needed to take ASH Scotland forward. I'm stepping down from ASH Scotland's Board this year, but I am confident I'm leaving the organisation in good hands and ready to meet those challenges. I'd like to thank all the ASH Scotland Board members and staff I've worked with over the past fifteen years. Your work and commitment have set a standard for tobacco control work far beyond Scotland and gained achievements of which we are rightly proud, and on which the organisation will continue to build.

A handwritten signature in blue ink that reads "Keith Fox".

Professor Keith Fox  
Chair, Board of ASH Scotland  
Professor of Cardiology, University of Edinburgh

# Chief Executive's report

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Making the transition to a new post can be challenging, but the support of our excellent staff team and Board has enabled me to hit the ground running.



I'd like to pay special tribute to Professor Keith Fox, who will stand down from ASH Scotland's Board this year after fifteen years as our Chair. With energy, integrity and intellect, he has consistently pushed and supported ASH Scotland to achieve our best. I'd also like to thank Jim Riddell, who is standing down from our Board after nine years. His hard work and patient expertise have helped us keep the organisation's finances in good shape.

A great deal of staff effort in 2007/08 went into working with the research teams who were commissioned to review ASH Scotland and PATH's public funded work for the Government. These reviews confirmed that we deliver positive impacts and provide good value for money.

We are working for a healthier, more vibrant future, and for a Scotland freed from the tobacco industry's deadly drive to recruit young smokers. Preventing tobacco addiction is a key priority for our work.

I am proud of ASH Scotland's reputation as an honest and fearless campaigning charity. I believe we can and will build on our past successes by continuing to pioneer and test innovative approaches, broker productive alliances, and set the standard for effective tobacco control in Scotland.

A handwritten signature in blue ink that reads "Sheila Duffy". The signature is written in a cursive, flowing style.

Sheila Duffy  
Chief Executive  
ASH Scotland

## ASH Scotland's vision is.....

“ of liberating the people of  
Scotland from the harm  
caused by tobacco ”

## Our purpose is.....

“ to enhance the quality of  
life for all by supporting  
individuals and organisations  
in achieving a tobacco-free  
Scotland. ”



## ASH Scotland's work reflects our value base and approaches. It:

- **is evidence based**; our work and policy positions are independent and based on our critical review of published, peer-reviewed evidence, and expert feedback from partner organisations
- **encourages social inclusion**; we recognise tobacco as a major contributor to poverty and social inequalities in Scotland; our work is linked to the pursuit of social justice and we promote equality of access to our work opportunities and services
- **supports smokers**; we work to enhance the quality of stop-smoking services and extend their reach, and to support the 70% of smokers who say they want to quit
- **is based on partnerships**; we recognise the need to work with others to achieve our aims and draw on a wide range of views and expertise to achieve our objectives
- **is efficient and effective**; we deliver to agreed quality standards, seek to improve on these by adopting and building on best practice throughout our work, and make best use of resources
- **is flexible and innovative**; we work both proactively, to shape agendas and responsively, to address emerging needs and priorities. Our work supports pilot initiatives to test and evaluate new solutions and approaches to difficult problems
- **values people**; we aim to create a supportive, learning environment which enables potential to develop into achievement.

““ASH Scotland's strengths include its evidence base, ability to form and lead coalitions, working in partnership, consistency, single focus, courage, clarity and accessibility of its messages, and independence from government.””

External Review of ASH Scotland 2008  
(The Saren Dixon Partnership)

# The context within which we operate

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The political environment within which we operate has changed significantly since last year's annual report. We have a new, minority SNP government which must work with all parties to drive through legislative change. The new government has shown itself to be supportive of tobacco control and keen to tackle health inequalities. As we come to the end of the previous administration's 'Breath of Fresh Air' strategy, the focus is moving increasingly towards prevention – ensuring that a new generation of children does not get hooked on tobacco.



The social environment is also changing. The law creating smoke-free public places has been hugely successful and is very well supported by the public. It is already hard to remember what our pubs, restaurants and workplaces were like in the days before they went smoke-free. Opinion polls show that not only do people strongly support the smoke-free law, they want to see further tobacco control. Nine out of ten Scots, for example, want to see tobacco retailers licensed, and speedy penalties for retailers who sell cigarettes to children.

