



CELEBRATING 40 YEARS OF WORKING TOWARDS A SMOKEFREE WALES

Smoking is still the biggest preventable cause of ill health and death. We are the only voluntary organisation in Wales dedicated to tackling the harm and inequality caused by tobacco.



COLLABORATIVE WORKING AND PARTNERSHIPS

Working with other leading health bodies and our sister organisations across the UK.



CAMPAIGNING FOR PUBLIC HEALTH MEASURES

To achieve a reduction in, and eventual elimination of, the health problems associated with smoking.



RESEARCHING AND DEVELOPING POLICY

Raising awareness of the health, social and economic effects of smoking by engaging with communities, young people and partners across Wales.



PROVIDING PREVENTION AND CESSATION SUPPORT

Through our projects The Filter Wales and Smokefree Me.

21,216

WEBSITE VISITORS

2,487

TWITTER FOLLOWERS

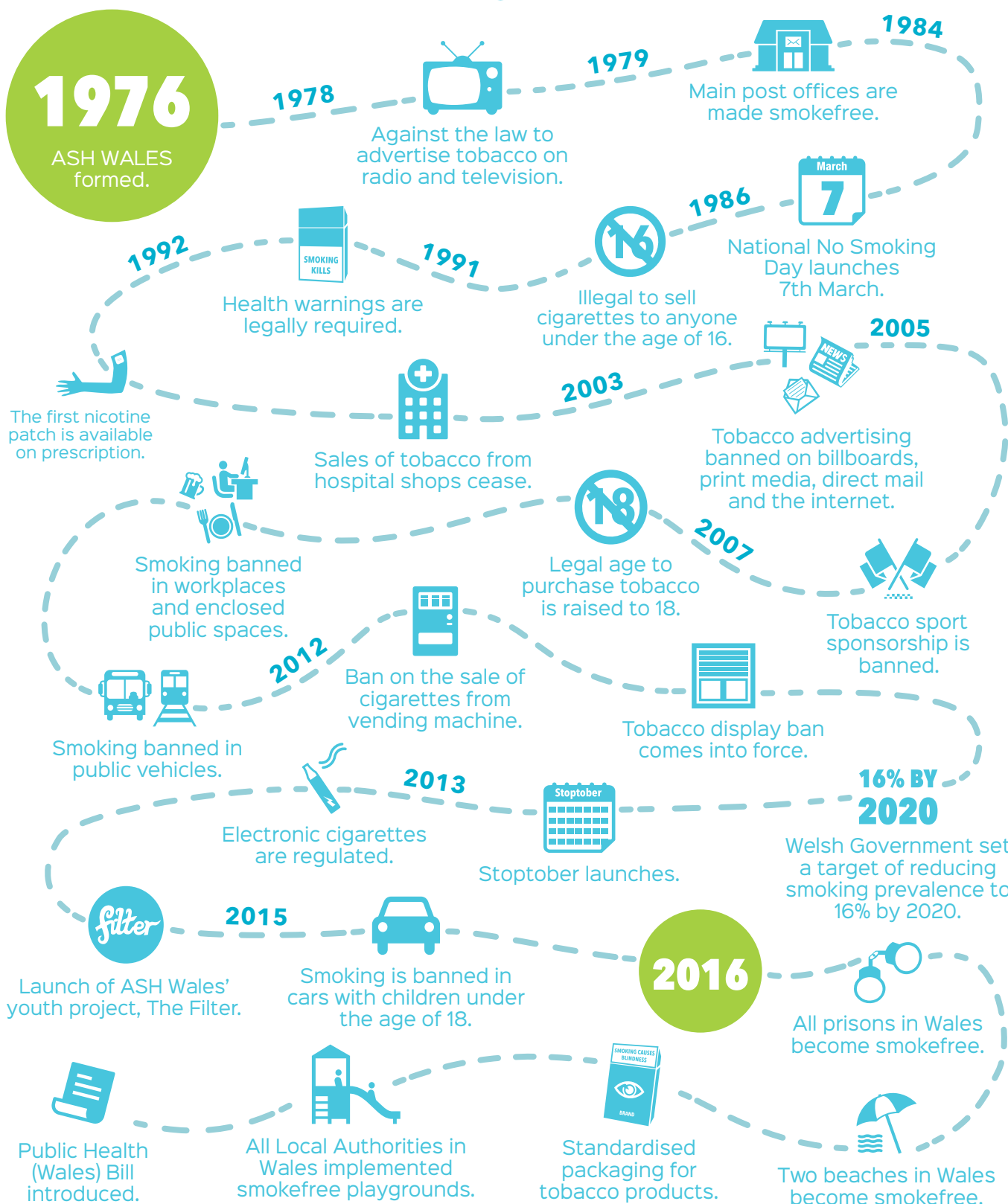
46,927

REACH ON FACEBOOK



WE NOW HAVE NEARLY 400,000 LESS SMOKERS IN WALES THAN IN 1976.

People are healthier, happier and living longer without the tragic and often catastrophic harm smoking causes to individuals and families.





Contents

- 04 Message from the Chair and Chief Executive
- 06 This year in headlines
- 07 Campaigning for a smokefree Wales
- 11 Our online community
- 13 Inspiring and engaging innovative partnerships
- 14 Influencing the policy agenda in Wales
- 15 Research
- 18 Our work with young people
- 21 How we raised money and how it made a difference
- 22 Our plans for the future

To mark our 40th birthday, Welsh celebrity artist Nathan Wyburn created a self-portrait made entirely from cigarette butts picked up by children from Welsh beaches.



Message from the Chair and Chief Executive

40 Years of Campaigns

This year we have reflected on our successes after 40 years of campaigning by ASH Wales. Since the formation of our action group smoking rates have halved from 40% in the 1970's down to 19% in 2016. We firmly believe strong tobacco control policies have been instrumental in achieving this dramatic reduction in smoking prevalence.

10 Years of Smokefree Legislation

We also marked the 10th anniversary of smokefree legislation banning smoking in enclosed public places. The ban, cited as a 'great public health success', has drastically reduced smoking rates among adults and young people and saved thousands from the harms of second-hand smoke.

As we look forward to a new era of robust policies and action we are hopeful we can inspire a nationwide ambition for a generation which is free from the harms of tobacco.

