

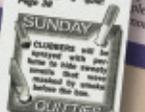
# Consigned to the ashtray of history

Euan Ferguson laments a

RIDE THE Coach and Flower, in the  
of smoking, ever. Because that's  
ly what we need. In Britain,  
the last few years, in Africa,  
Asia, even. Less fun, and fewer  
the good is mixed. Resisted,  
Mike and Archie will  
side. "Probably for the best,"  
is. "Not a worry for me!"  
to argue. Film-maker  
signed has come here  
edge, just for the night.  
the place to be. Everyone  
sacco Bacon. Peter Cook.

## Cig ban backed

THE government backed the smoking ban last night...  
New Health Secretary  
Alan Johnson said...  
"I'm sure that the health  
of every day will be  
protected."



did, and the  
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who had  
say bells  
in. Even

cigarettes, but film  
thing. They are mostly  
smokers - the fine  
smokers here!  
times, have them.  
But this ban, is  
cigarettes. It is about  
freedom, and  
it is for Jackson,  
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NEWS 13  
014707 The Channel

# Ashesto ashes

in pubs from this Sunday. To mark this... people most affected... you!

16 FOCUS

# TIME TO BIN SMOKING

Today it becomes illegal to light up in enclosed public spaces in England. But some authorities are extending the ban even further. Steven Sainford and Sarah-Kate Templeton report.



When the prohibition on smoking in public places was introduced in England last year, it was hailed as a landmark. But some authorities are extending the ban even further. Steven Sainford and Sarah-Kate Templeton report.

# SMOKE BAN the final countdown

Reflecting on the... the introduction of the drink-drive laws... the smoke ban means to them



Daily Express Monday 24 July 2007

# I can breathe clearly now the smoke's gone

Children to 'blackmail' parents... LIFE in my local has changed overnight... SHARING in 'exclusive public places' was banned in England from yesterday, sparking frustration and delight in equal measure.



**ash.** Action on Smoking and Health is a campaigning public health charity that works to eliminate the harm caused by tobacco.

## Overview of 2007

This has been a momentous year for ASH as we finally achieved one of our core goals - to ensure legal protection from secondhand smoke. The implementation of the smoking ban in Wales and Northern Ireland (in April) and finally in England on 1st July gave ASH, the health community and the public plenty of opportunities to celebrate this amazing public health landmark. As the Chief Medical Officer, Sir Liam Donaldson noted in his annual report: *“The legislation this country has implemented represents some of the most far-reaching protection provided to the public and employees anywhere in the world”*. He added that it would *“leave a large footprint in the history of public health and will be of lasting benefit for generations to come”*.

On other matters, ASH has been working hard with members of the Reduced Ignition Propensity (RIP) Coalition to ensure the campaign for “fire-safer” cigarettes is kept on track. There are promising signs that the European Commission may agree to reduced ignition propensity standards quite soon.

Internationally, the second Conference of the Parties of the international tobacco treaty - the WHO Framework Convention on Tobacco Control - took place in July where it was agreed that work would start on a protocol on illicit trade. In addition work began on a number of guidelines with priority being given to guidelines on packaging and advertising.

Another milestone for ASH this year has been the re-branding and re-launch of our website and publications. Although the ASH website has consistently received much praise from regular users over the years, it had become difficult to find information as it lacked a well-defined structure. The new website is now much easier to navigate and also meets the recommended minimum standards to assist those who have some visual impairment. If you haven't seen it yet, please check it out at: [www.ash.org.uk](http://www.ash.org.uk)

ASH also received an encouraging report from its key funders, the British Heart Foundation and Cancer Research UK, following a site visit by the two organisations. The overall conclusion of the site visit report was a recognition of *“the commitment and enthusiasm of all ASH staff”*. In addition, the report congratulated ASH staff, in particular the Director, Deborah Arnott *“for the impressive work carried out and the considered approach taken”*. They also felt that ASH's credibility and profile had increased in recent years.

This view is supported by the results of the survey of public awareness of ASH carried out after the legislation came into force. Asked which organisations are involved in tobacco campaigning, 29% of the population could name us unprompted, up from just 20% in 2005. When prompted and unprompted awareness are added together 64% of the population had heard of ASH, comparable to No Smoking Day in the same survey at 63%, and up from only 55% in 2005.

