

ASH Scotland's Local Alliance project presents

# Local Tobacco Alliances: Value of voluntary and community sector involvement



24th August 2010  
9.30 - 4.30  
The Royal Hotel  
Bridge of Allan

This event will identify the benefits to be gained by voluntary and community sector organisations' membership of local tobacco alliances.

The voluntary and community sector has considerable expertise in connecting with local communities and the potential to make a significant impact in reducing inequalities through involvement in tobacco work. This event will celebrate the success of voluntary and community organisations in developing and delivering tobacco related work as well as identifying the opportunities for involvement in the planning and implementation of co-ordinated tobacco work in partnership with the statutory sector.



Working for a tobacco-free Scotland

# Are you are working towards these Scottish Government national outcomes?

**We live longer healthier lives**

**We give children the best start in life**

**We have tackled the significant inequalities in Scottish society**

**We live our lives safe from crime, disorder and danger**

**We have improved the life chances of children, young people and families at risk**

**We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others**

Did you know that reducing the prevalence of smoking, protecting children from secondhand smoke, preventing children and young people from starting to smoke and decreasing the availability of cheap tobacco products will have a significant impact on these national outcomes?

By attending this event you can find out more about the potential for partnership working between public sector and community and voluntary sector organisations in addressing the impact of tobacco on your local community.

Tobacco alliance work covers a wide range of topics including prevention education, youth advocacy, smoke free environments, protecting children from secondhand smoke exposure, highlighting the benefits of stopping smoking including financial benefits and increased safety in the home, referral to local stop smoking services, reducing sales to young people and reducing the availability of cheap tobacco.

## Facts about tobacco and inequalities

Smoking is high amongst unemployed people, young adults and single parents

Smoking decreases spending available to low income families

Smoking is the leading cause of premature death in the UK

Preventing smoking uptake in teenagers would break the cycle

Smoking costs poorer households a larger proportion of smaller incomes (20 cigarettes a day at current prices costs £2,300 per year)

Half the difference in survival to 70 years of age between professional classes and unskilled classes can be attributed to higher rates of smoking in the unskilled groups.

Despite common assumptions, there is no evidence that smoking is associated with heightened levels of pleasure, either for people living in poverty or for the general population. Instead smoking is associated with lower levels of pleasure and poorer overall quality of life; there is also an association between heavier smoking and a poorer quality of life.

## Who will benefit from attending this event

Those voluntary and community organisations working at a local level in the areas of

Young people  
Mental health and wellbeing  
Anti-poverty work  
Long-term conditions

Members of local tobacco alliances particularly chairs and lead people

Those working in statutory organisations that have a remit for tobacco work and an interest in local tobacco alliance development

There is no charge for this event

Register for this event at

[http://www.surveymonkey.com/s/24th\\_August\\_2010\\_Event\\_Registration](http://www.surveymonkey.com/s/24th_August_2010_Event_Registration)

## Travelling to The Royal Hotel, Bridge of Allan - situated between Stirling and Dunblane

### By Train to Bridge of Allan Railway Station (The hotel is an easy 5-minute walk from the station)

**From Edinburgh Waverly** - There is a half hourly service 3 minutes and 30 minutes past the hour, journey time 54 minutes

**From Glasgow Queen Street** - The 8.48 train to Dunblane stops at Bridge of Allan at 9.35, other trains may require a change at Stirling.

**From stations north and east via Perth** - Change at Stirling or Dunblane, for train times check the National Rail enquiries website

<http://ojp.nationalrail.co.uk/en/s/planjourney/query>

**By Road** - From Edinburgh take the M9 to Junction 11 - From Glasgow take the M80 to junction 11 - From Inverness take the A9 to the end - From Aberdeen and Dundee take the A90 to Perth and then A9 to end. Bridge of Allan is two miles from the junction and the Royal Hotel is on the left on the main street.

