

ASH Wales Ltd Annual Project Plan

Period: Quarter 4 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 5 proactive media/PR exposures per annum AVE for tobacco control stories responded to and generated by ASH Wales	KPI achieved for annum. Proactive media target met. 4 proactive bilingual press releases issued this quarter. These were: 1) <i>Launch of the Filter Wales service</i> – coverage on BBC Wales News/ITV/Real Radio/Western Mail/International Business Times 2) <i>WTCA event in the Senedd</i> 3) <i>No Smoking Day 2013: Quit the ASH, Keep the cash.</i> Ceredigion 4) <i>Kick Butts Day 2013: Don't let Big Tobacco take your life.</i> Wrexham Leader Media coverage for the quarter for ASH Wales equalled an AVE of £46,345.61, size of 5993cm ² .
1.2	Advocating on behalf of young people regarding tobacco use and prevention	Number of youth events/activities per annum	Launch of the Big Lottery funded service the Filter Wales with ASH Wales support at Cathays Community Centre, Cardiff. Attendance of 150 young people and 50 professionals. The launch received excellent media coverage (see above). ASH Wales/the Filter project are hosting a Wales CUT Films competition as well as giving support to the national competition. 42 entries have been received from Wales so

			far (ASH Wales/the Filter have been involved in the making of 38 of them). The CUT Films Wales awards ceremony hosted by ASH Wales will take place on the 6th June at the EVI in Ebbw Vale hosted by T4s Will Best. 50 professionals working with young people trained in smoking awareness this quarter. 2tuff2puff booklet (smoking information and activities for young people) is being updated and rebranded ASH Wales/the Filter. This will be available by Autumn 2013. 12 youth training sessions delivered this quarter as part of the BIG Lottery funded Filter project. ASH Wales currently has 10 youth advocates who volunteer for the organisation and take part in events/health fairs such as NSD, KBD and the one-year anniversary event in the Senedd. ASH Wales/Filter youth weekend event planned for September. Filter the Future: Imagining a smokefree Wales. This 2-day event will bring 100 young people from around Wales to discuss what a smokefree Wales could and would look like.
1.3	Ensure high profile spokespeople in Wales promote tobacco free living	Episodes of high profile spokespeople engagement per annum.	Will Best (from T4) will be presenting The Welsh Cut Films Awards on behalf of ASH Wales at the EVI in Ebbw Vale on June 6 th .
1.4	Provide community based information and education on smoking and awareness to the general public including	Participation in 5 health fairs per annum	KPI achieved for annum. During this Quarter ASH Wales participated in 3 health fairs: 1) No Smoking Day, March 13th at Aberystwyth University giving brief intervention advice and signposting to both staff and students

	signposting and promoting Stop Smoking Wales services		2) Kick Butts Day, March 20th at Wrexham College giving brief intervention advice/signposting and encouraging young people to stand up to tobacco 3) Colleg Gwent, March 10th giving brief intervention advice and signposting to students
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	On-going campaigning activities on Smokefree play areas, film and TV exemption to the smokefree legislation and standardised packaging. Monthly e- newsletter sent out January, February and March to 300 ASH Wales stakeholders including AMs, WTHN, WTCA, youth workers etc. 17 Local Authorities are launching smokefree playgrounds (most did this around NSD)/are in the process of implementing smokefree playgrounds. ASH Wales has developed a toolkit and a smokefree playgrounds map and is liaising with all 22 Local Authorities on this issue. ASH Wales has helped LA's who have launched with supportive press statements. ASH Wales has recruited 3 new members to the WTCA this quarter. The Royal College of Midwives, Youth Cymru and the Royal College of Psychiatrists. ASH Wales/WTCA hosted the one year anniversary of tobacco action plan Wales in the Senedd on January 29th. We have made a film on smokefree hospitals and smokefree playgrounds and this was played at this event. Julie Morgan AM hosted the event and we had Dr Keir Lewis speak and an ASH Wales youth advocate speak. We had 50 attendees including 14 AMs. ASH Wales is a member of the Welsh Government Implementation Board and presented at the last meeting on

			illicit tobacco and a youth-specific tobacco campaign. ASH Wales also contributed to the review of actions of the tobacco action plan. ASH Wales gave evidence to the Health Social Care and Wellbeing Committee on the 22nd February on the exemption to TV and Film. ASH Wales is supporting the campaign on this and promoting an e-petition.
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 for annum. 18 in total this quarter as part of the BIG Lottery Funded Filter project engaging youth workers, CYPP 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 Host 1 of the 4 nations meetings per annum	Ongoing support for the SFAC meetings and the UK consultation on plain packaging. ASH Wales participates in bi-weekly teleconference meetings with the SFAC. Media support and website support to the plain packs campaign.
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 support to the Tobacco Advisory Groups including cascading information and representation at meetings – Swansea, Cardiff, Newport, Bridgend, Powys and Wrexham. ASH Wales is supporting the North Wales Tobacco Alliance by hosting the WTHN meeting in April alongside this. ASH Wales responded to consultations on the Public Health Green Paper, Diabetes Delivery Plan, DH Balance of EU Competence Review, PHW Health Improvement Review (Stage II).

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 250 members by end FY 2012/13	KPI achieved 3 rd WTHN meeting to be held in Llandudno on April 19 th 2013 (please note change of date from March 21 st due to poor attendance numbers). This meeting will be held in conjunction with the North Wales Tobacco Alliance. 252 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 Origin of visits	3,770 visits during the quarter. 19,242 page visits 66.55% new visits Av. visit duration 3:24 ASH Wales website updated design and revamped homepage will be launched on April 22 nd .
3.2	Maintaining e database of tobacco control and promoting the dissemination of information notification of legislative issues and	Number on database	252 WTHN members 34 WTCA member organisations 10 active youth advocate volunteers

	promotional work.		
3.3	Publishing and maintaining a quarterly e newsletter.	Quarterly newsletter disseminated	New monthly e-newsletter disseminated since 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 Seven new positions created at ASH through a three year funded project from the Big Lottery Fund. 2 new positions created through the Jobs Growth Wales 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 bi-lingual leaflets and posters this year as part of the campaign. ASH Wales to administer 2013 funds to BHF. The future of the campaign to be discussed through WG at the tobacco delivery board in February 2013.
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	Bilingual resources available on No Smoking Day Website	See 5.2

	Day website and including links to Welsh language websites and resources.		
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	Launch of NSD at the WTHN in November 2012.

Additional reports:

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

Emma James joined ASH Wales as a Youth Development Support Officer (as part of Jobs Growth Wales) on the 4th March 2013 and will be with us for 26 weeks.