



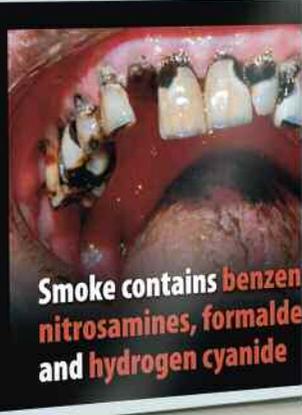
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UK DUTY PA



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Protecting children,
reducing inequalities



Smoke contains **benzen**
nitrosamines, formalde
and hydrogen cyanide

20

20 Cigarettes



Protecting children,
reducing inequalities

Beyond
Smoking
kills

Protecting children,
reducing inequalities



Smoke contains **benzen**
nitrosamines, formalde
and hydrogen cyanide

Protecting children,
reducing inequalities

kills
Smoking

Overview of 2008

Following the successful implementation of the overwhelmingly popular and effective smokefree law in July 2007, ASH has been at the forefront of a new campaign for a national tobacco control plan. The first step was the re-launch of the Smokefree Action Coalition. Consisting of more than 30 organisations committed to tobacco control, the Coalition was formed originally to campaign for legislation to make enclosed public places and workplaces smokefree. With that goal accomplished, members agreed to change the objective of the Coalition to securing a comprehensive tobacco control strategy. Details can be found on the website at: www.smokefreeaction.org.uk

We also began regular meetings with ASH Wales, ASH Scotland and ASH Northern Ireland to co-ordinate our strategies more effectively and ensure united action for a UK wide comprehensive tobacco strategy, in line with the Coalition's objectives.

Once the key elements of the Coalition's vision for a comprehensive tobacco control strategy were agreed, work began on a detailed report - '*Beyond Smoking Kills*' - to mark the tenth anniversary of 'Smoking kills', the Government's first tobacco control White Paper. The report, funded by the British Heart Foundation and Cancer Research UK, and endorsed by over 100 health and welfare organisations, is a call to action setting out an ambitious strategy for the future. The report, which took a year to complete, was the cornerstone of our 2008 strategy to influence the government. It was launched in early October at a Parliamentary reception, attended by the Minister of State for Public Health, Dawn Primarolo.

The production of '*Beyond Smoking Kills*' was already underway when the Government announced that it would be publishing a consultation document on the future of tobacco control. The timing was such that much of the research and ideas contained in '*Beyond Smoking Kills*' could feed into the consultation process. The consultation closed in early September and the responses will help shape a new national tobacco control plan expected in the New Year.

In addition to working with colleagues in the Smokefree Action Coalition ASH has been heavily involved in international work both at European level as well

as advocating for effective implementation of the WHO Framework Convention on Tobacco Control (FCTC). Other projects and activities are set out in more detail in the rest of this report.

Beyond Smoking Kills

'Beyond *Smoking Kills*' is a substantial report reviewing achievements in tobacco control over the past decade and setting out a comprehensive strategy to further reduce smoking prevalence. The production of the report was overseen by an editorial board, chaired by Peter Kellner, President of YouGov.



Deborah Arnott, Dawn Primarolo and Peter Kellner at the launch of 'Beyond Smoking Kills'

Speaking at the launch of the '*Beyond Smoking Kills*' report, the Minister of State for Public Health, Dawn Primarolo said:

"ASH is to be congratulated on the report and for the overall work of the organisation. The staff at ASH are always reliable and always base their work on the evidence. ASH has been engaged in a long tenacious campaign, involving sensible engagement and has succeeded in carrying the public with them."



Clockwise from top left: 6.8 square metres of display, front page of Retail Newsagent, tobacco next to confectionery, creative use of colour and design, the Marlboro clock.