The international environment is changing. With more and more countries working towards tobacco control, we are part of a global network for change. Through excellent IT links and hosting visits from overseas colleagues, we can learn from other countries. Iceland and Canada, for example, are leading the

way on youth prevention work. We can also share our experience. Scotland is building its reputation as a leading nation in tobacco control.

Lastly, the funding environment is changing. With a tight public spending round, and a renewed focus on outcomes over inputs, we need to change the way we work with our funders. We need to diversify our funding sources and plan for the long-term.

# Our achievements

## ● Campaigning for change and building the evidence base

The focus on ASH Scotland's campaigning work this year has been on **youth smoking prevention**.

Our youth prevention work has sought to influence the content of the Scottish Government's smoking prevention action plan, taking forward the recommendations of the Smoking Prevention Working Group on which ASH Scotland was represented.

We have begun to see real progress in this area, with Christine Grahame MSP's member's bill on tobacco retail licensing. We supported Ms Grahame's proposal, which gained agreement from consultees for the introduction of a licensing system. Licensing of all tobacco retailers would allow enforcement agencies to crack down quickly on under-age sales, and would also give them an opportunity to work with retailers to make sure they understand the law.

In addition, we have been working with partners to advocate the total removal of all retail tobacco displays. Such moves have been introduced in Iceland, Thailand and several provinces of Canada, and have contributed to significantly reduced youth smoking rates.

To support the development of an evidence base for smoking prevention work with young people, we have worked closely with the Cannabis and Smoking Education (CASE) and CASE+ feasibility study, conducted by Glasgow University. Our Youth Development Officer co-delivered the training to the young people participating in the project with the CASE+ team. The full report of the study is due to be finalised in 2008.

Polling we commissioned through YouGov in February 2008 clearly shows that there is widespread public support both for past tobacco control policies (such as Scotland's pioneering smoke-free legislation) as well as for potential future policies, including tobacco retail licensing, plain packaging and a ban on point of sale tobacco displays. We look forward to working with new partners, including groups of young people, to make these policies a reality.



Image © Scottish Parliamentary Corporate Body - 2008

## ● Supporting professionals in tobacco control

ASH Scotland delivers a wide range of work to support the development of the best possible services for tobacco control.

The last year has been a busy one for the **Training & Development** Team. In addition to the delivery of accredited smoking cessation modules, the team has been working with partners to create new training packages around cessation in pregnancy and in mental health settings.

““ My knowledge and confidence when working with clients has increased dramatically and has been commented on by health professionals shadowing me during the course of my work. ””

Smoking Cessation Advisor - Grampian

A major review of our Brief Advice training module took place in January. Acting on student feedback, changes have been implemented to improve the accessibility, administration and structure of the module. Proactive use of student evaluation data will ensure feedback continues to shape the modules into the future.

We have now been commissioned by Health Scotland to develop a uniquely accessible brief advice course aimed at a wide audience. The course will use a mixture of web-based and participatory learning and will be accessible for local trainers to deliver.

Working in partnership with NHS Health Scotland, our **youth development** initiative produced a handy booklet summarising the lessons learned from our funding programme to pilot innovative approaches to smoking cessation for young people. The publication has been widely disseminated throughout the tobacco control community, where the findings are welcomed by professionals designing services for young people.

ASH Scotland's **Information Service** has continued to support the evidence based work of the organisation by scoping research, providing an enquiry service and raising awareness of new research and policy initiatives to those involved in tobacco control and the wider field of public health.

““ A beacon service of national tobacco information. ””

External review of ASH Scotland 2008 (The Saren Dixon Partnership)

Our expert national enquiries service has dealt with a record number of enquiries (40% increase since last year) and is highly valued by users. More than 500 new items were catalogued for the unique ASH Scotland tobacco control library and both the ASH Scotland and Tobacco Information Scotland websites attract almost 5,000 visits a month. By continuing to provide the best available research evidence and international intelligence, we aim to continue to lead the field in tobacco control policy.

