

	Progress to date			
Grant targets	Quarter 1 (01/04/16 – 30/06/16)	Quarter 2 (01/07/16 – 30/09/16)	Quarter 3 (01/10/16 – 31/12/16)	Quarter 4 (01/01/17 – 31/03/17)
Attend the Tobacco Control Strategic Board for Wales, and identify new actions required for the Tobacco Control Action Plan for Wales. Feedback views from the Third Sector to the board and vice versa. Ensure the board holds the subgroups and stakeholders to account and takes action to ensure the current smoking prevalence targets set out in the Action Plan are reached.	The new Tobacco Control Strategic Board for Wales has yet to meet but ASH Wales has secured a place on the board by virtue of being chair of the denormalisation sub-group.	The first meeting of the Tobacco Control Strategic Board is scheduled for the beginning of December. ASH Wales will attend this meeting to represent the views of the Denormalisation sub-group and provide Third Sector representation. ASH Wales has been preparing for the first meeting of the Board by feeding into the the Prevention and Cessation sub-groups and collating all information generated from the Denormalisation sub-group. Given ASH Wales' position as chair we are responsible for reporting back the progress made in terms of revising the denormalisation related actions in the Tobacco Control Action Plan and developing new measurable performance indicators to track contribution towards the		

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		overall aim of achieving an adult smoking prevalence level of 16% by 2020.		
Be part of the Tobacco Control Strategic Board sub-groups on cessation and prevention. Set up and Chair the Denormalisation sub group with a view to developing actions and ensuring the actions are delivered. Feedback views from the Third Sector to the sub-groups and vice versa. Provide evidenced-based information to the groups Ensure the sub-groups meet the aims/objectives and terms of reference set out by the Tobacco Control Strategic Board.	ASH Wales has secured a place within both the cessation and prevention sub-groups. The first meetings of the sub-groups are due to take place in July/September. ASH Wales has set up the core membership of the denormalisation subgroup and the first meeting date has been set.	During this quarter ASH Wales has attended two meetings of the Cessation sub-group and one meeting of the Prevention sub-group. During these meetings ASH Wales has contributed to reviewing the actions in the Tobacco Control Action Plan and developing new performance indicators. ASH Wales has arranged and staged the first meeting of the Denormalisation sub-group. The meeting was attended by colleagues from the Welsh Local Government Association, Chartered Institute of Environmental Health, Youth Cymru, Bangor University, Public Health Wales and Welsh Government. During the meeting we discussed the		

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		terms of reference for the group, considered membership of the group and received a presentation from Public Health Action on the smokefree campaigns undertaken in the South West of England. During each meeting of the Cessation, Prevention and Denormalisation sub-groups we have, and will continue, to feedback information from our Third Sector partners and present evidence-based findings when appropriate. Following each sub-group meeting we have produced a summary of the discussions taking place and decisions taken. We will present this summary to our Third Sector partners within the Wales Tobacco Control Alliance (WTCA) at the next meeting scheduled in November.		

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Be part of setting the strategy to address the issue of illegal tobacco in Wales through the Welsh Government's illegal tobacco task and finish group. Feedback views from the Third Sector to the task and finish group and vice versa.	ASH Wales is part of the new illegal tobacco task and finish group. The first meeting of the task and finish group will take place on 8th July during which ASH Wales will provide a presentation on the illegal tobacco report we produced in 2014 on the scale of the illicit tobacco market in Wales.	ASH Wales has attended two meetings of the illegal tobacco task and finish group during this quarter. At the July meeting ASH Wales presented on the illegal tobacco report we produced on the scale of the illicit tobacco market in Wales. During both meetings we have been involved with decisions on how to tackle the supply and demand of illicit tobacco in Wales, as well as representing the views of the Third Sector. We will present a summary of the illegal tobacco task and finish group meetings to the WTCA at the November meeting.		
Ensure the 7 local Tobacco Action Groups across Wales consider priority policy areas set out in the Tobacco Control Action Plan for Wales, and include them in their action plans.	ASH Wales attended the Swansea Tobacco Action Group on 30th June during which we provided an update on our most recent activities and informed the group of developments in tobacco control at a	ASH Wales provided an update on the discussions taking place and decisions made at the Cessation, Prevention and Denormalisation sub-group meetings to the Swansea Tobacco Action		

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	national/international level.	Group in September. During this meeting we also provided information on the Wales-wide campaigns currently taking place in relation to smokefree spaces.		
Work with Public Health Wales on tobacco control, prevention and cessation initiatives. Join together on campaigns and share information as required.	In April the ASH Wales CEO had a catch up meeting with the Public Health Wales consultant leading on tobacco control to provide an update of ASH Wales' activities over the coming months. Given the work Public Health Wales are undertaking in relation to smoking in pregnancy we sent draft versions of our smoking in pregnancy information packs to Public Health Wales colleagues for their information and to acquire feedback.	A key smoking cessation initiative taking place in Wales is the development of a centrally managed smoking cessation system. ASH Wales has been working closely with Public Health Wales and other cessation providers on ensuring that progress is made and that all parties are considered during the development process. We have attended meetings on how the proposed new database should look and have acted as an intermediary between Public Health Wales and the secondary care stop smoking service which has its own smoking cessation system.		

