

ASH Wales Ltd Annual Project Plan

Period: Quarter 1 2011 - 2012

Purpose 1: Advocacy

	Objectives	Key Performance Indicator	Performance for Quarter
1.1	Supporting and managing media for tobacco control issues	80% reactive media requests met 5 proactive media/PR exposures per annum AVE for tobacco control stories responded to and generated by ASH Wales	KPI achieved Proactive media on target
1.2	Advocating on behalf of young people regarding tobacco use and prevention	Number of youth events/activities per annum	<u>April 2011</u> Continued engagement of young people as Peer Health Promoters and continued support and supervision to existing volunteers Attended Platform 51 Truth About Youth achievement award. Met with young people and grass roots workers to identify ways that they can link in with Kick Butts Day etc Continued work with Millbank School, Ely through Save The Children with their activities around Smoke Free Spaces (http://www.turnipstarfish.co.uk/Savethechildren.html) Continued the contact with Cardiff Youth Offending Service/Triage to provide up to date information and resources for their engagement work. Provided information on Kick Butts Day and awareness raising workshops 2 hour awareness/education session carried out in Glyncoch (Rhondda Cynon Taff) Communities First Youth Programme. Young boys from the area were engaged with the sessions about smoking awareness with support workers. The main aim was to provide them the truth about tobacco use so that they can proceed in creating a media piece for CUT Films and Kick Butts Day.

			<u>May 2011</u> Continued engagement of young people as Peer Health Promoters and continued support and supervision to existing volunteers Meeting with Smoke Free Blaenau Gwent (British Heart Foundation Funded Project) to identify support routes, best practice and avoiding duplication to help develop their activities. Delivered induction training to new volunteers in Cardiff and completed an Entry level OCN in Smoking Awareness ready for the summer events Attended the Cardiff Substance Misuse Use / Use Task group. Looked at the Drug Proof Your Kids programme and ways that we can link in with this Attended the Launch of Report on 'Young People & Wellbeing: contemporary science debates in Wales' Met with CWVYS and the Vale Youth Service to look at participation and volunteering and ways of working together. This will also result in the creation of a Methodology Handbook in Volunteering for young people through the CWVYS network Attended the Leading Wales Award as a nominee in Young Welsh Leader category Contacted Carmarthenshire CVC to discuss with the youth officer ways of linking into their NEETS European funded project through campaigning and Kick Butts Day A volunteer attended the Public Health Wales – Brief Intervention Training in Newport Volunteers engaged in the organisation, planning and creation of BME specific leaflets around Oral Tobacco.
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			<u>June 2011</u> Volunteers engaged in the organisation, planning and creation of BME specific leaflets around Oral Tobacco. Delivery of Tobacco Control Training for those working with young people in Llandrindod Wells During April - June volunteers have contributed to 84 hours in total with one volunteer achieving her 100 hours millennium volunteering hours with ASH Wales. The activities that the volunteers have been engaged with during these months included:- Developing the BME project information leaflets Redeveloping the Nicotine Cook up Completing Volunteer Stories Attending Induction Training Future activities for young people Training Collecting Kick Butts Day Case Studies for the website Completing the BME information Attending the Youth Advisory Committee and nominating a volunteer rep for the board of trustees Attending events such as the Multicultural Mela and Cardiff Big Weekend Helping prepare for the conference
1.3	Ensure high profile spokespeople in Wales promote tobacco free living	Episodes of high profile spokespeople engagement per annum.	Continuing
1.4	Provide community based information and education on	Participation in 5 health fairs per annum	KPI on target

	smoking and awareness to the general public including signposting and promoting Stop Smoking Wales services		
1.5	Ongoing support for smoking cessation activities as well as representing the need for services for hard to reach groups	Maintaining the Wales Tobacco Control Alliance to ensure needs of client groups are addressed in Wales	Ongoing. New website has information for smokers on quitting. Website went live on 29 th March 2011. Please note change of domain name to ashwales.org.uk All ash Wales emails have changed to @ashwales.org.uk
1.6	Training and awareness raising to a wide cross section of communities including health professionals, young people, youth workers and volunteers	2 training and awareness raising events per annum	Training booked for events with youth workers and training being promoted across Wales. Volunteer training is progressing as per Volunteer Training Programme. KPI on target
1.7	Supporting work on non devolved activities that impact on Wales such as smuggling and taxation	Participation in the UK Smoke Free Coalition Host 1 of the 4 nations meetings per annum	Ongoing
1.8	Partnership work with Local Health Board and Local Authorities on tobacco related issues in Health and Well being Strategies and Children and Young People's Plans	Respond to Strategies and Plans as required Provide support to local Tobacco Advisory Groups across Wales	Ongoing