Whilst we celebrate the successes we cannot ignore the fact that smoking rates remain stubbornly high among those in our society who already suffer from poorer health and other disadvantages. Smoking rates in the most deprived areas of Wales stand at 28%, but have fallen to 9% in the least deprived, representing a 19% difference.

Smoking is the biggest driver of health inequalities in Wales and we must ensure that tackling these issues remain at the forefront of everyone's agenda.

Collaborative Working

This year collaborative working has been an integral part of our activities and we have worked hard to extend our partnerships across Wales.

Through our campaigns and communications we have been empowering organisations such as charities, local authorities, public services, schools, universities, housing associations and many other groups to make informed decisions about their smokefree spaces.

Progress for Tobacco Control Policies

It has also been a year of significant progress for tobacco control policies and leadership in Wales with a new Public Health Act, appointment of the new Chief Medical Officer (CMO), Dr Frank Atherton, and the launch of a review of the Tobacco Control Action Plan for Wales (TCAP).

We have provided up-to-date evidenced-based guidance on public health issues to key decision makers.

Over the year we have given evidence to the Health Committee on the Public Health Bill, provided evidence-based advice to Dr Atherton and his team, and played a key role in the revision of the TCAP.

Sharing Best Practice

ASH Wales is widely recognised as a definitive source of information on tobacco control by a range of audiences. This year our expertise has been shared with European partners in Romania, Spain, Poland, Austria and Sweden who have all been delivering smoking cessation and prevention workshops in their countries to thousands of young people.

Time and time again the small but dedicated team at ASH Wales achieves beyond expectation and this year is no exception. Our campaigns have swayed social opinion and improved the health of thousands, our policy and research has provided sound evidence-based advice for decision makers, and our delivery team have given hundreds of disadvantaged young people in Wales a new start by helping them quit smoking.

Thank you

A big 'thank-you' is due to our staff, Trustees, supporters and funders, who have enabled us to drive forward policy change, inform the debate on smoking related issues and offer help and support to disadvantaged groups across Wales. With particular acknowledgement to Welsh Government, the British Heart Foundation, and Cancer Research UK, all of whom have approved funding for ASH Wales for the next three years enabling our important work to continue.

