

Youth smoking and what works

Professor Amanda Amos

Public Health Sciences

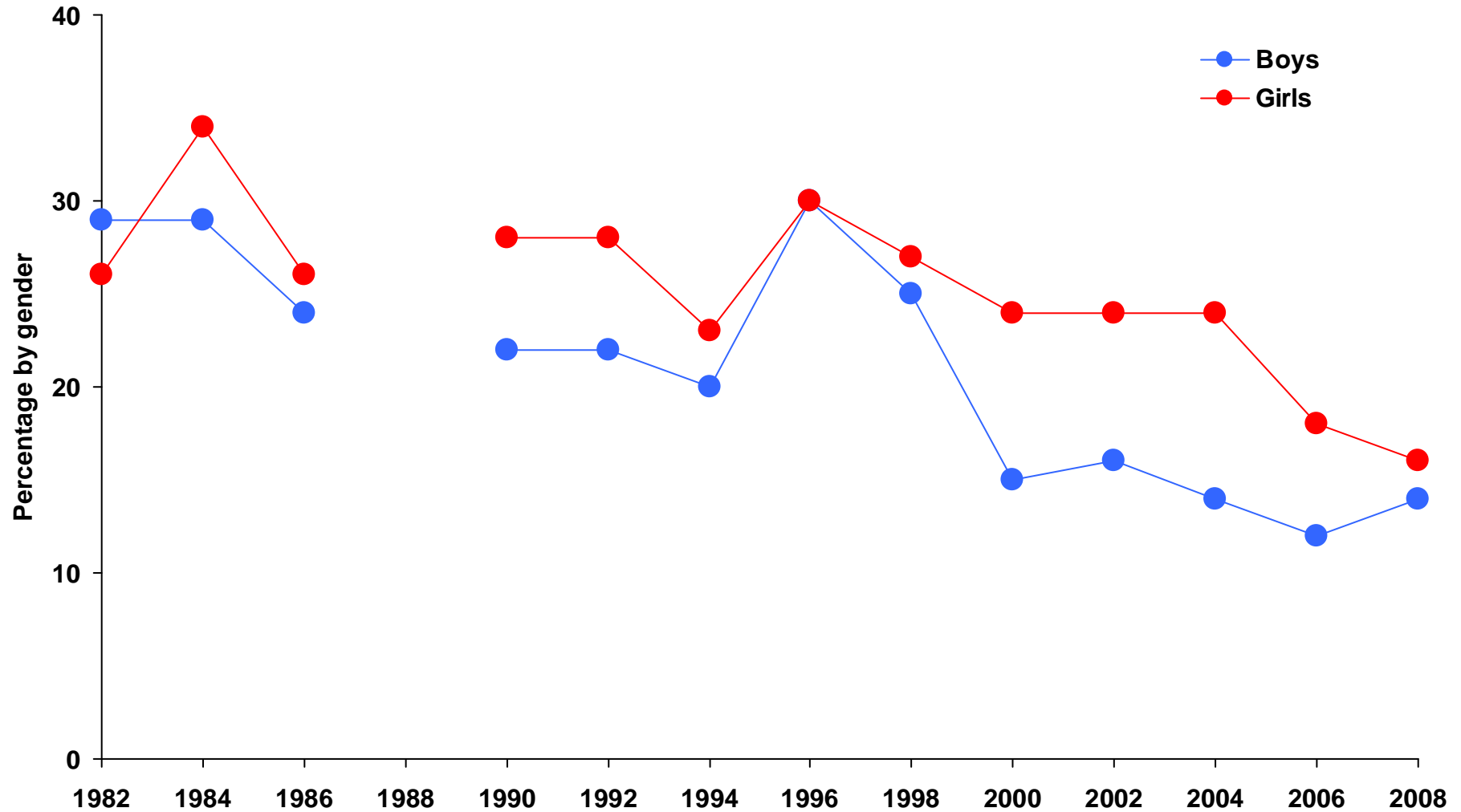
University of Edinburgh



