

ASH Wales work-plan and timescales 2014-2017

Action Area 1	Activities	Milestones	Outcomes
ASH Wales will continue to sit on the Tobacco Control Delivery Board, reporting progress against the actions within the Tobacco Control Delivery Plan that they have contributed towards, and feedback views and/or comments or concerns from other third sector organisations.	To feedback views from the third sector to the Tobacco Delivery Board and vice versa		ASH Wales as an active member of the TDB
Over the next three years ASH Wales will take a leading role in raising the profile of the harm caused by illicit tobacco amongst both the health and enforcement communities in Wales. ASH Wales will meet with all Welsh Police and Crime Commissioners in Wales to highlight the importance of tackling illicit trade.	Liaise with Public Health Wales, Trading Standards, HMRC and PCCs to discuss illicit tobacco and raise the profile of the problem	Yr 1 – meet with 3 PCCs, TS and PHW to discuss the issue Yr 2 and Yr 3 – set up an illicit tobacco working group which includes partners to discuss tackling the issue in Wales	Raise the profile of harm caused by illicit tobacco at a strategic level
ASH Wales will support the Welsh Government in the development and implementation of the tobacco retail register as required.	This will be dependent on WG activity		
ASH Wales will continue to sit on the 7 local Tobacco Action Groups across Wales in an advisory capacity, representing the views of the third sector at a local level. ASH Wales will ensure the Tobacco Action Groups consider priority policy areas, such as illicit tobacco sales.	To feedback views from the third sector to the TAG's and highlight priority areas such as smokefree homes, illicit tobacco etc and highlight any gaps in the local plans	Yr 2 – to ensure that illicit tobacco is written into the 7 local tobacco action plans as a priority area	Raise the profile of harm caused by illicit tobacco locally
ASH Wales will continue to support the third sector on tobacco-related issues.	Encourage a greater third sector response to tobacco related consultations		Increased engagement from the third sector on tobacco control issues
ASH Wales will continue to co-ordinate the Wales Tobacco Control Alliance but seek to do this in the most economical manner.	Meetings conducted on a quarterly basis and all other activity conducted 'virtually'		Increased engagement from the third sector and other alliances on

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			tobacco control issues
ASH Wales will continue to run the Wales Tobacco or Health Network and will arrange 3 annual meetings covering key tobacco related issues.	Engage WTHN in taking key issues identified in the TCAP forward locally	Yr 1 – cover implementation of smokefree children’s sports grounds Yr 2 – cover smokefree homes and local activity Yr 3 – cover niche and developing tobacco products	Increased engagement from a range of professionals in key tobacco control issues
ASH Wales will seek to expand their networks and play a key role in raising awareness on responding to any tobacco–related consultations with the third sector, so the views of the third sector are represented.	Engaging a range of partners and health professional bodies in tobacco control issues and form partnerships with other alliances in Wales	Yr 1 – to engage with the mental health alliance on smoking and mental health Yr 2 and 3 – to engage with the age alliance on issues such as smoking and dementia	Increased engagement from the third sector and other alliances on tobacco control issues
ASH Wales will continue to run a bilingual website which will be used to communicate with stakeholders, including the networks. Over the next three years this should be developed to become a one-stop-shop for tobacco related issues. This will allow stakeholders to review research, identify best practice and provide evidence which could be used in response to consultations or in applications for funding.	Develop the ASH Wales website into a tobacco control information service accessible to all partners	Yr 1 – to develop the research section of the ASH Wales website to include consultation responses and highlight best practice and guidance Yr 2 and 3 –the ASH Wales website developed as a one-stop shop for tobacco briefings and factsheets, consultations, sharing of best practice and research in Wales	ASH Wales website as a one-stop shop for best practice in tobacco control research and policy in Wales
ASH Wales will continue to lead a research sub-committee which will focus on tobacco control and smoking research.	Meetings conducted on a quarterly basis	Yr 1 – partner research information from these	Increased partnership working