John Griffiths
Chairman

Suzanne Cass
Chief Executive



Smoking and health



This Year in Headlines

TOBACCO AND ALCOHOL SEIZED IN SOUTH AND WEST WALES



E-CIGARETTES - NOT A GATEWAY FOR YOUNG PEOPLE TO START SMOKING - NEW RESEARCH REVEALS



CARDIFF AND VALE'S SMOKEFREE SCHOOL GATES LAUNCHES ON 'NO SMOKING DAY'

BRIDGEND PRIMARY SCHOOL GATES BECOME NO SMOKING ZONES

SWANSEA'S SCHOOL GATES BECOME NO SMOKING ZONES

SMOKING RATES IN WALES FALL FOR THIRD YEAR RUNNING



BELARUSIAN ORPHANAGE BENEFITS FROM WELSH YOUTH PROJECT



TALENTED BRIDGEND PUPILS WIN NATIONAL POEM COMPETITION



WELSH CELEBRITY ARTIST NATHAN WYBURN CREATES SELF-PORTRAIT FROM CIGARETTE BUTTS



HEALTH MINISTER CELEBRATES SUCCESS OF QUIT SMOKING YOUTH SERVICE



LLANTWIT PUPILS JOIN GLOBAL CALL FOR TOUGHER SMOKING RULES



SWANSEA GPS SIGN-UP TO NEW STOP SMOKING INITIATIVE



A SMOKEFREE HOMES CAMPAIGN LAUNCHES ACROSS WALES



"UGLY" CIGARETTE PACKS ARRIVE IN WELSH SHOPS



ONLINE AND BROADCAST

ARTICLES

40+

SOURCES INCL

HEART FM, MADE IN CARDIFF TV, BBC RADIO WALES, WALESONLINE, ITV, CAPITAL FM, BBC WALES, S4C

PRINT

ARTICLES

32

VALUE

£752,982





Campaigning for a Smokefree Wales

Everyone deserves to live in an environment free from the harms of second-hand smoke. Wales is leading the way in the creation of healthy, outdoor spaces for everyone to enjoy in the form of voluntary bans and legislation.

83% AGREE SMOKING SHOULD BE BANNED IN CHILDREN'S PLAY AREAS



INCLUDING OVER HALF 56% OF ALL THE SMOKERS SURVEYED



61% OF PEOPLE AGREE WITH BANNING SMOKING IN RECREATIONAL SPACES LIKE PARKS AND BEACHES

Smokefree Beaches

In March 2016, we watched Little Haven in Pembrokeshire go smokefree. One year on and research from Natural Resources Wales has shown litter has decreased. Pembrokeshire Council reported no sightings or reports on the beach and no adverse comments.

Swansea Council quickly followed suit by making its world-famous beauty spot, Caswell Bay, smokefree - both councils are now considering more smokefree beaches.

To mark World Environmental Health Day in September we did a litter pick with 'eco school' Ysgol Y Ddraig. The discarded cigarette butts and litter found at the beach were recycled into an art piece by Britain's Got Talent artist, Nathan Wyburn.



Smokefree Homes

22% OF CHILDREN AGED 10 - 11 LIVE IN A HOUSE WHERE ONE PARENT SMOKES IN THE HOME

More children are exposed to second-hand smoke in the home than in any other environment. Our 'Smokefree Homes' campaign aims to raise awareness of the impact smoking indoors has on children and pets whilst supporting smokers to quit or take smoking outside.

We have been working with community housing groups to promote the benefits of smokefree homes and the support available to help people quit.

COMMUNITY HOUSING CYMRU SHARED OUR CAMPAIGN WITH OVER 70 HOUSING ASSOCIATIONS ACROSS WALES

We worked with Newydd Housing who shared our campaign via social media and sent it out to around 2,700 households.

We also worked closely with South Wales Fire and Rescue on their approach to home fire safety interventions. We produced bilingual intervention leaflets and packs for the Safety and Wellbeing team to share to over 10,000 homes.

We also created a platform for primary school children to be heard through a Wales-wide poetry and art competition with the winners having their pieces published in a book.