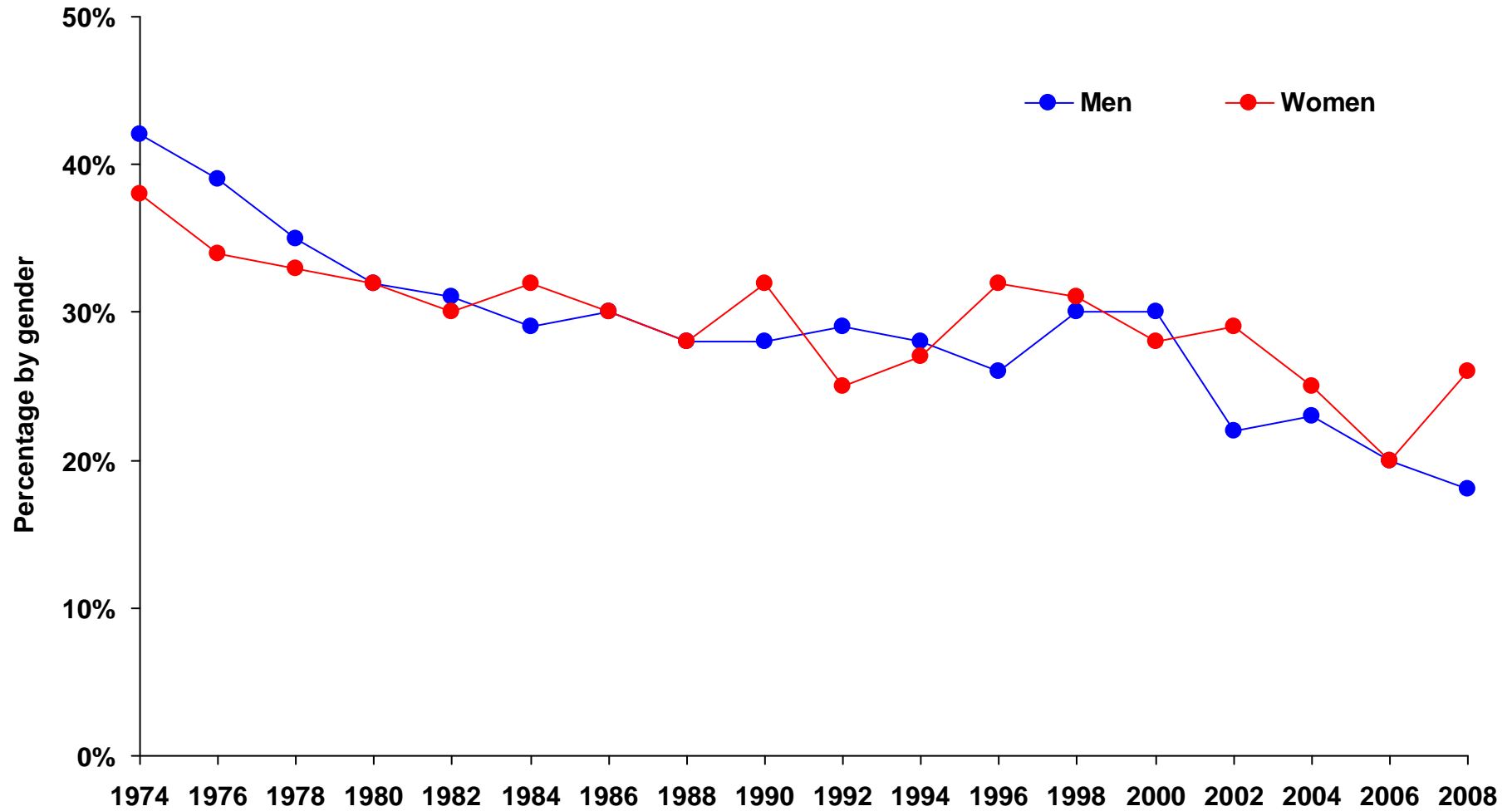
UK Centre for
Tobacco Control Studies
A UKCRC Public Health Research Centre of Excellence



