

The Targets

	Progress to date			
Grant targets	Quarter 1 (01/04/17 – 30/06/17)	Quarter 2 (01/07/17 – 30/09/17)	Quarter 3 (01/10/17– 31/12/17)	Quarter 4 (01/01/18 – 31/03/18)
To attend the Tobacco Control Strategic Board. Reporting progress against actions contained within the Tobacco Control Delivery Plan, in relation to ASH Wales and the sub group tackling de-normalisation. Feedback views from the third sector to the tobacco delivery board and vice versa.	During the period of April to June 2017 we attended all meetings of the Cessation, Prevention and Denormalisation sub-groups of the Tobacco Control Strategic Board, as well as the meeting of the Strategic Board itself, providing us with the opportunity to contribute to revising each of the action points within the Tobacco Control Action Plan for Wales and devising new outcome performance indicators. At the Tobacco Control Strategic Board meetings we have expressed the views of ASH Wales, our partners within the denormalisation sub-group, and our third sector colleagues. In the case of the latter, for example, we communicated to members of the Strategic Board the views of Cancer Research UK and the British Heart Foundation with regards to the lack of			

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	specific targets with the current Action Plan draft.			
Support the Welsh Government in the development and implementation of the tobacco elements of the Public Health (Wales) Bill should the Bill received Royal Assent – targets to be developed as the work evolves.	We have held initial discussions with Welsh Government colleagues on the next steps following the passing of the Public Health (Wales) Act 2017, in terms of the expected timetable and what needs to be done before the legislation comes into force. We have indicated how keen we are to be involved in any developmental sub-groups and the stakeholder consultation process.			
Ensure the 7 local Tobacco Action Groups across Wales consider priority policy areas, such as illicit tobacco sales, and are included in their action plans	In this quarter we have attended meetings of the Tobacco Action Groups in Powys and Swansea. During these meetings we have outlined the main components of the revised Tobacco Control Action Plan as it stands at present, thereby providing the Powys and Swansea Action Groups with the			

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	opportunity to incorporate these elements within the action plans for their jurisdictions.			
Utilise the expertise within the Wales Tobacco Control Alliance to support the Welsh Government in the delivery of the Tobacco Control Action Plan, and in achieving the targets set out in the Tobacco Control Delivery Plan 2017-20.	In June we staged the latest meeting of the Wales Tobacco Control Alliance (WTCA). Colleagues from Cancer Research UK, Royal College of Paediatrics and Child Health, the Chartered Society of Physiotherapy, plus others were in attendance. A major part of the meeting involved ASH Wales reporting on the developments in the revision of the Tobacco Control Action Plan for Wales. To support the delivery of the Plan we asked all those in attendance at the meeting, plus all other members of the WTCA not able to attend, to review in detail the current draft of the Action Plan and to consider whether,			

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	according to their areas of expertise, there is anything missing from the Plan. We then reported this feedback to the Tobacco Control Strategic Board when it met at the end of June.			
Coordinate the Wales Tobacco or Health Network, including an annual event. Over the next three years the priority areas will be smokefree spaces, health inequalities and illegal tobacco.	Following on the successful Wales Tobacco or Health Network (WTHN) meeting staged at the end of January 2017 on the topic of smoking and mental health we have produced a briefing paper and press release on the issue of smoking among those with mental ill health in Wales. Both of these contained an overview of the problem and a list of four key actions that need to be undertaken in order for this problem to be addressed.			
Support the Welsh Government by providing evidence on a wide range	During this quarter ASH Wales has provided evidence on several			

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of tobacco related issues, either through research by ASH wales, or by providing links to published research.	tobacco related topics. For instance, we have collated evidence of the harm to pets associated with smoking in the home and highlighted the changes to smoking in Wales following the smoking ban implemented in April 2007, including reporting the extent to which there are fewer smokers in 2017 compared to 10 years previously. In addition to this we have reported the findings from our latest YouGov opinions poll which, among other things, showed continued support for smokefree spaces in Wales and a reduction, compared to last year, in the percentage of survey participants who view smoking tobacco as common. ASH Wales have collated the existing evidence on Heat not Burn products and circulated the briefing to members of the TCSB and further			

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	afield.			
Work with Welsh Government, Trading Standards, HMRC and Public Health Wales to tackle the ongoing issue of illegal tobacco in Wales.	Since its inception ASH Wales has attended all meetings of the illicit tobacco task and finish group set up by the Welsh Government to reduce the size of the illicit tobacco market in Wales. In partnership with our colleagues from Welsh Government, Trading Standards, HMRC and Public Health Wales, ASH Wales contributed to the development of the illicit tobacco programme, which has received sign off from the Public Health Minister and is set to be implemented across Wales. ASH Wales has been chosen to lead to delivering phase 1 of the programme.			
Build public support for smokefree spaces, particularly in areas frequented by young people.	In April the Urdd Eisteddfod, which welcomes 90,000 visitors each year, went smokefree thanks to our			

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	work. We engaged young people in an online competition to win tickets, held a stall at the event (including presentation to the prize winners) and supported media interviews around the smokefree initiative. In June, we supported the 11th LA (NPT) in Wales to make its primary school gates smokefree. Additional to this, we ran a Little Book of Poems Competition for schools across Wales where young people designed either a poem or poster about smoking at their school gates. There were over 800 entries and the finally 100 winners took a free copy of the book home to their parents.			
Utilise communication channels and opportunities to support tobacco control messages and promote cessation services across Wales,	Our Comms team released 8 press releases. These were shared on our website, through our social media channels and via the (predominantly) Welsh			

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liaising with Welsh Government and Public Health Wales to ensure a consistent targeted approach.	press. Through local press these articles were valued at £72k (v £32 last quarter) and reached 519k+ people (double on last quarter). These stats are particularly high due to the 10-year anniversary of the smoking ban in Wales falling on 1st April 2017. This piece alone was covered by ITV, BBC Online and Radio, WalesOnline, among others. The newsletter continues to monthly reach 1200+ health professionals, AMs, organisations etc monthly. The Filter, ASH & Smokefree Me websites averaged 2k visitors monthly combined. During this quarter, these 3 websites pages were viewed over 13k times. Following from our WTHN mental health meeting in January, we created a			

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	briefing inc. recommendations and sent this to AMs with a cover letter at the end of June. From this, we are hoping to arrange meetings and possibly join the CPG on mental health to raise the issue of smoking cessation directly with AMs. We have continued to work with PHW, especially in relation to Help Me Quit, and we regularly share their work via our newsletter and social media accounts. We are due to meet the Comms teams from PHW to build an even more supportive relationship.			
Identify alternative funding streams, and work with Welsh Government to determine future funding options. (recommendations to be received by 31/519).				