800
ENTRIES



15
SCHOOLS



100
WINNERS
PUBLISHED

Smokefree Baby and Me

33% of women smoke at some point during their pregnancy and 16% smoke throughout, which is why more needs to be done to help mums-to-be quit. Our Smokefree Baby and Me project gives pregnant mums online support and advice. Working with partners we have developed a campaign page with frequently asked questions which have received over 300 views.

In collaboration with Public Health Wales, Flying Start and midwives from Abertawe Bro Morgannwg University Health Board (ABMU) we have also developed a tailored quit smoking information booklet. We have sent out 8,000 copies to ABMU hospitals - Singleton, Neath Port Talbot and the Princess of Wales, as well as the Powys Teaching Health Board. These have been placed in the pregnancy information bounty packs which are given to every mum-to-be at their midwife booking-in appointment.

BT kindly donated 12 BT Digital Baby Monitor Lightshows for our competitions. We produced 3 prize draw surveys to gather data on pregnant women's perceptions on smoking in pregnancy. This year we received 70 surveys from pregnant women across Wales. 15% of whom were smokers, 90% of those smokers wanted to quit after reading our information pack.



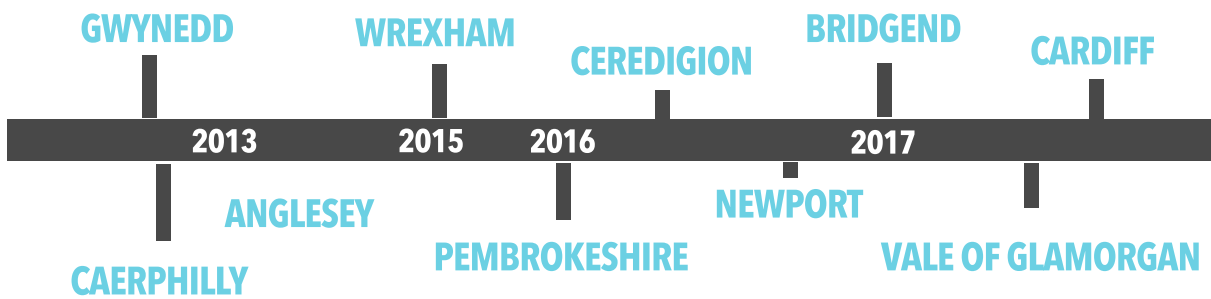
Smokefree School Gates

This year has seen another four local authorities join our campaign for smokefree school gates in Wales. This brings the total of local authorities taking part in the voluntary ban to 10.

In November 2016, we released a toolkit to help schools implement no smoking zones at their gates. The kit includes signage, letters to parents and guardians, a template policy and lesson plans.



LOCAL AUTHORITIES WITH
SMOKEFREE SCHOOL GATES:



Smokefree Universities

Universities are a hub for young people to learn and socialise as well as employing thousands of staff. We have been encouraging universities across Wales to make their campus's smokefree to improve the health of staff and students and reduce smoking-related litter.

This year, we worked with Cardiff Metropolitan University to develop a smokefree campus policy, design and produce marketing materials and promote cessation services. Cardiff Met are setting the standard and will be the first university in Wales to go completely smokefree in 2019.



Our Online Community

We know 70% of all smokers want to quit, and finding information and getting support can be a crucial part of that stop smoking journey.

Our quit smoking advice service, Smokefree Me launched in January 2016 and has now amassed 1,400 'likes'. We encourage would-be quitters with our top tips and advice and refer them to new cessation service, Help Me Quit.



Smokefree Me
Fi di-fwg



SMOKEFREE ME



4,124

WEBSITE VISITORS

1,471

FACEBOOK LIKES

45,713

FACEBOOK REACH

QUIT TO GET FIT

Quit to Get Fit is a digital campaign encouraging people to quit smoking and curb those cravings by keeping fit. To celebrate the Olympics in 2016 we asked people to share selfies along with their motivation to quit and get fit.



"After quitting smoking, I am now able to take my daughter Poppy swimming and not get out of breath after swimming just one length. It's a great way to spend time together and build up her confidence in the water."