Prevalence of regular cigarette smoking by sex in 15 year olds: Scotland



Prevalence of cigarette smoking by sex, adults aged 16-19: Great Britain



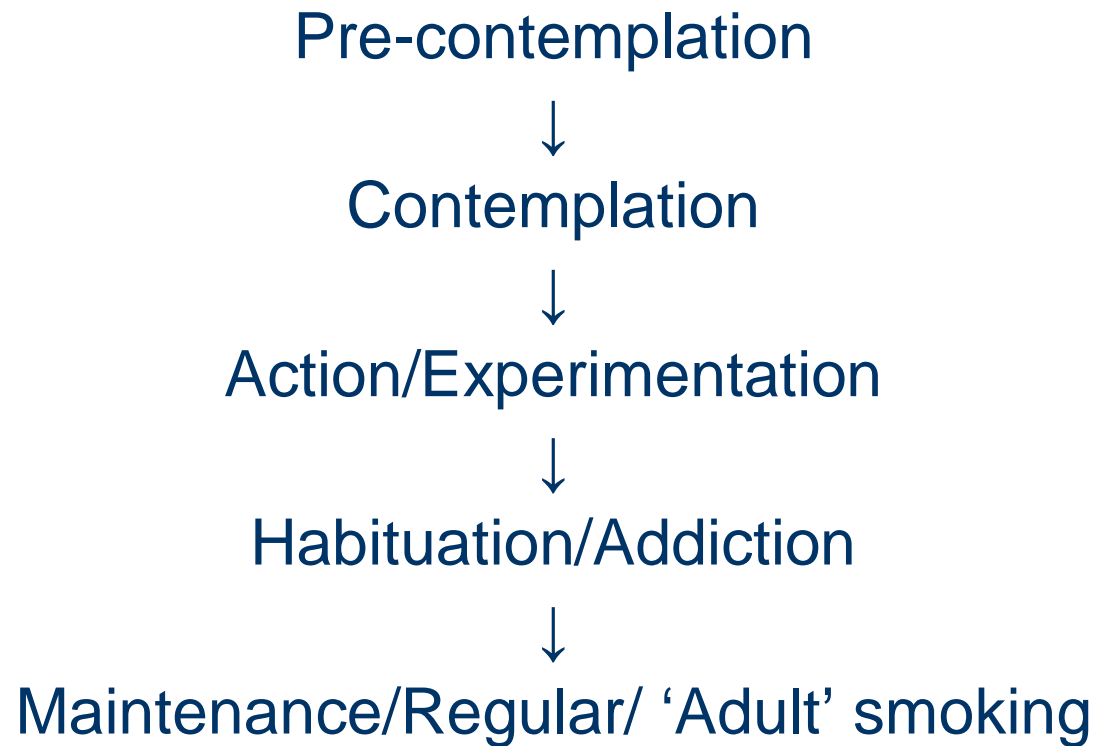
Scottish Smoking Prevention Action Plan Targets

	2006	Target for 2014
Boys 13yrs	3%	2%
Girls 13yrs	5%	3%
Boys 15yrs	12%	9%
Girls 15yrs	18%	14%

	2006	Target for 2012
16-24yrs	26.5%	22.9%



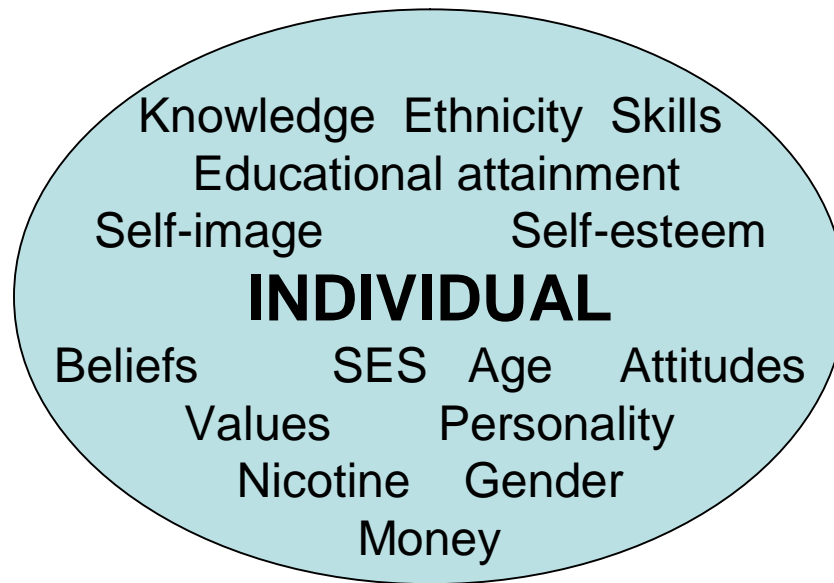
Becoming a smoker is a process



Influences on smoking uptake

- Individual
- Personal environment
- Social and cultural environment

(Review of Young People and Smoking
<http://www.york.ac.uk/phrc/papers.htm>)