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The committee allows engagement with academics and medical practitioners from a variety of disciplinary backgrounds throughout Wales. Membership currently includes Decipher, Swansea University, Public Health Wales, Tenovus, Stop Smoking Wales and Welsh Government. Through this group ASH Wales is currently developing two National Institute of Health Research youth smoking prevention bids which will ensure ASH Wales's youth project work has a robust evidence base.		meetings will feed into the research part of the ASH Wales website.	and engagement from the academic sector, third sector and statutory sectors in tobacco control research and policy
Action Area 2			
ASH Wales will continue to support this action through their youth smoking prevention and cessation project The Filter Wales which is funded through the Big Lottery. Through this service ASH Wales provides training, youth development, volunteering opportunities and age-appropriate advice using a range of relevant channels. ASH Wales will continue the work delivered by The Filter Wales, funded through the Big Lottery. As part of this project ASH Wales provides training for professionals working with young people	We will oversee the ASH Wales youth project and report to the TDB and partners on progress	Yr 1 -3 Engage ASH Wales young people and partners so that the young people are able to advise on relevant partner tobacco control programmes Yr 1-3 Regular updates to the TDB and partners on the progress of the youth project	ASH Wales and partners establish an informed approach to engaging young people with smoking cessation and prevention through relevant channels ASH Wales is able to find sustainable funding for the youth project
Action Area 3			
ASH Wales will work in partnership with Public Health Wales on exploring using the Smoking Toolkit Study to provide quarterly indicators of smoking prevalence and behavioural information on smokers quit attempts which are not currently gathered in Wales.	To deliver this piece of work through the ASH Wales research subcommittee	Yr 2 - Agree partnership with Public Health Wales on scoping exercise of toolkit for Wales and develop action plan for scoping	To decide whether a smoking toolkit study is a viable option for Wales
ASH Wales will continue to support the NHS Stop Smoking Wales service through community partnerships, third sector	Profile raised through ASH Wales information portals etc. of		

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organisations, ASH Wales website and social media channels.	smoking cessation services/campaigns in Wales ASH Wales working in partnership to support the service		
ASH Wales will continue to support tobacco campaigns such as Stoptober and Freshstart Wales.	Profile raised through ASH Wales information portals etc. of smoking cessation services/campaigns in Wales ASH Wales working in partnership with relevant agencies to support campaigns		
ASH Wales will work in partnership with Sustrans, BHF and MIND over the next two years on Healthy Hospitals and Healthy Universities projects. ASH Wales should provide expert advice and support on tobacco issues through these projects.	Working in partnership with the 3 other agencies to deliver the project Raising the profile of smoking cessation and smokefree hospitals and universities	Outcomes to be defined through this project Yr 1- working with hospitals and delivering training and help with smokefree hospital policies on a needs basis Yr 2 – working with universities and delivering training and help with smokefree campus policies on a needs basis	Defined hospitals and universities engaging in brief intervention/smoking cessation and implementing smokefree environments
Action Area 4			
ASH Wales will continue to work with local authorities across Wales until all have implemented smokefree playgrounds.	Working in partnership with Local Authorities and Public Health to implement smokefree playgrounds	Yr 1 – final 1 or 2 Local authorities in Wales to have implemented smokefree playgrounds	All local authorities in Wales to have implemented smokefree

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			playgrounds
ASH Wales will continue to promote best practice for smokefree homes and encourage local activity on this issue through the Tobacco Action Groups and their networks.	Engage Housing Associations and other partners to consider implementing SFHs Raise issue locally through TAGs. Cover issue through the WTHN and raise the issue through the WTCA	Yr 1 – Meet with housing associations from across Wales and engage them in implementing smokefree homes Yr 2 – cover smokefree homes in WTHN Yr 3 – work with TAGs to implement smokefree homes in their tobacco action plan and encourage them to engage with their local housing associations	All local authorities in Wales are engaging partners in smokefree homes and delivering activity on this