Further details about ASH's activities over the past year are outlined in the rest of this review.

ASH also moved to new premises this year. See last page for our new contact details.

“ASH were instrumental in getting it [smokefree legislation] through parliament, the most important role of any tobacco control organisation” \*

(parliamentarian)

## Smokefree workplaces

Following the passing of the Health Act in the summer of 2006, ASH worked closely with parliamentarians to lobby for strong regulations with very limited exemptions. We are particularly indebted to Lord Faulkner of Worcester and his colleagues in the House of Lords for ensuring that the legislation was not watered down.

ASH was appointed to a group set up by the Government to oversee the implementation of the smokefree law. We continued to advise the Government and provided briefings at short notice on issues such as smoking policies to mental health institutions and the economic impact of the smokefree legislation in Scotland and Ireland. As a result, the English law is among the most comprehensive in the world, particularly with reference to its application in mental health institutions.

A month before the smokefree law entered into force, ASH released the findings of a survey jointly commissioned with Asthma UK and the British Thoracic Society. The poll found that support for the law to make pubs smokefree had risen to 72% (up from 51% in May 2004) and that an estimated 4 million smokers planned to use the smokefree law as an opportunity to quit smoking.

As expected, implementation of the smoking ban was a resounding success with over 90% compliance from the outset. Three months post-ban we were able to show that none of the scare stories put out by the tobacco and hospitality sectors had materialised. Our follow up survey with Asthma UK and the BTS revealed that of those smokers who had visited pubs since the smoking ban, 97% reported that they had complied with the law.

“an excellent organisation, the UK's most prominent and effective organisation on tobacco control issues” \*

(journalist)

## Review of the smokefree campaign

ASH staff have written a review of the highly successful campaigning work which led to the legislation. This is due to be published in the journal Tobacco Control in December. A fuller version of the article will be added to the ASH website.

### Citation:

Arnott D, Dockrell M, Sandford A and Willmore I. **Comprehensive smokefree legislation in England: how advocacy won the day.** *Tobacco Control* 2007 (in press)

## Reduced Ignition Propensity Cigarettes

In November 2006, ASH formally launched a campaign to secure the introduction of Reduced Ignition Propensity (RIP) cigarettes in the UK and European Union. Cigarettes with a reduced propensity to cause fires are not only technologically feasible but are already standard in Canada and much of the United States. ASH set up the Reduced Ignition Propensity Coalition, which now comprises 45 organisations, including the Chief Fire Officers' Association, the Fire Brigades Union and the Burns Association. ASH manages the (RIP) Coalition website ([www.firesafercigarettes.org.uk](http://www.firesafercigarettes.org.uk)) and also helped set up the European Reduced Ignition Propensity alliance.

In February, ASH took the campaign to the European Parliament where ASH staff gave evidence at a parliamentary hearing on Reduced Ignition Propensity cigarettes.



Following a favourable meeting of the General Product Safety Directive (GPSD) regulatory committee in June, ASH prepared a comprehensive rebuttal of tobacco industry objections to Reduced Ignition Propensity cigarettes. A summary was translated into French, German, Hungarian, Polish and Spanish, with help from the London Fire and Emergency Planning Authority, and circulated to MEPs. The full text will be provided exclusively to members of the GPSD. The report was issued by the coalition and endorsed by 21 partner organisations.

“A very powerful advocate and an influential group in the corridors of government” \*

(parliamentarian)

## Framework Convention on Tobacco Control

The international tobacco control treaty, the Framework Convention on Tobacco Control (FCTC) is going from strength to strength. There are now 151 Parties to the convention, representing more than 80% of the world population.

ASH's Director, Deborah Arnott, who is also a Board member of the Framework Convention Alliance, attended the Second Conference of the Parties in July where substantial progress was made on these issues. Specifically, the Conference formally adopted strong guidelines on protection from secondhand smoke and set up a body to start negotiating a protocol on illicit trade. It is envisaged that this protocol will be adopted at the fourth Conference in 2010. Draft guidelines are now being developed on tobacco packaging and labelling, and tobacco advertising to be presented at the third Conference in Autumn 2008. Initial work is starting on guidelines on Articles 12 (public education), Article 14 (smoking cessation), and on Article 5.3 (protecting public health policies from interference by the tobacco industry). Work also continues on guidelines for Articles 9 & 10 on product measuring, testing and disclosure. All these will bring significant benefit to tobacco control in the UK.