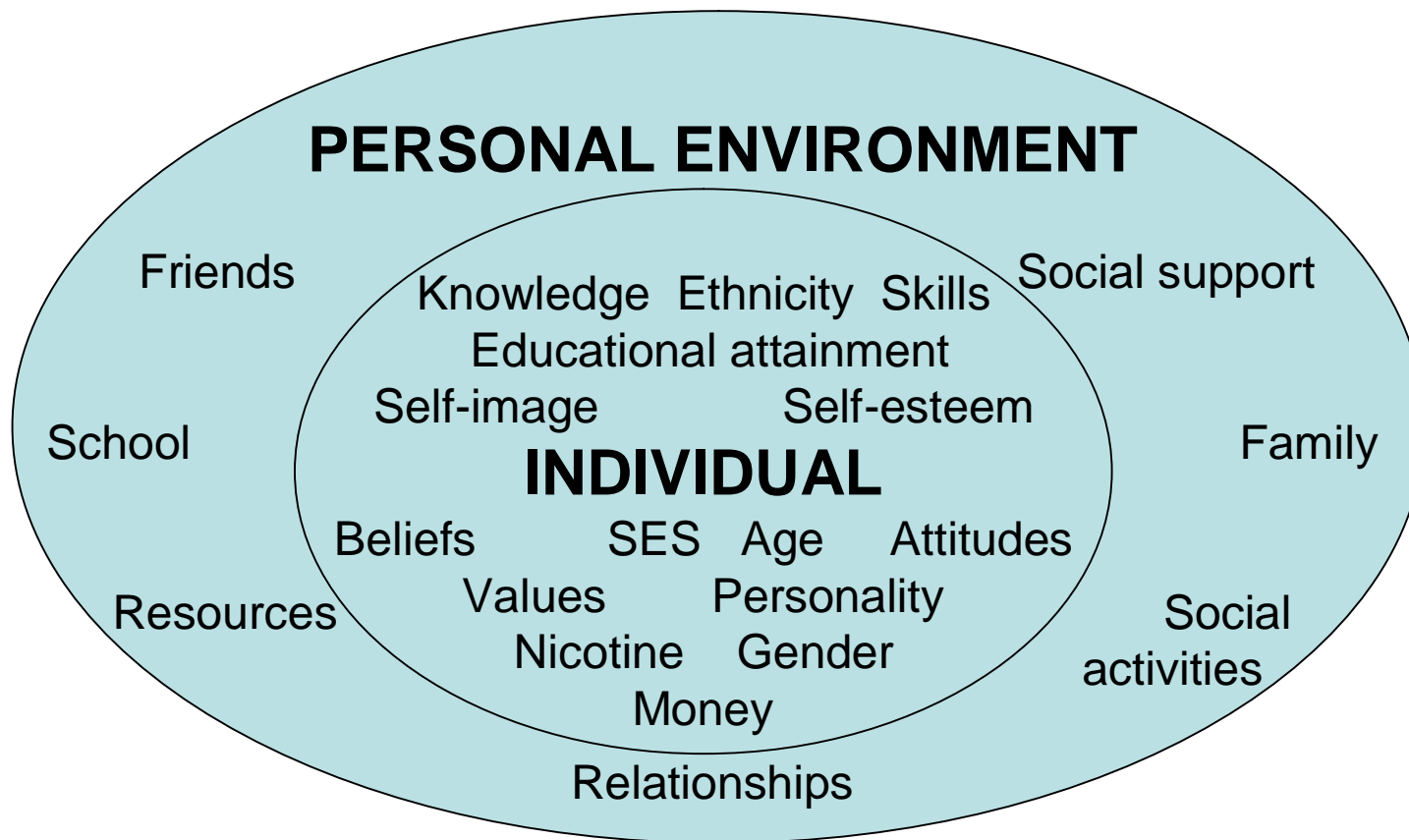
HBSC 2005/6 –gender and social inequalities

- 15 year old girls (34%) more likely than boys (25%) to report that had first smoke at 13yrs or younger, and significantly higher in girls from low affluent families
- Regular smoking significantly higher in low affluence girls and boys
- Regular smokers twice as likely to get free school meals (SALSUS)

