

ASH Strategy

2025-2030

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Chief Executive

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Chair of the Board of Trustees

ASH receives funding from:

- Cancer Research UK
- British Heart Foundation



Why do we need a new strategy?

ASH approaches the next five years with optimism, clear in our mission and confident that our work is valued and important.

The following key factors have influenced the development of this strategy:

- The risk of political inertia once the Tobacco and Vapes Bill has passed, heightening the need to sustain political commitment to tobacco control.
- Smoking rates declining but health inequalities at risk of widening.
- The tobacco industry attempts to reinvent themselves as 'part of the solution', increasing our need to be vigilant to their tactics.
- Our funders and partners wanting to see us take a bold and urgent approach to pursuing a world free from the harm of tobacco. In a challenging funding environment, we must prioritise our work to have the biggest impact on the issues that matter.

Our **vision** is for a world free from the harm caused by tobacco.

Our **mission** is to build evidence of what works and campaign to end tobacco use.

Our **goals** are:



- In 5 years fewer than 2% of 15 year olds smoke
- In 10 years fewer than 1% of 15 year olds smoke



- In 5 years smoking rates below 6.7%
- In 10 years smoking rates below 5%



- UK tobacco company profits limited to those of average consumer products (10% versus 60%)
- UK regulation is future-proofed to protect against industry innovation

Strategic Aim 1: Transformative legislation enacted

So that... national legislative levers are fully utilised to secure impact at scale

Objectives:

- Tobacco and Vapes Bill is passed into law and fully implemented.
- Tobacco control remains a non-partisan issue with cross-party support.
- Protect existing legislation and guard against efforts to wind back regulations.
- Vaping and novel nicotine market is effectively regulated.
- Polluter pays levy is introduced to raise revenue and address industry tactics.
- Novel tobacco control legislation is introduced.

We will measure impact against:

- Level of cross-party support for the Tobacco and Vapes Bill.
- Whether regulations are passed in line with evidence and are timely.
- Progress made towards introduction of a polluter pays levy.

Strategic Aim 2: Reduced smoking inequalities

So that... through a focused approach to narrowing inequalities, the impact of smoking on disadvantaged populations is minimised.

Objectives:

- Government targets populations with high rates of smoking, narrowing inequalities.
- Health, care and poverty sectors engaged in the mission to end smoking and the need to prioritise disadvantaged populations.
- Government takes a joined-up approach to the three biggest killers as part of reducing health inequalities.

We will measure impact against:

- Whether the government has specific, measurable ambitions to reduce rates in target populations with attached funding.
- Significant reductions in smoking rates for people with depression, serious mental illness, in routine and manual occupations and pregnant women.

Strategic Aim 3: Comprehensive tobacco control strategies properly funded

So that... demand and supply-side factors contributing to smoking are addressed across all tiers of government with sufficient funding.

Objectives:

- A national roadmap to a smokefree country with ambitious targets.
- Ambitious local and regional strategies to reduce smoking.
- Sustainable funding in place nationally, regionally and locally.
- UK Government committed to fund and accelerate global progress.

We will measure impact against:

- The development of a comprehensive roadmap to reduce smoking with a vision to make smoking obsolete.
- Funding for tobacco control in this parliament is at least equal to the funding committed in the last parliament.

Corporate Aim: Strong organisation equipped to deliver on our goals

So that... ASH is fit to continue to deliver on its mission into the future.

Objectives:

- Sustainable funding and well-managed finances so we can deliver on our mission.
- Retain a motivated staff team with the right mix of skills to deliver our objectives.
- Impactful media and social media presence to communicate to key audiences.
- Maintain and effectively communicate our high-quality economic modelling and polling work.
- A lived experience strategy to inform our policy positions and enhance our advocacy.
- Maintain and develop our strong professional networks to support our objectives.

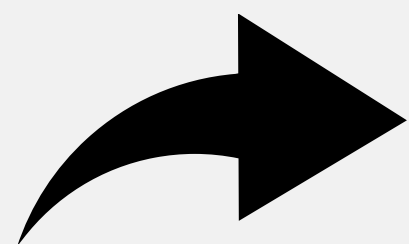
We will measure impact against:

- Maintain the reach of ASH networks.
- Sustained engagement with media, social media and the website.
- Sufficient funding to deliver on strategic priorities.



How will we work to achieve this strategy?

Ingredients for impact



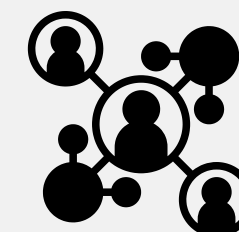
Long term case building, tenacity and narrative-shifting focus



Amplification of smoking as an issue through coalitions



Ongoing advocacy and cross-party political engagement



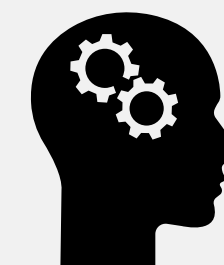
Extensive contacts and networks, and consensus building - building momentum for change



Rigour and trusted to provide credible evidence by stakeholders



Ability to move quickly and respond to developments



Known as expert on smoking - sought out for knowledge and insight

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Our **mission** is to build evidence of what works and campaign to end tobacco use.

Our **goals** are:

Our **strategic aims** for 2025-2030 are:



1) Transformative legislation enacted

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- Polluter pays levy is introduced to raise revenue and address industry tactics.
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2) Reduced smoking inequalities

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- Health, care and poverty sectors engaged in the mission to end smoking and the need to prioritise disadvantaged populations.
- Government takes a joined-up approach to the three biggest killers as part of reducing health inequalities.

3) Comprehensive tobacco control strategies properly funded

- A national roadmap to a smokefree country with ambitious targets.
- Ambitious local and regional strategies to reduce smoking.
- Sustainable funding in place nationally, regionally and locally.
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4) Strong organisation equipped to deliver on our goals

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