ASH's ties with the Framework Convention Alliance were further strengthened this year with the appointment of Alison Cox as FCA Project Director. Alison, who has a campaigning background in various voluntary organisations, is based at the ASH office in London.

The Framework Convention  
*Alliance* for Tobacco Control

“tremendous, the most effective lobby group I've seen” \*  
(tobacco control advocate)

## ASH Director receives public health award

It was a great honour for both ASH and Deborah Arnott when Deborah was presented with the 2007 Faculty of Public Health's Alwyn Smith award, in recognition of the role ASH played in achieving the smokefree legislation. This prize, endowed by Professor Alwyn Smith, a former President of the Faculty for Public Health, is given to individuals judged to have made the most outstanding contribution to the health of the public by either research or practice in community medicine (public health medicine).

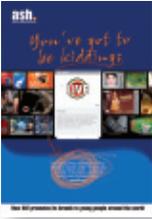
## Nicotine regulation and Harm Reduction

Deborah Arnott was invited to present the case for a tobacco harm reduction strategy to the Department of Health's Tobacco Programme Board, a cross-departmental group. ASH is calling on the Government and pharmaceutical industry to improve the range and accessibility of medicinal nicotine products as a real alternative to cigarettes. There was a further opportunity to promote this policy at an expert seminar attended by senior civil servants from the Department of Health, the Medicines and Healthcare Regulatory Authority and the EU's DG Sanco. This meeting followed the launch by the Royal College of Physicians in October of a new report on harm reduction and nicotine addiction.

"I find them very professional, very knowledgeable and very proactive" \*

(journalist)

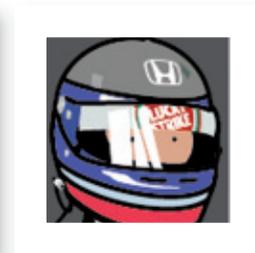
## "You've Got to be Kidding?"



This year's activity by ASH to mark the BAT AGM sought to highlight the often covert marketing methods used by BAT to promote its products to young people around the world. Our report "You've got to be kidding?" put in stark contrast the professed policy not to market to under 18 year olds with the radical strategy (devised for the company) to grow their brands by "targeting the underground youth community".

Marketing agency Claydon Heeley donated staff time and facilities to work with young tobacco activist groups from the US, UK and Africa to counter BAT's "buzz marketing" in a demonstration outside the event. The demonstration is recorded on You Tube. <http://www.youtube.com/watch?v=Wwyj-wy8y0I>

One activist from Nigeria protested that in his home country BAT was selling cigarettes two at a time rather than in packs of 10 or 20, a practice BAT denied until it was presented with hard evidence.



ASH's report can be viewed at:  
[http://newwash.org.uk/files/documents/ASH\\_500.pdf](http://newwash.org.uk/files/documents/ASH_500.pdf)  
copies are also available at £5 per copy.

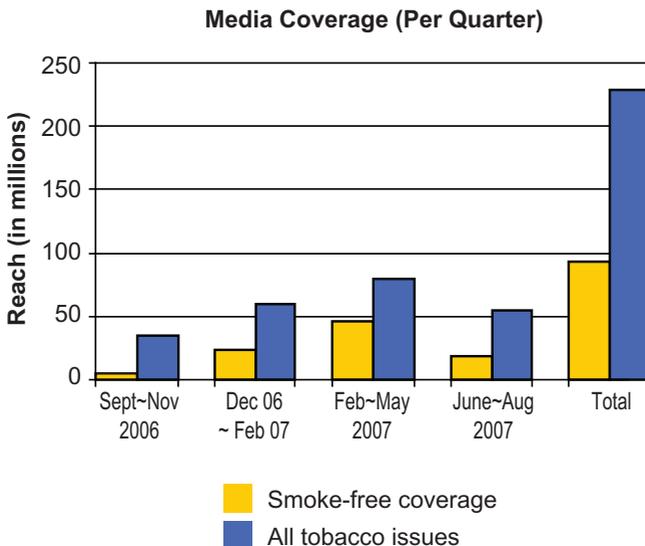
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“very quick, committed, organised and professional,  
good quality” \*  
(parliamentarian)