# Local Tobacco Alliances: Value of voluntary and community sector involvement

**24th August 2010**

**9.30 - 4.30**

**The Royal Hotel, Bridge of Allan**

## Programme

**Chair: Alastair MacKinnon, Chief Executive, Fast Forward (Positive Lifestyles)**

- 9.30 Registration, tea and coffee**
- 10.00 Welcome and introduction**  
**Alastair MacKinnon, Fast Forward (Positive Lifestyles)**
- 10.30 The benefits of partnership working for health improvement and tobacco control**  
**Emma Witney, Head of Healthy Sectors, NHS Health Scotland**
- 11.00 Refreshments**
- 11.15 Celebrating success - Speed presentations**  
A combination of voluntary and community organisations and tobacco alliances will present on their tobacco work.
- 1.00 Lunch**
- 2.00 Welcome back from the Chair**
- 2.10 Workshops**  
Exploring the opportunities for partnership working in tobacco related topics
- 4.00 Refreshments and Feedback from delegates**  
Thoughts on the day and the learning that will be taken back to colleagues
- 4.30 Close**



Working for a tobacco-free Scotland

**Speed presentations** - Presenters are based at a table and groups of delegates move from table to table. With 10 minutes for each presentation and 10 minutes for questions this format ensures a lively, informative session. Feedback from delegates at previous events included the following comments

“ Really interesting getting short presentations as you get a real feel for what is happening ”

“ A good way to find out about various projects ”

“ Just enough time to get essential info about several projects over a condensed timeframe ”

## Confirmed Speed presentations at this event include

**Kay McIntosh, A Regeneration Partnership Manager in South Lanarkshire** - Examples of the work Kay has been helping to facilitate in South Lanarkshire's most deprived urban communities to tackle the high levels of smoking, as part of a wider tackling poverty and inequalities action plan. This includes work with employment support organisations, youth work agencies and nurseries.

**Helena Connelly, Smoking Cessation Co-ordinator, NHS Lothian** - West Lothian Tobacco Issues Group and the vital role of the voluntary sector in the group's successful development and delivery of prevention and cessation projects.

**Gillian Phillips, Community Development and Andy Carver Prevention and Care, British Heart Foundation** – Tobacco related resources and local involvement in national campaigns

**Sarah Lindsay, Smoking Prevention and Education, NHS Lanarkshire** - Recruiting the voluntary sector onto a smoking prevention implementation network, their role and participation on the group, how this impacted on outcomes, and future work planned with the voluntary sector as a result of this engagement.

**Sarah Gillen, Operations and Development Manager, Fast forward (Positive Lifestyles) Y-STEP** a team of Smoking Prevention Development Workers, funded by NHS Lothian, managed and delivered by two voluntary organisations in Lothian. The added value that this brings to the work.

### Presentations to be confirmed

Visual aid/resource for raising the issue of smoking and enabling smokers to share experiences developed by an arts and health partnership project.

Smoking cessation support provided within a gay men's health project.

## **Afternoon Workshops**

**Will encourage delegates to explore opportunities for voluntary and community organisations within local tobacco work including how this will assist those organisations in working towards the Scottish Government National Outcomes.**

**Using the expertise and knowledge of group members each workshop group will identify potential activities and partners that could assist in the development and delivery of particular areas of tobacco work programmes.**

**In particular the workshops will focus on community involvement in the development of planning and delivering services covering the range of tobacco topics addressed by tobacco alliances.**

## **Learning outcomes**

**Delegates will gain an insight into the contribution others can bring, the opportunities available and the benefits they can provide.**

**This in turn should enhance work practice and encourage increasing partnership working on tobacco issues.**

**Local tobacco alliances will benefit from a greater diversity of member organisations providing increased opportunities for closer community involvement.**

This event is funded by NHS Health Scotland and planned with the assistance of Voluntary Health Scotland and Community Health Exchange (CHEX).

The ASH Scotland Local Alliances project is funded by the Scottish Government.

Action on Smoking & Health (Scotland) (ASH Scotland) is a registered Scottish charity (SC 010412) and a company limited by guarantee (Scottish company no 141711).