'Beyond *Smoking Kills*' makes a total of 44 recommendations, which we believe, if implemented, could halve the number of people smoking in England by 2015. These include:

- Requiring plain packaging for all tobacco products
- Prohibiting the display of tobacco products in shops
- Clamping down on smuggling
- Giving smokers access to safer non-tobacco alternatives to smoking

To inform the debate, ASH commissioned new research for the 'Beyond *Smoking Kills*' report including a comprehensive review of the **cost of smoking to the National Health Service**. This revealed that the annual cost of smoking to the NHS in England has soared from £1.7 billion a year in 1998 to £2.7 billion this year. However, the cost would have risen even more - to more than £3 billion a year - if Government action, health education and changing social attitudes had not led over the last decade to a fall in the total number of smokers from nearly 12 million to just over 9 million.

Other important research, also published in the report, shows that **tobacco branding and packaging** sends misleading 'smoke signals' to young people. The study also revealed that young people are between 3 and 4 times less likely to pick a plain pack as a branded one if they were trying smoking for the first time, supporting calls for plain packaging and countering industry claims that plain packs would be more attractive to young people.

A separate study for the report revealed how tobacco companies increasingly use elaborate displays at the point of sale to promote their products. These include back-lit shelving and blocks of cigarettes to draw the eye to particular brands. In over half (53%) of the stores visited, tobacco products were positioned within one metre of confectionery, and thus likely to be seen by children.



Other research for 'Beyond *Smoking Kills*' included the findings of a **Citizens' Jury** comprising a representative sample of residents from the London Borough of Hackney. Participants were provided with factual information about the current law and status of various tobacco control interventions and then invited to debate the issues and put forward their views on what they thought the Government should do to further reduce smoking prevalence.

The citizens, half of whom were smokers, felt passionately about individual liberty but equally were willing to accept restrictions on smoking where there was clear evidence of harm to others. In their verdict, the citizens prioritised tackling poverty, developing community-led stop smoking services and encouraging smokers not to smoke in the presence of children.

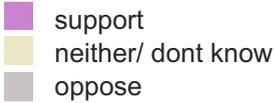
In addition to the Citizens' Jury, ASH commissioned a **public opinion survey** to find out levels of support amongst the wider population for a range of tobacco control measures. Some of the findings of the YouGov survey are shown in the table on page 7.

Commenting on these findings, ASH's Director Deborah Arnott said:

