

The work of ASH Scotland in tackling health inequalities

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VHS Sounding Board: Health Inequalities

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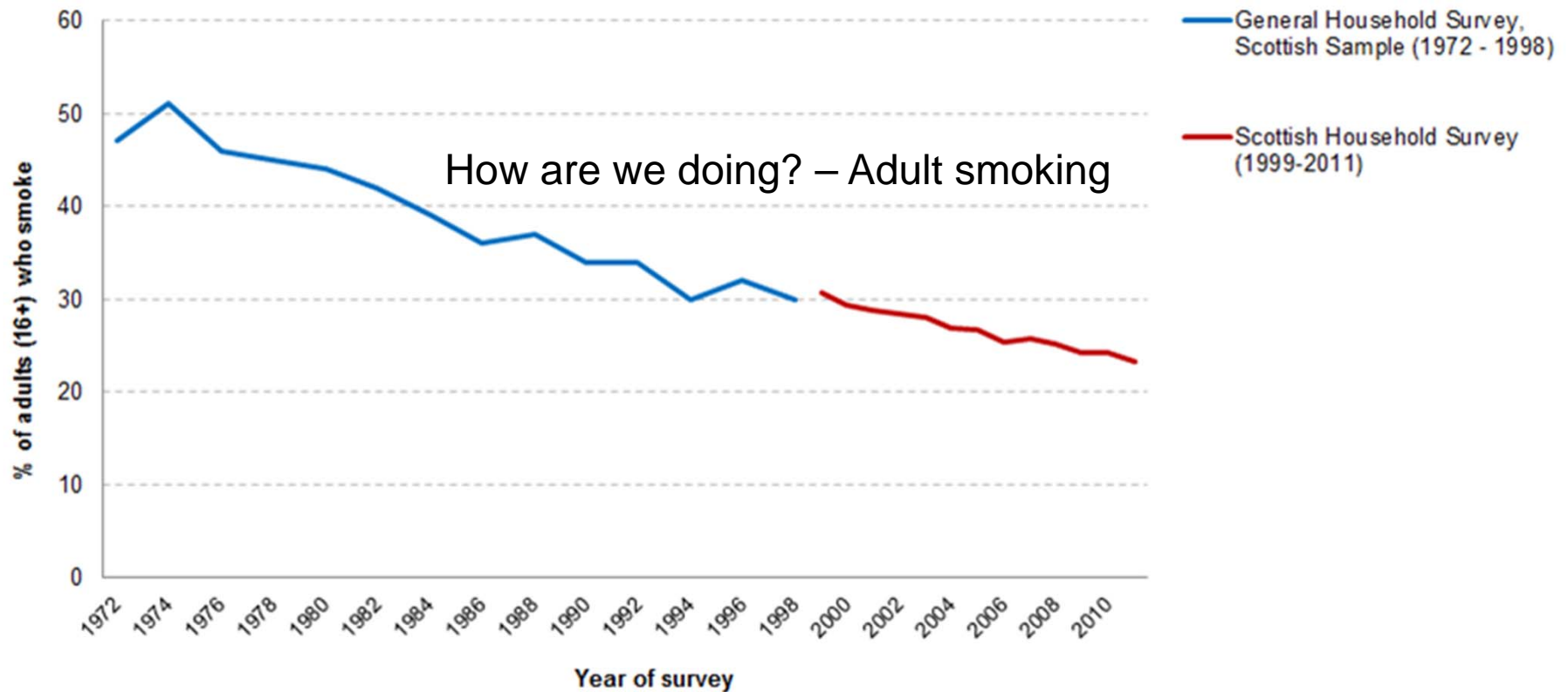
ASH Scotland - background

- Established in 1973
- Independent Scottish charity taking action to reduce the harm caused by tobacco
- Work with organisations and practitioners who have direct contact with individuals accessing services

“ASH Scotland’s vision is of a healthier Scotland, free from the harm and inequality caused by tobacco”

