

From: [name redacted] [mailto:[name redacted]@ashwales.org.uk]
Sent: Thursday, February 26, 2015 04:45 PM
To: Drakeford, Mark
Cc: Brindley, Madeleine (Special Adviser)
Subject: Invitation: The Filter evaluation

Dear Mark

When we met in December we updated you on the activities of The Filter youth project that we've been running for the last two years. You will recall that we said the project was being evaluated by the Institute of Primary Care at Cardiff University. We will soon be in a position to present the findings of the evaluation.

Please find attached an invitation to an event on the 15th April 2015 where ASH Wales will be sharing the evaluation results, showcasing the work of The Filter and offering a chance to meet the team and learn more about the services they offer. Sara Dinwiddie from Smart Youth, Sweden will also be sharing her expertise of engaging young people and best practice.

The event will take place between 9.30am and 3pm at St David's Hall, Cardiff. Lunch and refreshments will be provided. Of course, we understand how busy your diary is so if you would like to attend in the morning only and say a few words about the importance of prevention work in Wales it would be very much appreciated.

As you know, Action on Smoking and Health (ASH) Wales Cymru has been running its flagship youth service The Filter since 2012. The Filter is an innovative and effective information and advice service about smoking and tobacco for 11 to 25 year olds. The Filter gives young people the facts and filters out the myths about smoking. The project aims to educate and empower, never to lecture or rebuke. This is the only service of its kind in the UK, delivering a multi-level, peer-led intervention which includes:

- Targeted Youth development workshops
- Volunteering
- Events
- Bespoke training for professionals working with young people
- Social media engagement and campaigns
- An Advice line (text message, WhatsApp, Twitter and Snapchat)
- A dedicated website offering advice and support to young people (thefilterwales.org)

I hope you can make it.

Many thanks

Head of Communications & Public Affairs | Pennaeth Cyfathrebu & Materion Cyhoeddus

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 Dw i'n dysgu Cymraeg / I'm learning Welsh