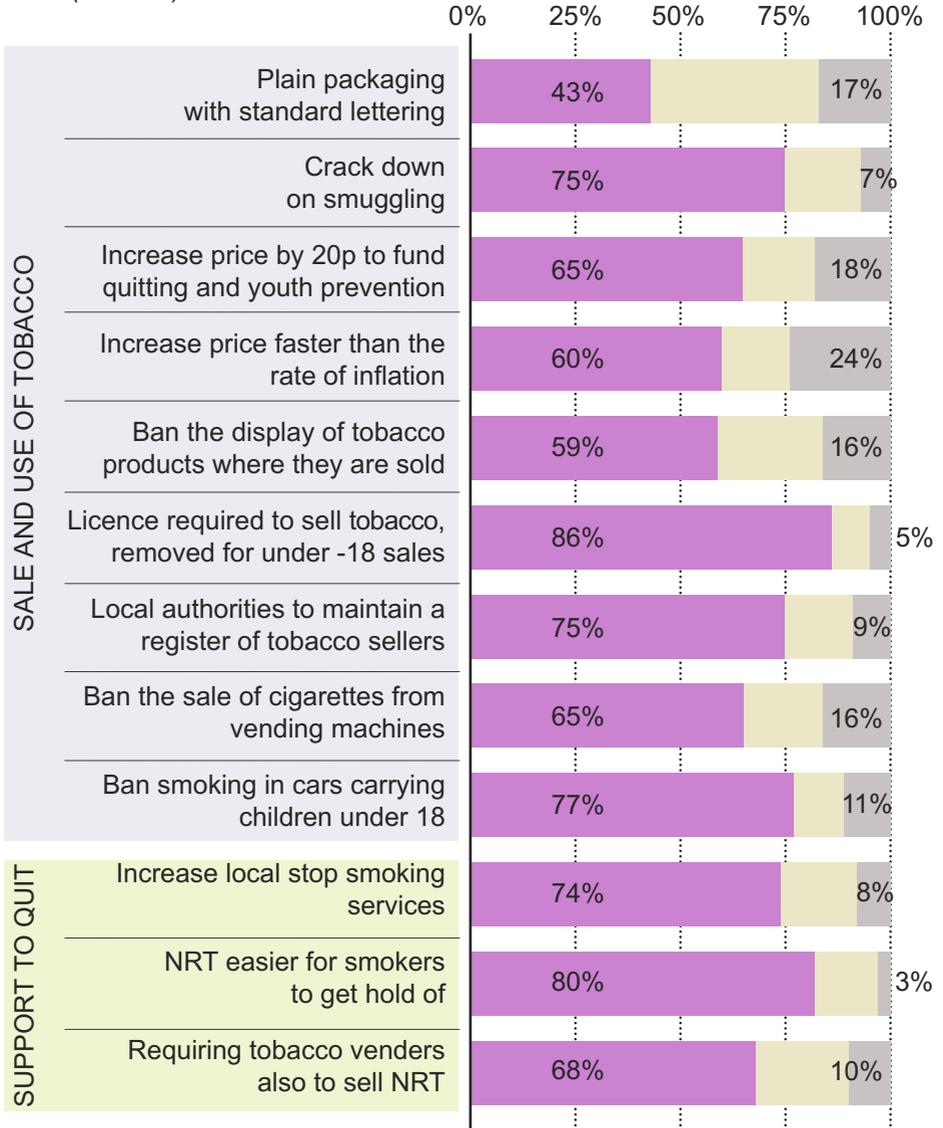
"The smokefree legislation has been a fantastic success and is hugely popular. But what it also shows is a hunger for more action: the smokefree law is not an end in itself but has proven to be a catalyst for further controls on tobacco. There is still a lot more that needs to be done."

Both the full report of 'Beyond *Smoking Kills*' and the Executive Summary are available in hard copy or can be downloaded in pdf format from the ASH website at: http://ash.org.uk/ash_3xe9h0zo.htm





Attitudes in England to new and expanded measures in tobacco control, 2008 (YouGov)



David Taylor MP, Chair of the All- Party Parliamentary Group on Smoking and Health:

“ASH have been hugely influential in the parliamentary campaign for more effective tobacco control measures. With their tenacity and professional advocacy ASH translate the undeniable and unpalatable facts of smoking and tobacco's malign affect on our society into a powerful and unanswerable case for government action”

Government Consultation on the future of tobacco control

At the end of May, the Government announced the start of a public consultation on the future of tobacco control. The document takes a similar approach to that of ‘Beyond *Smoking Kills*’ and identifies the same areas for action, namely:

- Reducing smoking rates and health inequalities caused by smoking
- Protecting children and young people from smoking
- Supporting smokers to quit
- Helping those who cannot quit

It was a major success that harm reduction is one of the main planks of the consultation. The Royal College of Physicians’ report published last Autumn, and the expert seminar which followed it, was crucial in ensuring that this was the case.

At the close of the consultation in September, the Government had received over 95,000 responses, nearly double the 55,000 received following the consultation on the smokefree draft legislation. The vast majority of the responses were supportive of the Government’s plans and they will inform and help shape legislation expected in the Queen’s speech this December as well as a new national plan expected in the New Year.

New ASH Briefing Documents

ASH has published a new set of briefing papers to support the Government’s consultation on the future of tobacco control. These include the case for plain packaging of tobacco products, the prohibition of tobacco vending machines, and prohibition of tobacco displays at the point of sale. The briefings can be viewed on the ASH website at: www.ash.org.uk/briefings



Secondhand Smoke: the next steps

The implementation of smokefree legislation in 2007 means that the vast majority of adults are now well protected from secondhand smoke in their daily lives. However, the legislation does little to protect children as most of their exposure to smoke is in the family home and car. Reducing children's exposure to tobacco smoke needs to be a central element of the three-year review of the smokefree legislation, due in 2010.

