

ASH New Zealand

Annual Report 2008/09



Vision, Mission and Values

Vision

An Aotearoa/New Zealand that is free from harm caused by tobacco.

Cultural position statement

ASH acknowledges, respects and values working effectively with Maori as tangata whenua.

Mission

To campaign for measures that will improve the health and well being of all New Zealanders by eliminating the disease and premature death caused by tobacco

Values

- A commitment to Te Tiriti o Waitangi
- A commitment to the principles of the Ottawa Charter
- That ASH is dedicated to influencing public policy and social norms to tobacco related harm
- That ASH campaigns have a sound evidence and ethical base
- That ASH is pro-health, not anti smoker
- That ASH will make the best and most efficient use of resources in pursuit of its vision

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Chair's introduction and acknowledgements



This annual report gives a snapshot of what ASH has achieved over the last twelve months. For a small organisation, ASH achieves a huge amount and this is down to the people who support, volunteer and work for us.

The ASH staff continues to be a dedicated, professional and excellent team. Their high level of skills and knowledge is our greatest asset. We are extremely grateful for the work they do, and the support they provide to the Board, each other and the tobacco control community.

We must also acknowledge the ASH Board who volunteer many hours and considerable expertise to ASH. They provide the direction and guidance to ensure we are the most effective organisation we can be.

ASH has a dedicated team of volunteers who give their time to fold newsletters, prepare campaigns packs and offer endless patience to help get us through some of the less exciting things that need to be done. We are extremely grateful for their contribution.

A long standing and highly valued supporter of ASH is the Heart Foundation. Their support has been with ASH since day one, and continues to provide us with the resources to operate with independence.

Finally, ASH thanks all our members. The support we receive from this membership is our backbone and makes sure we can continue to push the boundaries of tobacco control in New Zealand.

Professor Bruce Arroll

ASH Chairman

November 2009

Director's introduction



The last twelve months has been a time of increasing change for tobacco control. The change in Government in late 2008 has brought new leadership and a new Minister of Health and new Associate Ministers in the health portfolio to work with.

This has brought new challenges as we build relations with new members of Government, raise their knowledge and awareness of tobacco issues and develop our own understanding of the revised national priorities for health.

It is encouraging that tobacco is one of the Government's health targets. This keeps smoking and health high on the agenda, and ensures opportunities to make progress.

Of immediate priority are basic steps such as increased tobacco tax and the removal of tobacco retail displays. These campaigns have been a focus of ASH's work over the last year. There have been limited successes in achieving change, however as the Government enters its second year and evidence for banning displays increases with more countries making progress, we believe that 2010 will see some real gains.

Despite slow progress in those areas, we've had gains in others. Campaigns to improve access to quit treatments have worked well, and innovations such as 'Give a Quit!' cards have proved popular. Regional 'No Smoking Days', are now running in Tai Tokerau and Whanganui, having been set up by the ASH health promotion team.

ASH research enjoys a high profile with several papers published in international journals and one even being cited in the UK House of Lords as evidence that contributed to a successful vote to ban retail displays in the UK.

The profile of tobacco issues in the media continues to be high and ASH has worked hard to achieve this. Tobacco retail displays have been a dominant topic, often generated by our supporters working at community level and working with local media.

The last year has presented new opportunities and new challenges. We have seized the opportunities and made gains with our research work, media debate and health promotion. ASH has always thrived on challenges, and we will continue to rise to the challenges of getting rid of retail displays, increasing tobacco tax and consigning smoking to history.

Finally, thank you to the ASH Board, staff, volunteers, members, campaign partners and supporters who make our work possible.

Ben Youdan
Director
November 2009

ASH Strategic Plan

The 2008-11 ASH strategic plan is about working towards an Aotearoa free from the harm caused by tobacco. The plan focuses on advocacy strategies required to achieve this. Underpinning our advocacy is a commitment to having the capacity to deliver. This means having skilled and effective staff, appropriate premises, resources and a sound understanding of the evidence behind our actions.

The annual report gives a summary of the achievements we have made towards the key priorities in our strategic plan. These are:

Capacity:

Ensuring we have financial and operational sustainability and the best knowledge and skills to be effective.

Advocacy:

ASH is dedicated to coordinating and participating in national tobacco control advocacy campaigns aimed at influencing legislators, local decision makers, the health workforce and key agencies and organisations such as workplaces and schools. This includes developing the advocacy skills and capacity of external stakeholders. We will achieve this through:

Research and knowledge

ASH seeks opportunities to improve understanding about tobacco in New Zealand. This is achieved through innovative and relevant original research, and effective use of existing research. We are committed to using research to ensure we advocate for evidence based and effective tobacco control.