Artwork produced during Save the Children project funded by ASH Scotland

The **Tobacco and Inequalities Initiative** (2003-2007) is now closed following the delivery and evaluation of the Small Grants Fund. The initiative allocated 21 separate grants to fund innovative tobacco work targeting mental health, older adults and ethnic minority communities across Scotland. The evaluation report and case studies can be downloaded from the ASH Scotland website.

As we seek to develop the next phase of the initiative, we are continuing to spread the lessons learned from our inequalities work and to support further development of resources produced by funded projects. For example, training on smoking and mental health developed by one of the pilots is now acting as the basis for a new national training programme, while the recently formed Smoking and Mental Health Working Group is taking forward our learning on smoke-free mental health services. Our ongoing challenge is to ensure that tobacco remains high on the agenda for all health inequalities work.

We have continued to work in partnership to develop the **Minimum Data Set**, and the electronic database which accompanies it (managed by NHSScotland Information Services Division), to provide clear statistics on quit attempts made through the NHS. The importance and value of the data set has been underpinned by its use this year to measure progress towards the new targets for stop-smoking services. An Expert Review Group has been formed to consider improvements to the data set and database. Any changes will be implemented in January 2009.



“ We’ve found the data set really useful in an era of increasing use of electronic records. It’s also been a lot easier for me to see fluctuations in service demand and to produce reports to spot gaps in the service. ”

Fiona Moore (NHS Health Scotland) – Smoking Cessation Co-ordinator NHS Lothian.

## ● Working together for better results

ASH Scotland works in partnership and builds alliances to achieve the best possible results. Our key alliances – Partnership Action on Tobacco and Health, the Scottish Tobacco Control Alliance and the Scottish Coalition on Tobacco – all saw considerable success this year.

“ I have just been developing a tobacco talk for P6-7's and this day gave my confidence a boost that I was doing the right thing. Thank you. ”

Attendee of Local Alliances Seminar in Dundee

**Partnership Action on Tobacco and Health (PATH)** brings together ASH Scotland, the Scottish Government and NHS Health Scotland, with a common aim to reduce the number of people in Scotland who smoke. The initiative is nearing the end of its second phase of work. This year, PATH has led a number of developments to roll out good practice for stop-smoking services across the fields of training, data collection, evaluation, prevention and cessation. The external evaluation commissioned by the Scottish Government this year recommended that all PATH's current functions should continue, and planning is underway for the next phase, to begin in October 2008.

“ PATH is seen as providing a vital source of advice and help (e.g. by promoting networks and signposting those with queries to others addressing similar issues). This function is particularly valued by those from the non-Central Belt Health Boards, who can otherwise feel somewhat isolated from developments in tobacco control and smoking cessation. ”

External Review of Partnership Action on Tobacco and Health (PATH) 2008  
(York Health Economics Consortium)

The **Scottish Coalition On Tobacco (SCOT)** was formed by ASH Scotland in 2000, and we continue to co-ordinate the group. SCOT brings together all the major health charities, medical professional associations and trade unions, as well as many of the medical Royal Colleges. This year SCOT focussed its campaigning work around the three key areas laid out in our joint manifesto: action on youth prevention, reducing smoking, and tackling the tobacco industry.

The **Scottish Tobacco Control Alliance (STCA)** is a multi-disciplinary, multi-sectoral body of over 120 organisations concerned with the impact of tobacco on Scotland and its people. ASH Scotland coordinates this Alliance, supporting it to build

capacity for effective tobacco control in Scotland. The STCA staged a rich variety of meetings throughout the year. A particular highlight this year was the instigation of the first Scottish Smoking Cessation Conference, coordinated and funded by NHS Health Scotland and supported by ASH Scotland, in December.

The STCA Youth Forum has provided an arena for members to share practice and discuss challenges. The Forum structure has allowed members to develop a sense of ownership over the group, and well-attended meetings have focussed on national policy and key issues relevant to practice. STCA Working Groups are becoming influential in identifying policy innovation and change.