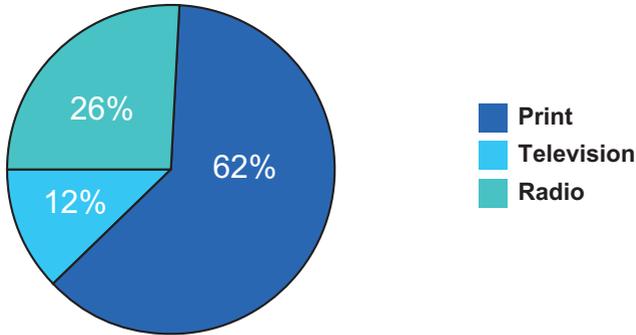
## ASH Information and media work

ASH continues to offer comment and information to journalists who contact us on a daily basis. In addition to offering a reaction to tobacco news stories, we pro-actively issue statements on a range of tobacco issues. Over the past 12 months, ASH issued 34 press releases.

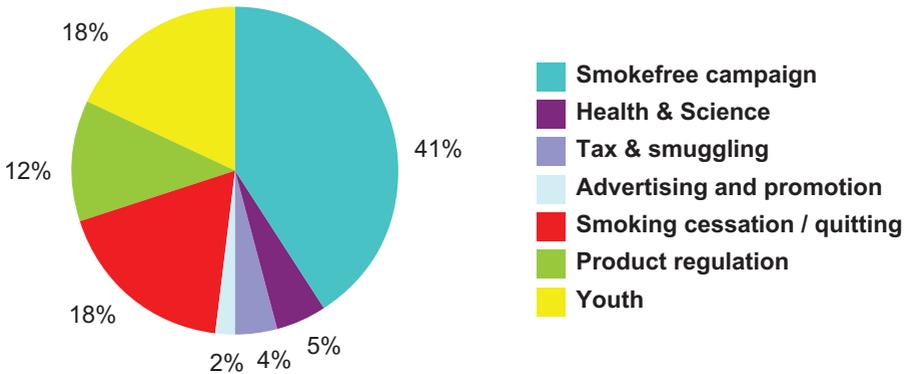
The smoking ban legislation continued to be the dominant theme, accounting for 41% of ASH's media coverage during the year. Our weekly reach (i.e. the number of people exposed to our messages) was 4.38 million, excluding the internet. On average, each week, there were 17 mentions of ASH in the print media and 5 appearances on radio and television.



### Total Coverage by Media Type



### Total MediaReach by Topic (12months)



Over the past year, the ASH website had 1,225,500 individual visitors, an increase of 2.49 per cent on the high volume set in the previous 12 months (1,255,017 individual visitors)

On average, the ASH website had 3,439 visitors per day, compared to 3,356 in the previous 12 months. We are particularly pleased to report a substantial increase of almost 12% in the number of international visitors to the site.

\* The quotations in this review are from independent market research undertaken this year to assess how ASH is perceived by stakeholders such as journalists, tobacco control advocates and politicians.

## Tax and Smuggling

Over the year, ASH had several meetings with HM Treasury and Revenue & Customs to discuss tax and smuggling issues. Following our Budget submission, signed by 21 health organisations, and a meeting with the Minister, tax was again increased at the rate of inflation. In addition, ASH responded to a consultation on proposals to amend the EU tobacco tax directive. We made a number of recommendations including the need to increase tax on hand-rolling tobacco. We await the results of the consultation.

## Accounts 2006- 2007

A full copy of the audited accounts for the financial year ended 31st March 2007 can be found on the ASH website at: [www.newash.org.uk/accounts2007](http://www.newash.org.uk/accounts2007)



# Acknowledgements

## Thanks

ASH would like to thank the British Heart Foundation, Cancer Research UK, the Department of Health and the Royal College of Physicians, as well as our individual members, for supporting our work during the year.

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ASH is funded by the  
British Heart Foundation and Cancer Research UK.