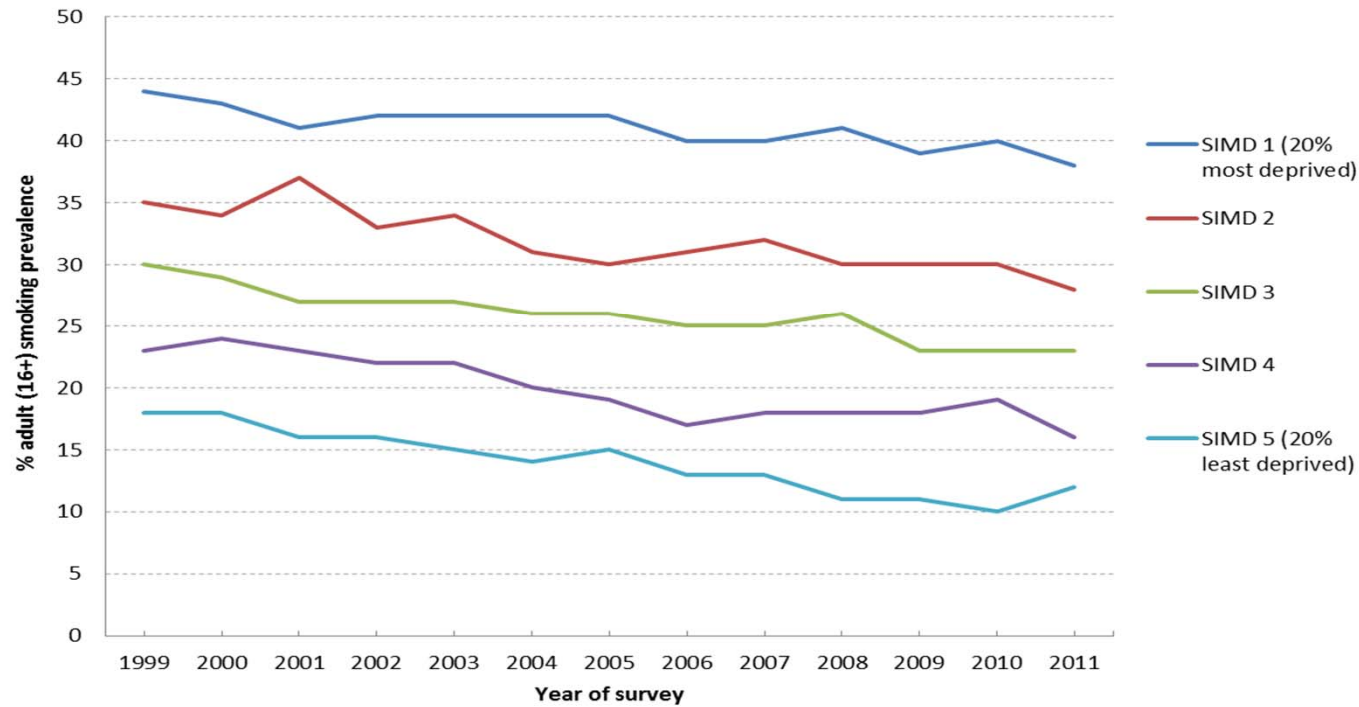
How are we doing? – Adult smoking

Adult (age 16+) smoking prevalence in Scotland: 1972 to 2011
from the General Household Survey and the Scottish Household Survey



Tobacco and Inequalities

Adult (16+) smoking prevalence in Scotland by Scottish Index of Multiple Deprivation quintiles, 1999 to 2011, from the Scottish Household Survey using 2009 SIMD rankings



Tobacco use...

- remains the biggest single preventable cause of death in Scotland
- related to 13,300 adult deaths and thousands of illnesses every year

Our objectives around reducing tobacco-related inequalities

- to **raise awareness** of the issues and inequalities some communities across Scotland face in relation to tobacco and health;
- to **establish good practice** that can be disseminated and implemented across Scotland;
- to raise awareness, challenge preconceptions and **stimulate positive change** in policy and practice;
- to **form partnerships** that will increase capacity, maximise sustainability and keep tobacco and inequalities issues high on local and national agendas.

Is tobacco seen as a priority...

- *for all health care providers?*
- *non-health care providers?*
- *for communities?*
- *for funders?*

Tackling inequalities across the organisation

Information Service

- Up-to-date stats and research
- Developing targeted information, resources, briefings

Training

- providing professional training
- Cannabis and tobacco
- Second hand smoke
- Accredited training
- Parent education in the workplace

What we are doing

Inequalities

- Tobacco Awareness Raising sessions
- Money advice and cessation
- Race, ethnicity and migrant health and tobacco network
- Building local capacity and contacts
- *Facilitating discussions and information sharing on tobacco use and mental health*

Policy and Research

- Rolling out Refresh – air quality pilot
- *Developing new partnerships to expand reach*

What we are doing cont'd...

Young People

- *Youth and Tobacco Forum*
- *looking to develop action plans for work around looked after and accommodated children*
- *Access to tobacco*

Alliances

- Facilitating inequality themes and discussions through our events held e.g. Scottish Tobacco Control Alliance

Creating a Tobacco-Free Generation – A Tobacco Control Strategy for Scotland

- *5-year strategy (2013)*
- *Ambitious target set for a smoke-free Scotland by 2034*
- *Key partners – to reach target includes Third Sector*
- *Targeting - looked after and accommodated*

Inequalities and Young People Team

- *Tracey Rogers – Manager - Inequalities and Young People Team*
- *Donald Lockhart and Linda Bates – Development Officer*
- *Connie Bennett and Hazel Cunningham – Development Officer (Young People)*

Contact

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