Alliance working is central to our theme of youth prevention. Our **Local Alliances** project, designed to support the development and activities of local alliances working on tobacco control in Scotland, is now well established and making a real difference at local level. This year we played an important role in developing a guide to support community-wide action to reduce the sale of tobacco to young people. The guide joins a host of other resources on our website and was produced in partnership with the Society of Chief Officers of Trading Standards Scotland.

Sheila Duffy (ASH Scotland),  
Shona Robison MSP  
(Minister for Public Health) and  
Tracey Norris (ASH Scotland)



## ● Building an effective and sustainable organisation

This year the Scottish Government commissioned a **review of ASH Scotland** as part of its rolling programme of external six-yearly reviews. Two separate reviews of our activities were carried out, one focussing on our core activities and the other on the Partnership Action on Tobacco and Health (PATH) initiative. The reviews examined our performance in providing value for money and delivering outcomes for the funding we receive. Both reviews were comprehensive and examined all aspects of the organisation including strategic planning processes, monitoring of performance against objectives, effectiveness of financial operations, staff management and development, communications and reporting procedures.

Both review reports recognised ASH Scotland as a well run, professional organisation which provides value for money and is essential to effective tobacco control in Scotland and beyond.

ASH Scotland currently has twenty-seven **staff** with varying lengths of service. A rigorous recruitment process was undertaken this year when Maureen Moore stepped down as Chief Executive after 13 years in post. Sheila Duffy's wealth of experience over many years at ASH Scotland is proving invaluable in her new role.

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## Supporting Organisations

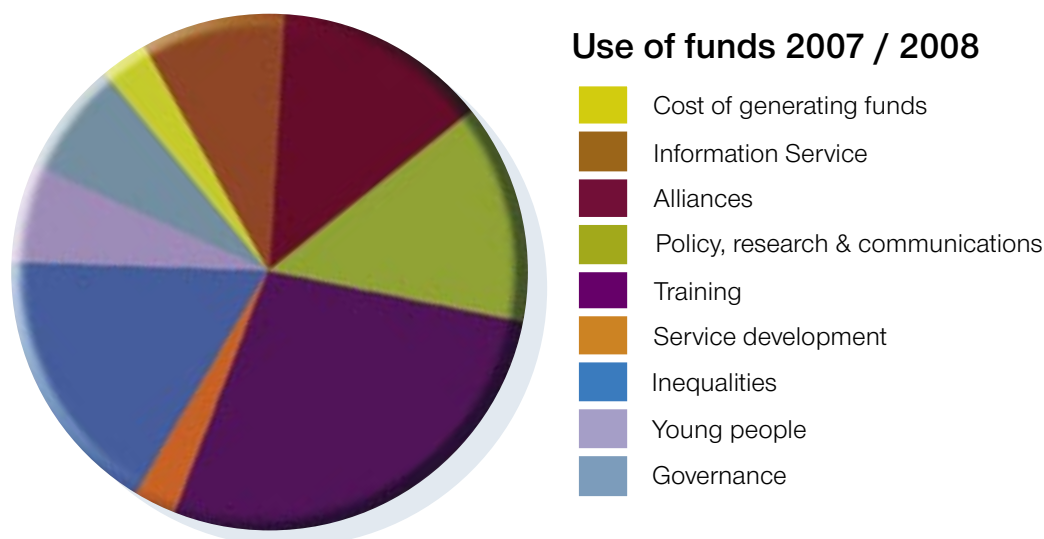
ASH Scotland would like to thank the following organisations for continuing to support our work: British Heart Foundation, NHS Health Scotland and the Scottish Government



# Our finances

ASH Scotland is a registered Scottish charity and a company limited by guarantee. We receive funding from a number of sources including the Scottish Government, NHS Health Scotland, the British Heart Foundation, supporters and individual donations.

Our funding is spent in the following broad areas:



Over recent years we have greatly appreciated the funding received from these organisations. We recognise that in the current economic climate, and in order to meet our challenging objectives, we need to expand both the level and sources of income. We have therefore developed a funding strategy that will consolidate our existing funding and explore new sources of funds to sustain the organisation and deliver our goals.