To help raise awareness of the devastating health effects of secondhand smoke on children, ASH teamed up with the Faculty of Public Health to produce a position statement on what needs to be done to protect children. The statement, targeted at all health professionals, was followed up by a parents' leaflet and a poster for GP surgeries. The latter was made possible by a grant from the Department of Health. Examples of these publications can be downloaded from the FPH website at:

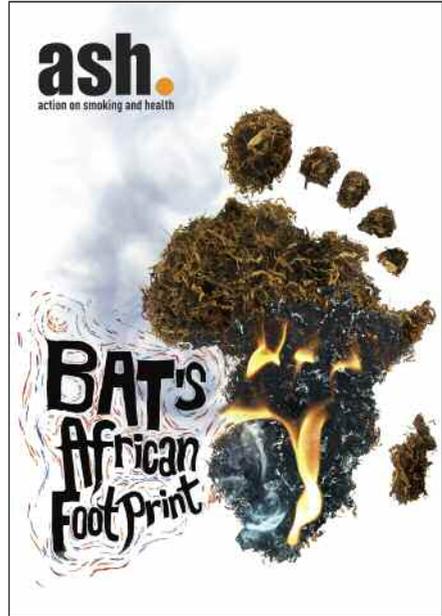
http://www.fphm.org.uk/resources/tobacco/Second_hand_smoke.asp



Local Area Agreements

ASH collaborated with the Chartered Institute of Environmental Health, the FPH, The Association of Directors of Public Health and the Trading Standards Institute to jointly write to all Directors of Public Health, Chief Environmental Health Officers and Chief Trading Standards Officers in England to encourage local authorities to adopt smoking prevalence as a key performance indicator. The letter and attached briefing emphasised the link between smoking and health inequalities. Subsequently 89 out of 150 local areas in England picked reducing smoking rates as a key target in their Local Area Agreements.

Harpal Kumar: "Cancer Research UK is proud to support ASH. Their tireless work in the fight against tobacco has really paid dividends in the last few years."



Clockwise from top left: shops with tobacco branding in Nigeria, Report cover, Duncan Bannatyne with young protesters, young people interacting with BAT shareholders, one thousand shoes lining the pavement outside BAT's headquarters.

BAT's African Footprint

British American Tobacco first set foot in Africa in 1908 and over the past century it has been the dominant force in tobacco production and consumption on the continent. To mark this 100th anniversary ASH produced a report to show the devastating health, social and economic impacts of BAT's 'footprint' on Africa. In particular, the report explored how BAT markets its products to children, the environmental damage it causes and the company's influence on African political and economic systems.

ASH released 'BAT's African footprint' on the day of BAT's Annual General Meeting and staged a protest with youth activists from Salford and South Wales. The young people left their own footprint outside BAT's headquarters as shareholders and executives met prior to the AGM. One thousand shoes were laid out on the pavement with each shoe representing a 100 deaths in Africa and the Middle East. The demonstration was recorded and can be viewed on YouTube: <http://www.youtube.com/watch?v=o9nSr8jRcCc>

The BBC, with "Dragon's Den" panelist Duncan Bannatyne, filmed the event as part of a documentary about BAT's marketing practices across the African continent. Since transmission in the UK this summer, the film has been broadcast on the BBC's international service and is proving a powerful weapon in tobacco advocacy armoury.

The producer of the programme, Debbie Christie, commented:

"ASH's experience in this field was extremely valuable in making the programme. They were able to give us informed opinions and good research. The ASH reports over several years were very useful, carefully documented sources of information. ASH staff were consistently helpful and well informed. The TV programme has had a huge impact around the world and influenced governments and opinion formers in many countries."