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Provide Third Sector leadership and direction in tobacco control. Share evidenced-based knowledge with, and be a source of information for, the Third Sector, public health bodies and the public. Make available evidenced-based research findings, briefings and consultation responses to the Third Sector, public health bodies and the public.	In April ASH Wales released the 2016 e-cigarette and young people report, providing an insight into the awareness and use of e-cigarettes among young people living in Wales. In May 2016 ASH Wales submitted a response to the HMRC consultation on the Tobacco Illicit Trade Protocol, concerning the licensing of equipment and the supply chain. Both the e-cigarette report and the HMRC consultation response were disseminated among our WTCA partners and other Third Sector colleagues, as well as being made available on the ASH Wales website.	In August ASH Wales produced a response to the consultation on the future priorities of the Welsh Assembly's Health, Social Care and Sport Committee. We disseminated this response to all WTCA members which they could use as a basis to formulate their own responses. During this quarter we produced a briefing paper on the funding of smoking cessation services in Wales. As representatives of the Third Sector ASH Wales met with the new Chief Medical Officer for Wales in September, providing us with the opportunity to welcome him to his new role and share our views on emerging tobacco control issues influencing the Third Sector in Wales,		

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		such as the campaign to extend the number of smokefree spaces in Wales. During this quarter ASH Wales attended the inaugural meeting on the Public Health Alliance, a collaborative partnership of member, patient and professional organisations that are working to improve the health of the Welsh public. ASH Wales is the tobacco control representation on this group.		
Continue to lead and coordinate the Wales Tobacco Control Alliance (WTCA) and Wales Tobacco or Health Network (WTHN). Ensure the WTCA and WTHN continue to inform and influence tobacco control policy development and implementation at both a Wales and UK	In June ASH Wales coordinated and facilitated a meeting of the WTCA. Among the action points from the meeting was writing a letter to the new Public Health Minister Rebecca Evans highlighting the importance of the Public Health Bill going through quickly and smoothly, especially as new AMs	The views of the WTCA are being represented by ASH Wales at the Cessation, Prevention and Denormalisation sub-group meetings. Next WTCA meeting scheduled for November. Following on from notes from previous meeting: Rebecca Evans AM approached for meeting		

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level.	(Ukip) may oppose it due to tobacco control measures, as well as asking for the focus to remain on the benefits of the bill e.g. smokefree spaces and tobacco retailers register.	(denied), letter sent to herself highlighting concerns in delays and new AMs halting smooth process of PHB. Comms team have been working on renewing and refreshing WTCA membership. All members now signed up officially and to 'code of conduct'. Membership has been purged - those who failed to participate over a number of months have had membership cease (by mutual agreement ie not able to give time, change of remit). Membership is now 20 strong, all members regularly respond and engage with WTCA and correspondence etc. In preparation for the next WTHN meeting we have been seeking views on the extent and type of smoking cessation services available to		

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		individuals with a mental illness in Wales. To this end we have had a meeting with the Chief Operating Officer at MIND Aberystwyth in order to find out information on the smoking cessation services they run. Following this piece of work it has been decided to stage the next WTHN meeting on the theme of smoking prevalence/cessation among those with a mental illness.		
Utilise ASH Wales' expertise in the field of tobacco control, in areas such as service delivery and partnership working with other service providers, to issue best practice recommendations on specific tobacco control issues such as the provision of smoking cessation/prevention services and smoking in pregnancy.	ASH Wales is currently developing an information booklet for young pregnant mums. A major source of information for this booklet originates from ASH Wales' previous work delivering smoking cessation sessions for teenage mums at Barnardo's. ASH Wales is currently developing a best practice	ASH Wales has been consulting with professionals who work with individuals with a mental illness to determine the needs of this group in terms of smoking cessation. From our discussions with MIND Aberystwyth and finding out about their extremely successful smoking cessation service we are aiming to develop best		

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	toolkit as part of a commissioned European project. This toolkit will be based on the great experience ASH Wales has in delivering smoking cessation programmes for groups of young people.	practice recommendations for mental health related smoking cessation. In conjunction with ABMU, ASH Wales developed an information booklet for pregnant mums and printed 8,000 copies. Currently liaising with ABMU and Public Health Wales on the best way to disseminate the resources with evaluation and resources. Held a prize draw survey/competition through our Smokefree Me Community. The prize was for 2 x BT Baby Monitor 350 Lightshows. We had 12 survey entries and picked 2 winners. Continuation of Smokefree Me project – adult cessation.		
Support the Welsh Gov in the implementation of legislation and policies aimed at increasing	ASH Wales has developed a briefing on the operation of tobacco retailer registers in other	In September ASH Wales met with the CMO for Wales. During this meeting we emphasised		