A small but important source of funds are our **supporters** who contribute an annual subscription that demonstrates their support for our work. We recognise that there are many demands on individuals to make donations to charitable causes and we are grateful for their support. We encourage others who wish to become supporters to get in touch through our website or by phoning us.

2007/08 was a challenging year financially for ASH Scotland with significant additional expenditure for recruitment of the new Chief Executive and expansion of the Board as well as increasing costs related to property and services. However, with prudent budgeting, this resulted in a small deficit of just under £4,000, which had a marginal impact on our reserves.

A copy of our annual accounts is available on request.

# Our Board

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This year our Board of Directors has significantly expanded to comply with updated Memorandum and Articles of Association which were approved at our last AGM and formally adopted from 1st January 2008. The updated Memorandum and Articles ensure that the organisation is working to best practice and complies with recent changes to charity law.

Following an extensive recruitment campaign during which we received applications from interested people from a wide range of backgrounds, the Board approved six new members. Our current Board membership is as follows:

(Chair) **Professor Keith A A Fox** MB ChB FRCP FESC FMedSci  
Duke of Edinburgh Professor of Cardiology, University of Edinburgh

**Martyn Evans**, Director, Scottish Consumer Council

**Dr Andrew K Fraser**, Director of Health and Care,  
Scottish Prison Service. Former Deputy Chief Medical Officer

**Professor James Friend**, retired consultant physician

**Ann Kerr**, Head of Children and Young People Programme,  
NHS Health Scotland

**Alastair Mackinnon**, Chief Executive, Fast Forward

**Maureen McGinn**, Chief Executive, Laidlaw Youth Project

**Judi Matheson**, professional fundraiser (co-opted)

**David Main**, Partner, Whitelaw Wells Chartered Accountants  
Edinburgh

**Jenny Niven**, retired civil servant

**Jim Riddell**, retired chartered accountant

With thanks to NHS Shetland and the Smoke Free Team for kind permission to print images on front cover and page 14

# New challenges

The tobacco industry has a 40 a day habit in Scotland. That's the number of young people who start smoking every day, experimenting with a product that is both highly addictive and lethal. With nearly a quarter of adult deaths annually caused by tobacco-related diseases, this is an epidemic we cannot afford to ignore.

ASH Scotland is committed to the effective implementation of the national smoking prevention action plan, 'Scotland's Future is Smoke-free'. Through our youth development and inequalities work we are communicating with young people, to better understand their views and ensure they help shape our work. We will push to end the promotional displays of tobacco at sales outlets, a last loophole in the tobacco advertising ban which allows tobacco companies to entice children to experiment with cigarettes. We are also campaigning for tobacco sales to be licensed, creating an effective deterrent to illicit traders and the significant minority of retailers who are prepared to sell to children.

Whilst overall in our society tobacco use is in decline, it is now concentrated in our poorer communities and amongst marginalised groups in our society. We will continue to work to increase access to services and to reduce smoking prevalence and the inequalities it causes.

We are clear about the long term impacts we want to deliver for Scotland. Doing so will involve pioneering some new initiatives, building on previous work, and working with others to add value and strengthen their contribution to reducing tobacco related harm in Scotland.

We invite you to join us in working towards a healthy, vibrant future for Scotland.



Scotland's first Smoke Free Team sponsored by NHS Shetland

# ASH Scotland

## Campaigning for effective tobacco control

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**ASH Scotland is the leading charity campaigning for effective measures to protect people from the harmful effects of tobacco.**

For more than 35 years, ASH Scotland has played a key role in reducing the impact of tobacco on Scotland. We pioneer innovative approaches to education and cessation across Scotland particularly in the areas of inequalities, mental health, and youth prevention. In addition we deliver training, research, monitoring and evaluation support to smoking cessation services. We also provide comprehensive information and policy direction on key issues in tobacco control and build and support national and local alliances involved in tobacco control work.



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Visit Tobacco Information Scotland: your national gateway to  
tobacco control information: **[www.tobaccoinscotland.org.uk](http://www.tobaccoinscotland.org.uk)**

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