Claire

BEAT THE CRAVING

One of the more testing issues when quitting, is getting over the cravings. Cigarette cravings typically last 5 to 10 minutes. Beat the Craving was made to share ideas on what to do during those crucial minutes. We produced seven videos simple craft ideas with household bits and pieces such as making Christmas decorations out of toilet roll tubes and a toy plane out of ice lolly sticks.



7 VIDEOS



400 VIDEO VIEWS



REWARD YOURSELF

Quitting smoking means more money. Add it up and you could find it's enough to buy tickets for next years Wales v England! 🙌👍

QUIT FOR WALES

QUIT FOR WALES

Throughout the Six Nations this year, we wanted to encourage people to quit smoking for Wales. We shared graphics, motivational tips and ran a competition with a pair of Jamie Robert's shorts up for grabs.



70,000 REACH



900 ENTRIES



1.4K LIKES



Inspiring and Engaging Innovative Partnerships

ASH Wales leads the Wales Tobacco or Health Network (WTHN) and the Wales Tobacco Control Alliance (WTCA) action groups which share information and inform policy.

WTCA - Welsh Tobacco Control Alliance

As part of our commitment to work in partnership, we co-ordinate quarterly discussions around health and tobacco control. A key meeting took place in February 2017 with representatives from the British Heart Foundation, British Lung Foundation, British Medical Association and the Royal College of Paediatrics and Child Health, among others.

Three main issues

- Tobacco Control Action Plan,
- Public Health Bill
- Strategies to tackle smoking in pregnancy and for those with mental ill health.

WTHN - Welsh Tobacco or Health Network

More than 60 health professionals came together to discuss smoking and mental ill health. Following presentations from the UK's leading researchers a number of recommendations were put forward. The WTHN called for Welsh AMs to take action to ensure parity of care for those with mental ill health when it comes to smoking cessation and prevention.



Influencing the Policy Agenda in Wales

Tobacco Action Plan for Wales

ASH Wales represents the third sector on the three sub-groups and sits on the Tobacco Control Strategic Board. The groups were set up to review the existing Tobacco Control Action Plan and to overhaul the current actions and indicators.

Illegal Tobacco

We worked with Welsh Government on the Illegal Tobacco Task and Finish group set up following a report commissioned by us highlighting the extent of the problem. The stakeholder group brings together HMRC, Trading Standards, WLGA and Public Health Wales, and is developing a programme to address the prevalence and use of illegal tobacco in Wales.

Legislative and Policy Response Highlights

Public Health (Wales) Bill

ASH Wales supported the Bill, which included:

- A tobacco retailer's register
- Smoking ban in school grounds, hospital grounds and public playgrounds
- Law against the handing over of tobacco/nicotine products to a person under the age of 18

The Health, Social Care and Sport Committee's final report included recommendations backing our calls for additional non-enclosed places to be included.

Welsh Government (WG) First 1,000 Days consultation

This considered the extent to which WG policies and programmes support the early parent role. We highlighted the need for more action to reduce smoking during pregnancy including; targets, funding for a bespoke cessation programme and a training and education strategy.

HMRC

HMRC consultation on the taxation of the new and emerging heat not burn products that are being developed and promoted by the tobacco industry. We called for independent research and for the creation of a new category for taxation purposes.



Research

We have provided significant contributions to the field of research over the last 40 years, offering evidence-led direction to decision makers across Wales.

Research briefings

We have produced informed reports on

- The self-help method of smoking cessation
- The changes in smoking prevalence and exposure to passive smoke since the smoking in enclosed public spaces ban in 2007.
- The dangers to pets from smoking in the home.
- Smoking and mental health, with a list of what needs to be done to improve things in Wales.
- Heat not burn products – what are they, their prevalence in the UK and worldwide, and the potential consequences of using them.

