



AC4.3 - Discuss how **campaigns** affect **policy making**

Name		ASH		Dignity in Dying
What were/are it's aims (be specific)?	<p>Action on Smoking and Health (ASH) is a public health charity that works to eliminate the harm caused by tobacco.</p> <ul style="list-style-type: none"> • ASH was established in January 1971 by the Royal College of Physicians. • Ash has campaigned for Smoking in enclosed public places and workplaces to be made illegal • Ash is now campaigning for (amongst other things): <ul style="list-style-type: none"> a) A ban on smoking in cars b) A smoke free Britain by 2030 		<ul style="list-style-type: none"> ○ Helping someone to die is an offence under section 2 of the Suicide Act, 1961. This means that people cannot actively assist in the suicide of another person, for example by administering a lethal dose of medication - they cannot actively help them to die. ○ They were concerned that anybody who helped them would be liable to be charged with assisting a suicide under the 1961 act. ○ They were seeking changes to this law and clarification of when somebody would be charged with assisting a suicide. 	
What were/are its methods?	<p>Ash has used the following methods to exert influence:</p> <ul style="list-style-type: none"> ○ TV adverts to raise awareness of issues around smoking ○ ASH advise the Parliamentary Group on Smoking and Health ○ Ash has supported various legal cases related to smoking, for example it blocked an attempt by tobacco companies to stop the introduction of plain packaging for cigarettes 		<ul style="list-style-type: none"> ○ Taking case to the High Court, Supreme Court, and Court of Appeal to test the current law – this was their main method ○ In addition, they sought the support of celebrities who had personal experience of issues associated with assisted dying ○ Support from the senior doctors ○ Support of Key Politicians and legal figures ○ Support from the Church and other religious figures ○ Appearances on Radio/TV and articles/items on 	
What success/failures has it had?	<ul style="list-style-type: none"> ○ A campaign to ban Smoking in enclosed in workplaces came into effect in England, Wales, and Northern Ireland since 2007 and in Scotland since 2006. ○ The minimum age for buying cigarettes was raised to 18 (from 16) in 2007 ○ In 2015, it became illegal to smoke in a car with a child under the age of 18 ○ The latest statistics on smoking in the UK suggest smoking has fallen to an all-time low of 14.5 %, down from 45% in 1970. 		<ul style="list-style-type: none"> ○ Dignity in Dying <u>failed</u> replace the 1961 act (The Assisted Dying Bill, 2015) failed to pass and did not become law (not a success) ○ Debbie Purdy got clarification surrounding her case from the Director of Public Prosecutions that people who assisted her would not be liable to prosecution (a success) 	