



ANNUAL REVIEW [1999]

...this year's healthy pack of 10...

01 New Technology

ASH's information work has undergone a revolution in the last two years, moving from purely paper based resources to an extensive internet web site. Virtually all of our publications, press releases and campaigns are on our web site, allowing thousands more people than ever before to have access to our work. The ASH website has received almost 3 million visits since it was first set up.

ASH's daily news briefing has also moved on, from fax to e-mail, with more than 500 people now receiving it. Such electronic media allow us to respond faster than ever before to the emerging tobacco agenda.



www.ash.org.uk
(the ASH website has received almost 3 million visits since it was first set up)

02 Hospitality Trade

September 1999 saw the launch of the "Public Places Charter", a voluntary code on smoking in pubs and restaurants, agreed between the government and the hospitality trade bodies. ASH has been particularly active with the trade press and trade bodies in promoting the agreement and calling for the trade to set targets for increased no-smoking provision, so that its success can be judged.

- > As part of our long running campaign to improve smoke-free provision in pubs and restaurants we published "Bad for business?". This practical guide is intended to help owners and managers who want to introduce workable smoking policies in their establishments. The guide received widespread positive coverage in the trade press.
- > During November, ASH organised the launch a new study by South Staffordshire Smoke-Free Alliance of the economic impact of introducing no-smoking areas in pubs. The study, focusing on the introduction of no-smoking areas in 10 Staffordshire pubs, showed a 7% increase in takings and support from 74% of customers surveyed. Again, the survey received widespread coverage in the trade press.

03 Workplace

Since its earliest days, ASH has lobbied for government action to protect non-smokers from the harmful effects of passive smoking in their place of work. July saw the launch by the Health & Safety Commission (HSC) of a public consultation on a new code of practice which will clarify employers' legal duties regarding passive smoking at work. Prior to the consultation, ASH provided the HSC with detailed information on the problems associated with passive smoking in the workplace. ASH has made a detailed response to the consultation and advised other organisations in making their response.

- > As part of our ongoing programme of offering advice to employees and employers who want to tackle the problem of passive smoking in the workplace, ASH has published, with the Trades Union Congress and National Asthma Campaign, a new comprehensive practical guide, "Smoking in the workplace".

04 Health

A report commissioned by ASH to draw attention to the rarely discussed problem of the effect of smoking on men's sexual health, "Warning: smoking causes male sexual impotence" was launched in association with the British Medical Association. The report received massive coverage across the UK and international media.

- > ASH Director, Clive Bates and Dr Martin Jarvis, of the Imperial Cancer Research Fund, wrote a new edition of their report on the dangers of low tar cigarettes, "Low Tar: why low tar cigarettes don't work and how the tobacco industry has fooled the smoking public".

05 Tobacco Industry

1999 saw the launch of two new ASH reports, produced in association with the Imperial Cancer Research Fund, on the behaviour of the tobacco companies which received widespread coverage in the national and international media.

- > "The safer cigarette: what the tobacco industry could do and why it hasn't done it" is a study of over 50 patents for technologies that would reduce the chemicals in cigarettes that cause cancer, heart disease and emphysema.
- > "Tobacco additives: cigarette engineering & nicotine addiction" is a survey of additives used by manufacturers to enhance the appeal and addictive nature of cigarettes.

06 Advertising

ASH has played a prominent role in the media promoting the health benefits to be gained from the proposed ban on tobacco advertising whilst countering the criticisms of the tobacco companies.

- > ASH Director, Clive Bates wrote "Implementing the EU tobacco advertising directive" as a guide to best practice for leading politicians and opinion formers.

07 Regulation and Policy

1999 has been a very effective year for ASH in the ongoing campaign to improve the regulation of tobacco.

- > As part of our work to promote the health gains of new policies announced in the government White Paper on tobacco "Smoking Kills", ASH produced an analysis of its contents, "Review of the Government White Paper on tobacco"

08 International

In recognising both the magnitude of the global problems caused by tobacco, and the unique opportunities which currently exist to tackle it, during 1999 ASH set up a self-funding international tobacco control project. The project has two aims:

- > to help build an alliance of non-governmental organisations (NGOs) to support the development of the world's first tobacco control treaty, currently being promoted by the World Health Organisation (WHO);
- > to run additional campaigns on international tobacco issues in partnership with colleagues from around the world.

09 International Projects

Highlights of the project so far have included:

- > hosting a lively meeting in London to enthuse British NGOs about the international treaty which was addressed by both Dr Gro Harlem Brundtland, the Director-General of the WHO, and Tessa Jowell, who was the then Minister for Public Health;
- > launching a "Death Clock" with other NGOs at the start of the first meeting on the international tobacco control treaty. The clock counted out the number of global deaths due to tobacco related disease in real time as the meeting went on - one death every 8 seconds. By the end of the week the clock had reached almost 50,000.

10 Financial Report

	1999	1998
income		
Department of Health	143,618	114,713
Welsh Office	40,000	40,000
Regional Health Authorities	16,200	26,690
Supporting Charities	111,085	111,081
Projects	14,808	10,200
Donations and subscriptions	27,325	35,753
Sales of literature and services	30,976	10,091
Other income	2,125	8,234
Interest received	4,993	2,818
total	391,130	359,580
expenditure		
Staff costs	177,618	158,917
Research, information and projects	59,281	32,319
Premises	22,768	14,259
Telephone and postage	9,074	8,618
Printing, stationery and design	3,987	10,843
Leasing of equipment	18,441	19,329
Other central costs	7,039	17,683
Branch costs	35,859	40,212
Fundraising	1,004	1,689
Management & administration	16,129	18,878
Depreciation	6,095	5,841
total	357,295	328,588

...a stunningly
successful year...

// *This has been a stunningly successful year for both ASH and the wider health movement. ASH is now at the heart of the national effort to tackle smoking, whilst ASH media coverage and public affairs effectiveness have been important in shaping events and influencing the climate of public opinion.*

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