Media

ASH aims to influence media coverage on tobacco by generating media coverage for important issues, influencing editorial stance and targeting key media to reach relevant audiences. We promote and support the use of expert spokespersons to comment on tobacco related issues.

Health promotion

ASH takes a proactive role in influencing effective evidence based national health promotion activities and working to support effective health promotion by other agencies.

Capacity

Staff

ASH is extremely fortunate to have a committed and skilled staff from a range of backgrounds. This includes policy, media, education, research, international health, community development and science. We enjoy great stability with very low staff turnover; and this also allows for people to grow and develop their skills within ASH.

We are committed to being a learning organisation and over the last year staff members have attended development seminars, and had the opportunity to further their skills and knowledge through part time study. ASH is supporting this development as we see our investment returned in high quality work.

ASH continues to build strong links with academic courses. This year we have hosted seven student placements from AUT and Auckland University. This has included health promotion, nursing and medical students. We are pleased to report that two of our student placements have turned their ASH experience into a career after graduation and found jobs in tobacco control.

Board

The recruitment of new Trustees has been a priority over the past year. An annual audit of Board skills has helped identify the skills we need to bring to the Board and ensure the best possible governance for the organisation. Strategic recruitment has enabled us to recruit from business, strategy and community backgrounds. We currently have an extremely strong Board to take us forward into the next year.

Premises

ASH has settled into new premises. The increased space has significantly improved the work environment for staff. It has allowed us to accommodate student placements and voluntary staff. ASH has also been in a position to offer space for partner organisations to hold Auckland meetings helping us to develop stronger relationships.

Advocating for measures that will reduce the harm from smoking is ASH's core business and we have been doing this for over 25 years. Past successes have included banning tobacco advertising, smokefree environments and increasing support for smokers who want to quit. New Zealand has some of the most developed tobacco control policies in the world, and yet one in five adults still smoke. It is vital that we do not become complacent. Tobacco remains New Zealand's most destructive drug and ASH continues to be dedicated to major legislative changes that will ultimately eliminate the harm caused by tobacco.

The major campaigns we have been working on this year are:



Retail displays

ASH has worked in partnership with the Cancer Society on the campaign to ban tobacco retail displays. There was good news in September 2008 when the Health Select Committee recommended legislation to ban tobacco retail displays. Following the election in November 2008, the new Government felt that there was insufficient evidence to act on this recommendation and would review the evidence in time.

ASH has continued to build links with health groups in territories that have banned displays, and to build the robust portfolio of evidence that shows banning point of sale displays is an important health measure.

We have used this evidence to provide up to date briefings to the Ministry of Health and to the Associate Health Minister to ensure that they are up to date. Our aim is to have this issue revisited by the Government in early 2010.

Taxation

There has not been a significant increase in tobacco tax in over a decade. In addition, around half of New Zealand smokers use roll your own (RYO) tobacco. The increase in RYO use can be tracked alongside historical price increases in tobacco. By rolling cigarettes lighter, smokers can save money per cigarette smoked.

ASH has worked over the past year to shift the tax agenda from a basic tobacco excise increase, to one of tax equalisation between RYO and factory made cigarettes. This needs to occur to avoid driving more smokers towards RYO use.

The debate has successfully been picked up by policy makers, and was given as a priority action in a speech given by Associate Health Minister Tariana Turia to the Maori tobacco control sector. Equalisation is now the focus for health groups' advocacy on tobacco tax and we will be working hard to achieve this over the next year.



Access to cessation support

Increasing the support offered to smokers is a national health priority. This has presented opportunities to make significant progress in this area. We have been pioneering increased liberalisation of Nicotine Replacement Therapy (NRT) use through free giveaways at smokefree events and the 'Give a Quit!' card programme. ASH has worked to present evidence to the Pharmaceutical and Therapeutics Advisory Committee to encourage a recommendation that the stop smoking treatment Champix be subsidised in New Zealand. This needs to be considered and approved by Pharmac and we will be working further on this over the next year.



NRT can double your chance of quit success.

Tobacco Free New Zealand 2020

A major piece of work in conjunction with the Smokefree Coalition and Te Reo Marama has been the development of a vision for tupeke kore Aotearoa / tobacco free New Zealand by 2020. This work has brought together the input of over 40 experts and organisations into a clear goal for New Zealand. ASH staff have been part of the expert teams drafting the rationale, evidence and actions needed to achieve this vision. This vision will form the overarching and ambitious goal of a tobacco free New Zealand, towards which our current advocacy campaigns will lead. The full vision can be found via the Smokefree Coalition website at www.sfc.org.nz.