BAT's African Footprint' is available at:
http://www.ash.org.uk/ash_r3iitasl.htm

Framework Convention on Tobacco Control

The WHO Framework Convention on Tobacco Control goes from strength to strength. There are now 160 Parties to the FCTC covering over 80% of the world population and of tobacco-leaf production, 76% of cigarette production and 78% of cigarette consumption.

ASH plays a key role as an active member of the Framework Convention Alliance working for the effective implementation of the FCTC. The FCA has worked tirelessly to support the development of strong guidelines in particular on Article 11 on packaging and labelling, Article 13 on tobacco advertising and Article 5.3 on protecting public health policies from interference by the tobacco industry. These are all due to be presented to the third Conference of the Parties (COP) this November for adoption together with progress reports on Article 9 & 10 (product measurement, regulation and disclosure) and Article 12 (public education).

The first meeting of the International Negotiating Body on the development of an illicit trade protocol took place in February and was followed by a second meeting in October. ASH's Director, Deborah Arnott, who is also the Board member for Europe of the Framework Convention Alliance, attended both meetings.

A chair's text of a draft protocol was presented at the second INB for negotiation. Progress was fairly slow. With many Parties engaging for the first time in substantive discussions it was clear early on in the week that more background work needs to be done before Parties will be in a position to agree on protocol text. The second Conference of the Parties agreed that a draft protocol on illicit trade in tobacco products would be submitted to the fourth session of the COP which is likely to take place in 2010.



The screenshot shows the homepage of the Framework Convention Alliance. The header features the organization's logo and the tagline "Working for a world free from the death and disease caused by tobacco." Below the header is a navigation menu with links for Home, About Us, The Treaty, Media and Publications, Events, Membership Directory, and Links. The main content area is divided into several sections: "Our work on the Treaty" with a globe icon, "The Framework Convention Alliance for Tobacco Control" with a "Death clock reaches 40 million" headline and a news item dated Tuesday, 04 November 2008 06:00, "WHO FCTC Update" with a link to the latest press release from Costa Rica, and a "Countries' Ratification Status" section with a world map. A search bar and a "Search for documents" section are also visible on the right side.

Tax and Smuggling

Our annual Budget submission to the Treasury, endorsed by 22 health organisations across the United Kingdom, focused on calling for renewed efforts to tackle tobacco smuggling. Subsequently in the Budget, the Chancellor announced that a new strategy would be published later this year. The Chancellor also responded to ASH's call for an extension of the reduced rate of VAT on nicotine replacement therapy, which will now apply indefinitely.

ASH's Director, Deborah Arnott, was called to give evidence to a Health Select Committee inquiry into health inequalities. As part of the evidence, ASH presented the results of a study which revealed that one in four poorer smokers bought cheap smuggled tobacco compared to only one in eight of the most affluent, illustrating the importance of cracking down on smuggling to reduce health inequalities.

Reduced Ignition Propensity cigarettes

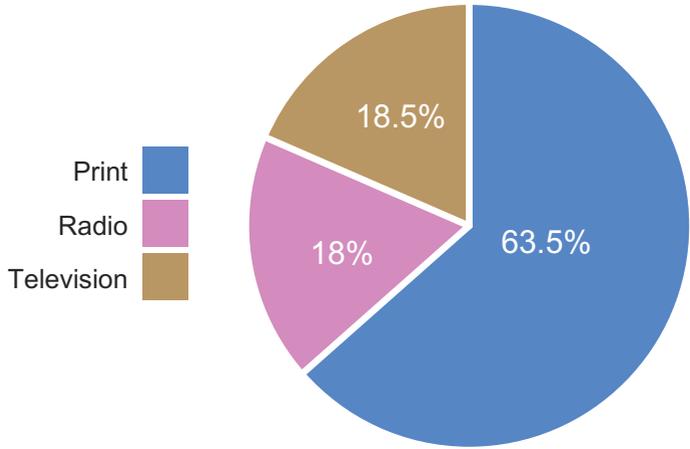


Following our campaign for "fire-safer" cigarettes, supported by the RIP Coalition, at the end of 2007 we learned that the European Union General Products Safety Directive committee had agreed to mandate the setting of a standard for Reduced Ignition Propensity ("fire-safer") cigarettes. The standard is being developed by ISO (International Organization for Standardization) and the UK government is committed to ensuring that a robust standard is adopted.