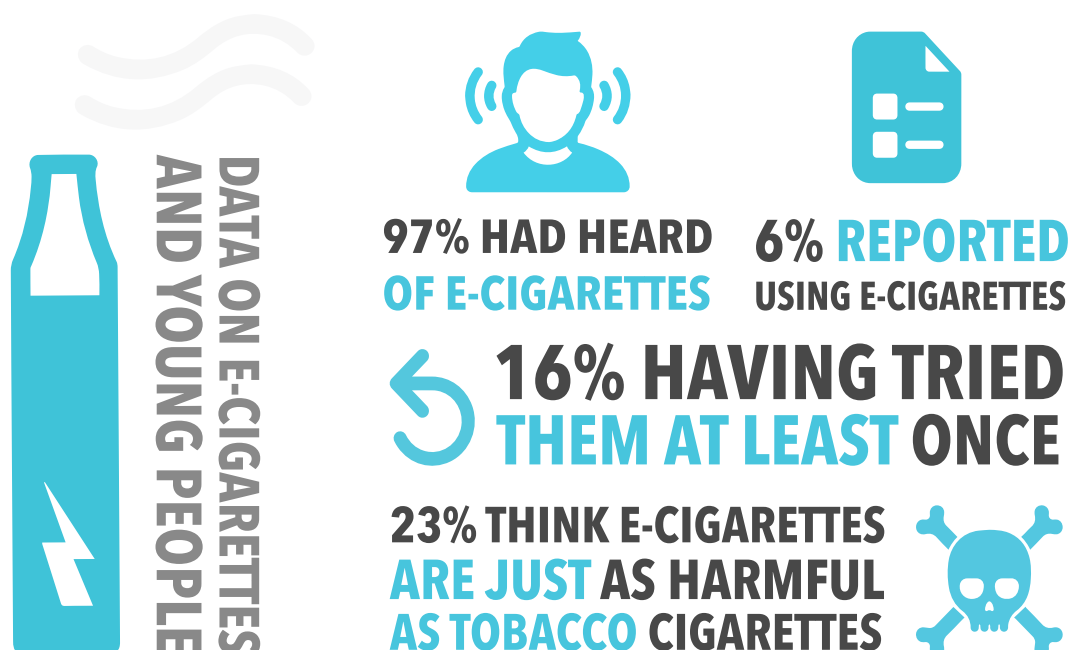
Attitudes and support for Tobacco Control policies in Wales

We commissioned a survey into public attitudes towards smoking. A representative sample of 1,120 adults in Wales were asked for their thoughts on smoking bans, licencing, taxation and age of sale restrictions.



E-cigarettes and young people

With data from more than 800 under 18's in Wales we now have three years of comparative information from which we can track trends, prevalence and attitudes.



WHEN ASKED WHY THEY HAD USED E-CIGARETTES



37% TO STOP SMOKING TOBACCO ENTIRELY



17% TO REDUCE THE AMOUNT THEY SMOKED



20% NEEDED AN AID TO HELP THEM KEEP OFF TOBACCO



35% JUST TO GIVE THEM A TRY



65% CONSIDER THEM TO BE LESS SATISFYING THAN TOBACCO CIGARETTES

Impact

- Public Health (Wales) act 2017 - Opposition to imposing restrictions on the use of e-cigarettes in enclosed public places represented a major contributory factor in this proposed policy measure not being included in the final version of the Bill.
- Our evidence of support for additional smokefree measures were cited by Assembly Members and panel experts.
- Health, Social Care and Sport Committee quotes evidence from ASH Wales on multiple occasions.
- ASH Wales has a major influence on the development of the revised Tobacco Control Action Plan for Wales. We have helped shape the actions and indicators in the revised plan.
- Informed our third sector partners within the WTCA, including Cancer Research UK, British Heart Foundation, British Medical Association, Royal College of Physicians, and presented their views to the Tobacco Control Strategic Board and its sub-groups.
- Smoking and mental health - ASH Wales successfully raised the profile among policy makers in Wales. Reached a consensus on how to proceed in tackling the alarming inequalities in this area. We are now briefing to all elected members of the National Assembly for Wales to generate support.
- Shared evidenced-based knowledge with, and been a source of information for, the Welsh Government, the third sector, public health bodies and the public in Wales.



Our Work with Young People

The Filter Wales is the only youth-led service in Wales offering out-of-school intervention which specifically targets hard to reach groups. Our results have been AMAZING!



Most smokers experiment with tobacco and get addicted to nicotine in their teenage years therefore it is vitally important a targeted service is available to young people to give them the facts about tobacco and the harm it causes, and that this service is delivered in the most appropriate way and method for them. Statutory cessation services for adults are successful however there is no dedicated cessation service for young people in Wales.