Research and knowledge

ASH is committed to an evidence led approach. This includes monitoring and using the most up to date research on tobacco from both New Zealand and overseas and conducting and producing high quality research ourselves.



Minister Turia launches the 2008 ASH Year Ten results

ASH Year Ten Survey

The flagship ASH Year Ten Smoking Survey continues to provide valuable monitoring of, and insight into youth smoking in New Zealand. This year, the survey showed that youth smoking continues to decline, reaching an all time low of 12 percent daily smoking.

The launch of the survey was held in Wellington in June where we were delighted to have the results presented by Associate Health Minister Tariana Turia.

The influence of this survey data has been significant. Data from it was used to show that exposure to tobacco retail displays increases the risk of young people smoking. These findings were published in the international *Tobacco Control Journal* in a paper by ASH researcher Dr Janine Paynter. The impact of this paper has been significant and it has contributed to international progress on banning tobacco retail displays and was even cited in a debate in the UK House of Lords.

Smoking toolkit survey

The smoking toolkit is a pilot study into smokers' behaviors and attitudes. It aims to measure the awareness and impact of paid and unpaid media campaigns about smoking and to make recommendations about how they affect smokers behavior. These recommendations will help to the tobacco control sector communicate with smokers in a more cost effective and impactful manner.

Sharing knowledge

ASH continues to promote and share our research knowledge and experiences. Over the past twelve months ASH had five papers accepted for peer reviewed publications and eight accepted for presentation at international conferences.

Strong relationships have been forged with universities on research projects. This also extends to supporting their courses and ASH staff have lectured on tobacco at Auckland, AUT and Otago Universities.

We have built excellent links with the international research and advocacy community including collaborations with Australia, Canada, the United States, the United Kingdom and Ireland. The sharing of knowledge and experience has been extremely valuable.

Media and communications

Communicating the risks of tobacco, and the benefits of strong tobacco control policies is vital for campaign success. This includes generating public debate in the media, keeping the tobacco control community up to date and providing access to the latest research and knowledge on tobacco issues.

Media

Over the course of the financial year ASH featured prominently in the media. There were over 1000 print media stories about tobacco with ASH featuring in 150 of these. The broadcast media has been successful this year with indepth stories on TVNZ's *Sunday* programme and TV3's *Target* about tobacco industry conduct.

The ASH Year Ten survey made the news when Associate Health Minister Tariana Turia announced the results and challenged tobacco control to do better. This was one of the positive media highlights of the year with thirty print and broadcast stories covering the results.



ASH Health Promoter Grant Hocking on TVNZ's Good Morning

New Zealand Tobacco Action Network (NZTAN)

NZTAN is the online tobacco control community in New Zealand. ASH has been administering this network for several years and we have made efforts to significantly increase the membership and use of this resource over the last 12 months. Membership has grown from 140 to 250 in this time. The network is used daily by the tobacco control community to post news and research, ask questions about key issues and share knowledge and expertise.

Working in collaboration

ASH has increasingly been working to support organisations and raise their involvement in tobacco control. Particular examples include becoming the secretariat for the Smokefree Pacific Action Network (SPAN), and helping the Asthma Foundation develop an award scheme for smokefree retailers. We have also worked extremely closely with the Cancer Society on banning tobacco retail displays and the Smokefree Coalition on developing the Vision for Tobacco Free New Zealand 2020.

Health promotion

The ASH health promotion team works with communities, workplaces, schools, tertiary institutions and health groups to promote healthy smokefree environments and lifestyles.

Over the course of the last year, ASH health promotion has been moving away from the more traditional approach of individual presentations to groups and focusing on building more structured approaches to supporting smokefree policies and events

Community work has had an increased focus on innovation. ASH has been trialing innovative methods of promoting quitting and support that aims to break down the barriers smokers have to using help when quitting.

Highlights include:

Te Matatini

ASH worked in collaboration with the Health Sponsorship Council and Te Hotu Manawa Maori to promote quitting at the National Kapa Haka Finals in Tauranga. The event was totally smokefree and all smokers were provided with free samples of nicotine replacement therapy (NRT) to use in place of smoking. The goal was remove barriers to using quit treatments and to engage the support of smokers by supporting them at a smokefree event.

