

## ASH Wales Ltd Annual Project Plan

Period: Quarter 2 2012 - 2013

### 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<br>5 proactive media/PR exposures per annum<br>AVE for tobacco control stories responded to and generated by ASH Wales | KPI achieved.<br>Proactive media target met.<br>3 proactive press releases issued this quarter,<br>Media coverage for ASH Wales equalled an AVE of £-£33,433.61, size of 9618cm <sup>2</sup> and reach of 495,420.                                                                        |
| 1.2 | Advocating on behalf of young people regarding tobacco use and prevention                                                                                        | Number of youth events/activities per annum                                                                                                            | 1 youth training sessions delivered this quarter in Neath (September).                                                                                                                                                                                                                    |
| 1.3 | Ensure high profile spokespeople in Wales promote tobacco free living                                                                                            | Episodes of high profile spokespeople engagement per annum.                                                                                            |                                                                                                                                                                                                                                                                                           |
| 1.4 | Provide community based information and education on smoking and awareness to the general public including signposting and promoting Stop Smoking Wales services | Participation in 5 health fairs per annum                                                                                                              | During this Quarter ASH Wales participated in the following health fairs: National Eisteddfod, Cardiff Met Open Day, Crosskeys campus open day                                                                                                                                            |
| 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                                                 | Members of the WTCA submitted a response to the UK government consultation on Standardised packaging (August).<br><br>Ongoing campaigning activity on Smokefree play areas, film and TV exemption to the smokefree legislation and standardised packaging. New monthly e- newsletter sent |

|     |                                                                                                                                                                    |                                                                                                              |                                                                                                                                                                                                                                                                           |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |                                                                                                                                                                    |                                                                                                              | out in September.                                                                                                                                                                                                                                                         |
| 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                                                            | KPI achieved.<br>1 Tobacco Control training programme this quarter in Neath.<br>3 in total in Cardiff, Neath and Carmarthen engaging youth workers, and other grass roots workers.                                                                                        |
| 1.7 | Supporting work on non devolved activities that impact on Wales such as smuggling and taxation                                                                     | Participation in the UK Smoke Free Action Coalition<br>Host 1 of the 4 nations meetings per annum            | Ongoing support for the SFAC meetings and the UK consultation on plain packaging.                                                                                                                                                                                         |
| 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<br>Provide support to local Tobacco Advisory Groups across Wales | Ongoing support to the Tobacco Advisory Groups including cascading information and representation at meetings – Swansea, Cardiff, Newport and Bridgend. Responded to consultations on Oral Health, Mental Health, Substance Misuse Education, and Standardised packaging. |

## 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 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. | 3 meetings per annum<br>250 members by end FY 2012/13 | 230 members of the WTHN to date. |

### 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<br>Origin of visits | 6,076 visits during the quarter.<br>18,671 page visits<br>61.01% new visits |
| 3.2 | Maintaining e database of tobacco control and promoting the dissemination of information notification of legislative issues and promotional work. | Number on database                                       | 230 WTHN members<br>32 WTCA member organisations<br>44 volunteers           |
| 3.3 | Publishing and maintaining a quarterly e newsletter.                                                                                              | Quarterly newsletter disseminated                        | Monthly e-newsletter launched September 2012.                               |

### Purpose 4: Sustainability

|     | Objectives                                                                                            | Key Performance Indicator                                                                                                       | Performance for Quarter                                                                                      |
|-----|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 4.1 | Developing other income streams including sales of CO monitors and conference and training provision. | Obtain at least 40% of funding from non WG sources and generate unrestricted funds in accordance with ASH Wales reserves policy | KPI met<br>Seven new positions created at ASH through a three year funded project from the Big Lottery Fund. |

## 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                  | BHF/NSD giving free leaflets and posters this year as part of the campaign. No news on Welsh testing. To be discussed through WG tobacco delivery board. |
| 5.2        | Ensuring that printed materials comply with Welsh Government Welsh language guidelines.                                                           | In accordance with Welsh Language Strategy              | As above.                                                                                                                                                |
| 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 | See 5.2                                                                                                                                                  |
| 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       | ASH Wales to touch base with BHF/NSD around launch for Wales.                                                                                            |

Additional reports:

Please note the following staffing changes at ASH Wales effective from April 2012:

Jamie Jones-Mead joined ASH Wales as the Youth Programme Manager on the 7<sup>th</sup> July 2012