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tobacco control including the implementation of the tobacco retail register, smoking in cars, prisons, and areas where children and vulnerable people are present.	countries, and the elements required for a register to be a success. We will share this briefing with the Welsh Government and all other interested parties.	our willingness to work with the CMO and the Welsh Government on the implementation of legislation and policies aimed at increasing tobacco control. We sought assurances from the CMO that the proposals to introduce a tobacco retailers register and extend the number of smokefree spaces will be featured in the forthcoming Public Health Wales Bill. We agreed to offer our full support to these proposals.		
Take action to drive down childhood exposure to second-hand smoke. Work with local authorities, public bodies and other decision makers on campaigns involving the introduction of smokefree areas, such as playgrounds, school gates and beaches.	Over March-May ASH Wales launched a smokefree homes competition among multiple schools across Wales, whereby children had to write poems or design illustrations around smoking in the home. We received over 800 entries in total. We have discussed	In July we presented to the winners at St Robert's Catholic School. The school received a £100 Amazon voucher and the children each received a mini book of poems. We sold 25 copies of our mini book of poems online. We had a half page advert in the Newydd Housing magazine which was sent		

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Work with schools and families from across Wales on the introduction of smokefree homes.	collaboration with Community Housing Cymru who have disseminated all of our social media graphics and content to housing associations across Wales. Also liaising with Newydd Housing to produce an advert for their magazine which they send to all their tenants. We have designed CO in the home information leaflets for children to send home after having a CO monitor test. We have worked with both Pembrokeshire and Swansea on their launch of smokefree beaches. Both local authorities are using the signage we designed. We are working with Swansea and Newport local authorities on the launch of their smokefree	to all their tenants. Thanks to the traffic from Newydd and the support of other housing associations, the Smokefree Homes campaign page was the most visited page with 470 views. In September, we prepared for our Smokefree School Gates campaign and started developing a toolkit and competition. We contacted each local authority to see if this is something they were interested in. Merthyr, Monmouthshire, Neath Port Talbot, Bridgend and Torfaen showed interest in creating smokefree school gates for 2016/17. Swansea to launch Smokefree School Gates in October and Newport to launch secondary school gates in November.		

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	school gates campaigns.	Cardiff took an audit of their smokefree playground signage. Cardiff Bay needed new signs and held a re-launch event with Flying Start Wales.		
Ensure ASH Wales continues to communicate effectively on emerging tobacco control issues, via the ASH Wales website, social media, newsletter and/or meetings with decision makers at a national/local level.	ASH Wales continues to communicate via our main ASH Wales website and our youth facing 'The Filter' website. We have developed a new specialist website called 'Smokefree Me' which contains detailed information on smokefree homes and smoking in pregnancy. Each of our websites has a high number of visitors and page views. We continue to interact and engage with the general public via social media platforms such as Facebook and Twitter. We send out a monthly newsletter to over 1,100 health professionals.	ASH Wales continues its various levels of communications to; young people via The Filter, adult quitters via Smokefree Me and tobacco control professionals via ASH Wales. Each strand has its own various social media channels and websites, all garnering large and consistent numbers of engagement such as The Filter & ASH websites receiving 200+ visits weekly. Each strand continues to disseminate information relevant for their audiences daily primarily via Facebook & Twitter. Our Facebook pages have		

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	ASH Wales has disseminated 7 press releases during this quarter on issues such as e-cigarettes, smokefree places and standardised packaging. ASH Wales CEO has given several media interviews, including one to BBC Radio Wales on the topic of smokefree hospital grounds.	2,500 followers, Twitters have over 3,800 followers. We send out a monthly newsletter to almost 1,200 health professionals. We have sent out 7 press releases and responses to emerging news in this time. Valued at £16,000 from regional press alone. ASH Wales CEO has given several media interviews, including several to BBC Radio Wales, Heart FM & ITV Wales. We have approached Assembly Members and have 4 meetings lined up to talk about our organisation's work.		
Provide an opportunity for Jobs Growth Wales employees / European Voluntary Service (EVS) placements / volunteers to gain knowledge and learn	ASH Wales has appointed a full-time youth development support officer via Jobs Growth Wales, who has attended a youth work course	ASH no longer has JGW employees as the service has changed and as a charity we cannot afford to pay the contribution now asked for.		

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new skills whilst working with ASH Wales.	during his time here at ASH Wales. Since September 2015 ASH Wales has employed the services of an EVS volunteer from Austria, who has been trained to deliver smoking cessation sessions by our youth team. ASH Wales continues to work with a number of volunteers who receive training in service delivery, youth engagement, research and communications whilst at ASH Wales.	Since September 2016 ASH Wales has employed 2 EVS volunteers, one from Spain and one from Austria. One volunteer is working with the youth team joining them on sessions with young people and one is working with the communication's team and is creating content for our multiple social media channels. ASH Wales continues to work with many volunteers and university placements who receive training in service delivery, youth engagement, research and communications.		