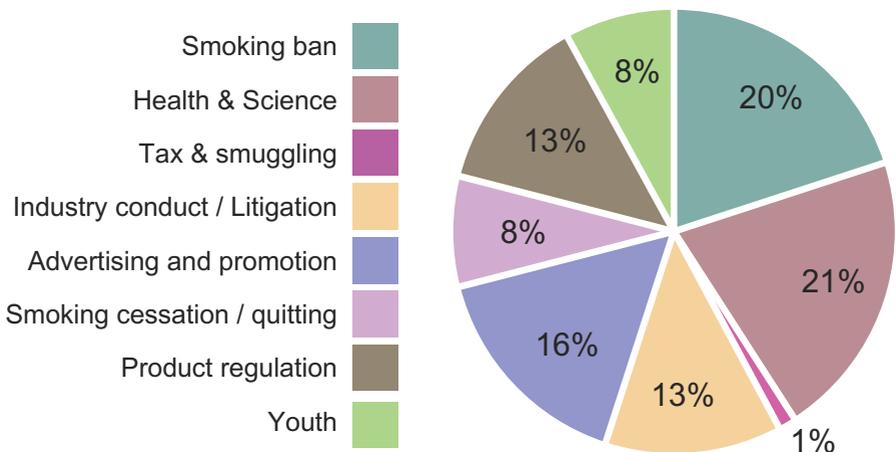
Accounts 2007- 2008

During the financial year 2007-08, 53% of ASH's funding was provided by the British Heart Foundation and Cancer Research UK. Funding from the Department of Health accounted for 31% of ASH's income. A full copy of the audited accounts for the financial year ended 31st March 2008 can be found on the ASH website at: www.ash.org.uk/accounts2008

Total Coverage by Media Type



Total Media Reach by Topic (12months)



ASH Information and Media Work

ASH's information service continues to be in high demand: in addition to helping journalists, health professionals and the general public, ASH has been asked to provide information for a schools Examination Board as well as for a question on University Challenge. ASH also pro-actively issues statements on a wide range of topics: between September 2007 and August 2008 we issued 22 press releases.

Our weekly reach (i.e. the number of people exposed to references to ASH in news stories) was an estimated 2.96 million, excluding the internet. As expected this is less than the previous two years and reflects the overall decline in tobacco news stories after the extraordinarily high coverage during the lead up to, and implementation of the smokefree legislation in July 2007. News items in which ASH was quoted or staff were interviewed include the impact of the smokefree legislation, the proposals outlined in the Government's consultation on the future of tobacco control, and tobacco industry conduct, such as the price fixing allegations.

Over the past twelve months 81% of traffic on the ASH website was from new visitors, many of them from overseas. ASH's reach is truly global: the website has been accessed in 184 countries, about 95% of the world's nations. On average, the ASH website had 916 visitors per day, compared to 1,148 in the previous 12 months. However, this decline is not surprising since last year was the build up to the implementation of smokefree legislation, when there was a high degree of interest both in the media and in the public health community about tobacco control issues. Given there has been a much more significant decline in media coverage over this period, by nearly 70% on the previous year, web usage is holding up relatively well. Note that revisions to the way the data is analysed means that the actual figures are not comparable with previous annual reports although the trends are comparable.

Acknowledgements

www.ash.org.uk/review2008

Thanks

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

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CANCER RESEARCH UK