Give a Quit! Cards

'Give a Quit!' cards are an innovative approach to encouraging the use of NRT during a quit attempt. Evidence has shown that family and friends are an important source of support for smokers who want to quit. The cards are a pilot scheme where people can buy a greeting card for a smoker. The cards have a supportive quit message and vouchers for eight weeks of NRT. It is a world first in terms of providing support to smokers and we will be evaluating it over the next few months. The cards were even featured on TVNZ's *Good Morning* programme when ASH Health Promoter Grant Hocking appeared as a studio guest.

Responsiveness to Maori Strategy

Health Promoter Jeanine Tamati-Elliffe has drafted ASH's first 'Responsiveness to Maori' strategy. This exciting piece of work will help ASH evaluate the impact of our work on Maori smoking rates, improve our cultural competencies and build our strategic relationships with key community and national organisations.

Workforce development

Early in 2009, ASH developed a series of workshops for the tobacco control community. The workshops were developed in response to increasing enquiries about interpreting research, advocacy skills and media communications. The workshops ran free of charge and were designed to give those working in the community the skills and confidence to advocate for evidence based tobacco control. Around 40 people have attended the workshops to date.



The Give a Quit cards on sale in selected pharmacies



ASH collaborated with Auckland University to present a free lecture by global smoking cessation expert Professor Robert West, from the Cancer Research UK Centre for Tobacco Control. Professor West presented his latest theories on quitting smoking. The talk attracted over 140 people from all around New Zealand. The success of this was repeated in March, when we worked with the Heath Sponsorship Council to organise a free seminar on tobacco marketing by Professor Gerard Hastings, head of Social Marketing at Strathclyde University in Scotland. This attracted over 100 people. Both events were filmed so that ASH could send copies to those who were unable to attend in person.



No Smoking Day workers take on the big cig in Whanganui

Financial reporting

ASH receives funding via a combination of Ministry of Health and research contracts, membership fees and donations from the public and organisations.

This financial year is the end of our first operating under a revised Ministry of Health contract. The contract was renegotiated to better reflect the need to work more strategically with those communities most at risk from smoking related illness and death. This includes increased work developing community led initiatives such as No Smoking Day and smokefree Te Matatini, and working with a wider range of organisations to increase their participation in tobacco control via training, media support and technical expertise on tobacco issues.

Income from the membership and donations has supported staff salaries and resources that contribute to our advocacy activities. In particular, they have helped us to develop research links with overseas tobacco control agencies, provide briefing packs on key issues to policy makers, and supported travel and participation in international tobacco control conferences.

Statement of Financial Activity

	<u>Income</u>
	<u>2009</u>
Donations	35,688
Contracts	794,226
Membership	4,098
Interest	29,279
Reimbursements	12,537
Sundry	6,544
	<u>882,372</u>
	<u>Expenses</u>
Direct running costs	129,768
Salary costs	411,726
Project costs	290,289
Indirect cost	32,068
	<u>863,851</u>
Surplus/Loss	<u>18,521</u>

Statement of Financial Position

	<u>2009</u>
General Reserves	430,474
Total Members Funds	<u>430,474</u>
Non Current Assets	<u>20,381</u>
Current Assets	
Petty Cash	200
BNZ Accounts	522,980
Accounts Receivable	67,556
Prepayments	0
Total Current Assets	<u>590,736</u>
Total Assets	<u>611,117</u>
Current Liabilities	
Account Payable	59,168
Income in Advance	97,396
GST Payable	2,672
Holiday Pay	21,407
Total Current Liabilities	<u>180,643</u>
Net Assets	<u>430,474</u>

* The ASH Board policy is to hold 6 months operating reserves

The ASH people:

Thank you to all the people who have made ASH's work over the last year possible.

Board

Professor Bruce Arroll (Chair)

Maree Wilson (Deputy Chair)

Wiwini Hakaraia (Treasurer)

Judy McAnulty

Catriona Lawler

Maxine Shortland

Melissa Laver

Dr John Skegg

Volunteers

Jenny Good

Margaret Skegg

Marion Towler

Monique Bakker

Kathiravelu Sundaralingham

Gaye Andrews

Hanane Ataya

Lousia Palmer

Keshi Weerasinghe

Staff

Ben Youdan – Director

Grant Hocking – Senior Health Promoter

Jeanine Tamati-Elliffe – Auahi Kore Health Promoter

Michael Colhoun – Communications Manager

Esther U – Campaign Officer

Dr Janine Paynter – Research and Policy Analyst

Grace Wong – Research and Policy Analyst

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ASH is a New Zealand registered charity number cc31354