Purpose 2: Wales Tobacco or Health Network (Previously All Wales Tobacco Control Forum)

	Objectives	Key Performance Indicator	Performance for Quarter
2.1	Convening the Wales Tobacco Control Forum on a tri-annual basis and moving	3 meetings per annum 150 members by end FY 2011/12	2 nd WTHN convened in Swansea in June. Membership kpi exceeded

	the forum toward a more structured and capacity building approach such that the meetings are now aimed at providing information on best practice as well as providing updates on tobacco control issues.		
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Purpose 3: Information Sharing

	Objectives	Key Performance Indicator	Performance this Quarter
3.1	Further developing and managing a bilingual website.	Average 230 website visits per month Origin of visits	KPI exceeded <u>April 2011 website report:</u> 1699 visits 7875 page views Most frequently viewed pages were: - Home page - Online shop (19 on line sales) - Education and Training - Young People and Tobacco Visits from 43 countries (89% from UK) <u>May 2011 Website report</u> 1903 visits 6299 page views Most frequently viewed pages were: - Home page - Quitex - Volunteering

			Conference News Visits from 52 countries (89% from UK) 23 on line sales <u>June 2011 website report</u> 2250 Visits 6708 page views Most frequently viewed pages were: Homepage Working for ASH Wales Conference page Volunteering Visits from 54 countries (91% from the UK)
3.2	Maintaining e database of tobacco control and promoting the dissemination of information notification of legislative issues and promotional work.	Number on database	165 WTHN members 32 organisational members of WTCA 44 volunteers
3.3	Publishing and maintaining a quarterly e newsletter.	Quarterly newsletter disseminated	Ongoing.

Purpose 4: Sustainability

	Objectives	Key Performance Indicator	Performance for Quarter
4.1	Developing other income streams including sales of CO monitors and conference and	Obtain at least 40% of funding from non WAG sources and generate unrestricted funds in accordance with ASH Wales reserves policy	On target to meet KPI for end of financial year. Plans to expand sales in new website through Amazon style checkout system.

	training provision.		
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Purpose 5: No Smoking Day

Objectives		Key Performance Indicator	Performance for Quarter
5.1	Including Welsh speakers in the pre-testing of smokers groups in Wales and having Welsh and English versions of the suggested slogans available	Welsh speakers included in pre-testing	Completed for 2011. Note review occurring of NSD Campaign in May-July. Findings will determine how ASH Wales manages the NSD funding and operational arrangements.
5.2	Ensuring that printed materials comply with Welsh Assembly Government Welsh language guidelines.	In accordance with Welsh Language Strategy	Completed for 2011. Note review occurring of NSD Campaign in May-July. Findings will determine how ASH Wales manages the NSD funding and operational arrangements.
5.3	Providing a number of downloadable resources in Welsh on the No Smoking Day website and including links to Welsh language websites and resources.	Bilingual resources available on No Smoking Day Website	Completed for 2011. Note review occurring of NSD Campaign in May-July. Findings will determine how ASH Wales manages the NSD funding and operational arrangements.
5.4	Launching the yearly No Smoking Day campaign in Wales, to facilitate attendance by local organisers.	Annual launch of No Smoking Day Campaign in Wales	Completed for 2011. Note review occurring of NSD Campaign in May-July. Findings will determine how ASH Wales manages the NSD funding and operational arrangements.

Additional reports:

Please note the following staffing changes at ASH Wales effective from August 2011

Ms Tanya Buchanan CEO resigns effective 5th August

Ms Carole Jones will be acting CEO during August – Nov

Ms Elen de Lacy will return from maternity leave in November to take on the substantive post of CEO.