Smoking prevalence is higher among young people who are disengaged with school therefore an out-of-school based intervention programme is essential to capture these disengaged young people.

THE FILTER WALES



10,695
WEBSITE VISITORS

13,237
YOUTUBE VIEWS

35,365
FACEBOOK REACH

Wales' Social Services and Public Health Minister Rebecca Evans joined teenagers at a skills centre in Cardiff in November to mark the success of the project.

This year over 300 young smokers from more than 30 sites across Wales have opted to take part in the Welsh Government-funded programme. The project has been a huge success with more than 50% of the young smokers who have completed the course managing to quit their deadly habit.

Rebecca Evans said: "I am delighted the Welsh Government has been able to support Commit to Quit. The project is helping hundreds of young people quit smoking, which will have a positive effect on their future health and set them in good stead for the rest of their lives."



342 YOUNG SMOKERS TOOK PART IN COMMIT TO QUIT

73% SET A
QUIT DATE



51% SUCCESSFULLY
QUIT CO>7 SCORE
AT 4 WEEKS



83% HAVE A FAMILY
MEMBER THAT SMOKES



60% HAVE TRIED
CHEAP CIGARETTES



65% TRIED TO
GIVE UP BEFORE



73% HAVE TRIED
AN E-CIGARETTE

The project is funded up until March 2018.



Across Europe

ASH Wales's expertise in youth engagement was shared with partners from Spain, Austria, Romania and Poland as part of the European Erasmus Programme. The two year project, created and led by ASH Wales, promotes high quality youth work in areas of deprivation that will decrease smoking rates and increase prevention.



With smoking rates across Europe at an average of 23% there is much work to be done. In Austria this year we held the first training course for professionals working with young people. More than 50 youth workers helped developed a toolkit and website which is now being used in their home countries.

We also took young people to a training week in Romania. Ten young people from each partner country attended the sessions and were then tasked with delivering what they had learnt to their peers.

In Wales young people delivered workshops to 90 students in Merthyr College, using the toolkit as a basis for the session. They also worked with a local high school to deliver workshops to more than 120 year 7, 8 and 9 students.

The final training week was hosted by Spain, where once again young people aged 16-25 developed skills to engage their peers and learnt how to create a campaign and present their work to different audiences.

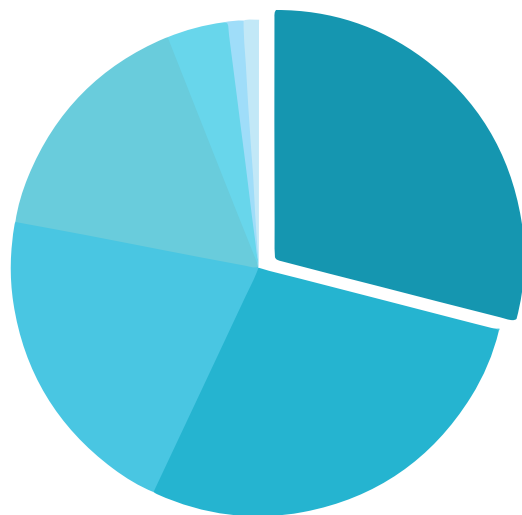
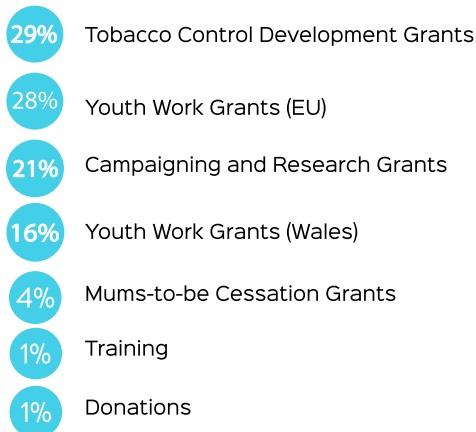
WE ♥ THIS SMOKEFREE SPACE

How we raised our money and how it made a difference

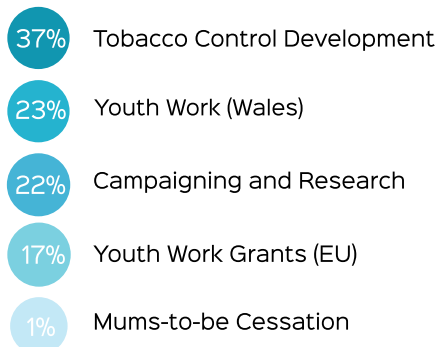
This year ASH Wales was grateful to receive approval for three year funding from Welsh Government, Cancer Research UK and the British Heart Foundation. ASH Wales can now plan its future with confidence and concentrate on delivering the vision of the charity and undertaking the actions outlined in its strategy.

We also secured significant funding from Trusts and Foundations for our Smokefree Baby and Me projects which focuses on delivering support to pregnant mums and new parents to help them stop smoking.

What we raised - £498,464



What we spent - £392,717



The restricted income for our European youth programme and our smoking in pregnancy project have been scheduled for expenditure in 2017/18.

Our Plans for The Future

The most effective and efficient way to bring about social change is through collaboration. We are committed to bringing our partners together and engaging with key stakeholders to inform and facilitate progress in the field of tobacco control.



Working with our partners

To ensure measures contained within the Public Health (Wales) Act 2017 are implemented in a timely manner.

Engaging with key partners

To create a national programme to drive down the use and availability of illegal tobacco in Wales.

Collaborating with stakeholders

To create more spaces in Wales which are completely smokefree to reflect public demand for clean and healthy environments.

Exploring new areas and ways of working

To ensure there is a rolling programme of development in Wales.



Providing the public with a voice

Discussing tobacco control issues through social media and gathering public perception via surveys.



Build on the Tobacco Control Action Plan for Wales

Building on the progress made in revising the Tobacco Control Action Plan for Wales and creating a new plan that reflects the progress made and the challenges that need to be addressed.

Pushing for new targets

To tackle smoking rates in areas of deprivation, for those with mental ill health and in pregnancy.

Securing a commitment for a smokefree generation

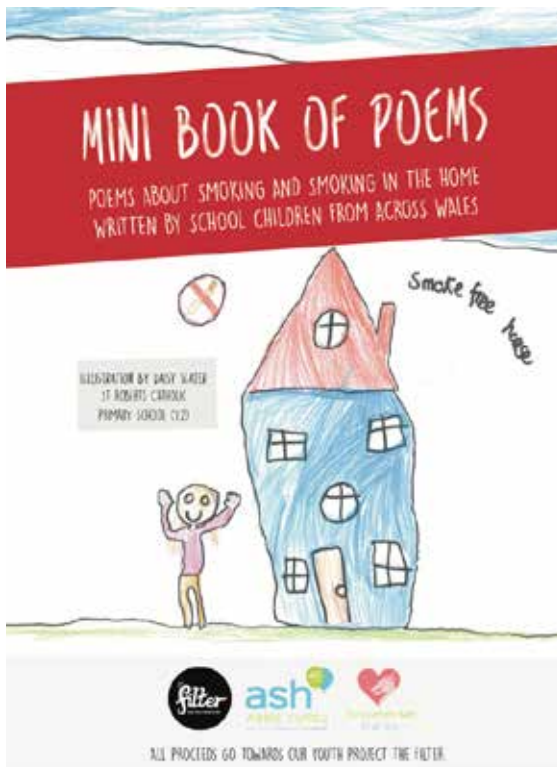
Set a date when smoking rates should fall below 5%.



Creating evidence-based information

Producing the latest research and insights to ensure all partners can make informed decisions.

**OUR AIM IS TO INSPIRE A NATIONWIDE
AMBITION FOR A SMOKEFREE WALES**



POEM BY MARED SEELEY YSGOL PEN Y GARTH (Y6)

I live in a house full of smoke,
It makes me cough, it makes me choke.

I now have asthma and it makes me wheeze,
I can't run or jump and do as I please.

I've warned her that her lungs are as
black as the feathers on a crow,
But she carries on and just says no.

It's not just her she's affecting,
She's also affecting me,
And as the misty ash rises, I think
About how someday I will be free.



@ASHWalesCymru



/ ASHCymru