Gender – qualitative research

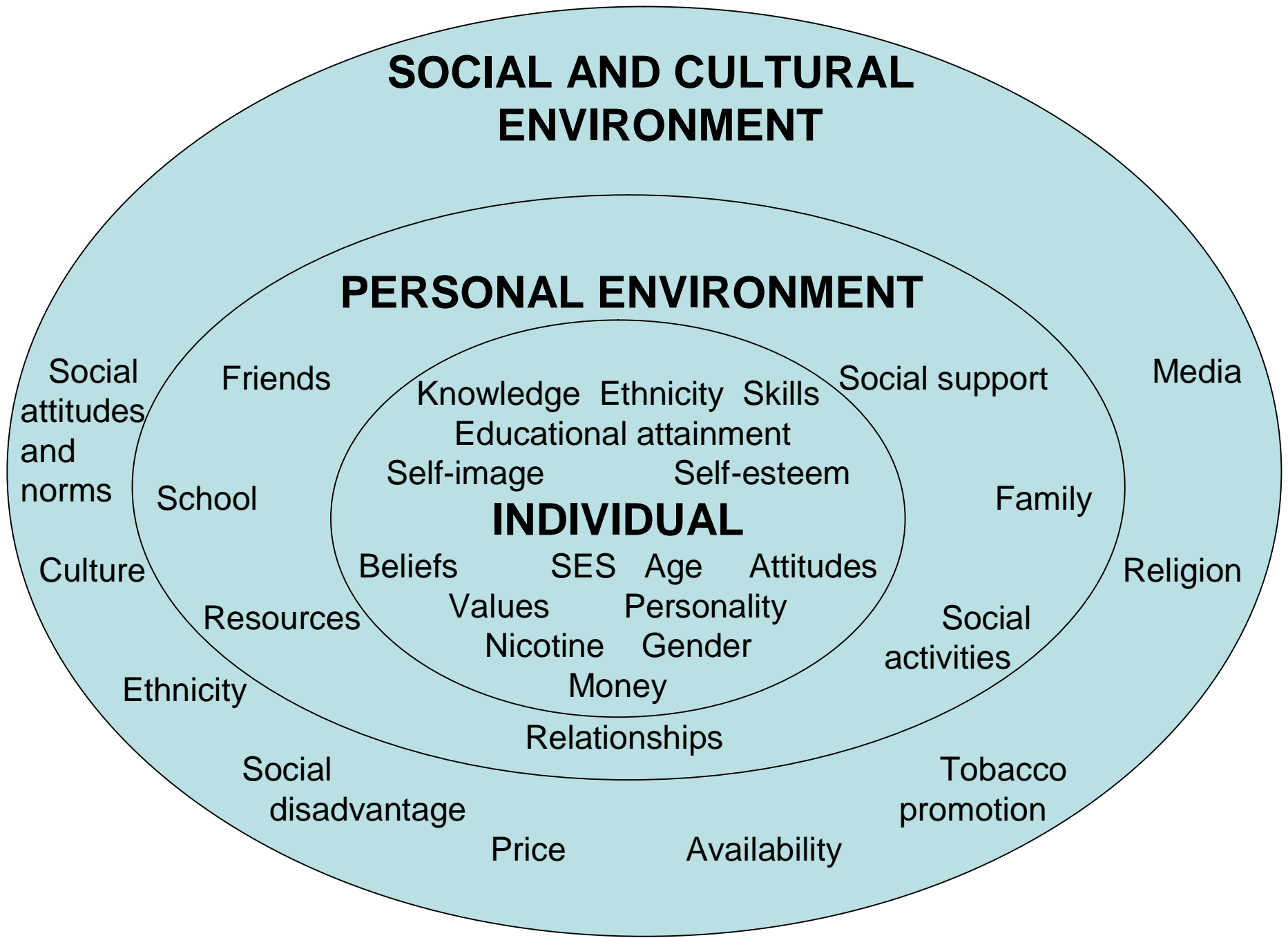
Social meanings and social worlds:

- Sport and fitness
- Belonging to a group- sharing cigarettes and relationships
- Belonging to a group- smoking and alcohol, smoking and cannabis
- Dealing with feelings and emotions
- Image and identity



Social worlds- 15 year olds

- 68% smokers spend 5 or more evenings with friends compared to 32% non-smokers
- 87% smokers hang around the street compared to 50% non-smokers
- Do sport:
 - males 68% smokers v 82% non-smokers
 - females 35% smokers v 56% non-smokers
- Truanted more than 10 times- 27% v 5%
- Expect to go to university- 19% smokers v 49% non-smokers



SOCIAL AND CULTURAL ENVIRONMENT

PERSONAL ENVIRONMENT

INDIVIDUAL

Social attitudes and norms

Culture

Ethnicity

Social disadvantage

Price

Availability

Tobacco promotion

Religion

Media

Friends

School

Resources

Relationships

Social support

Family

Social activities

Knowledge Ethnicity Skills

Educational attainment

Self-image Self-esteem

Beliefs SES Age Attitudes

Values Personality

Nicotine Gender

Money

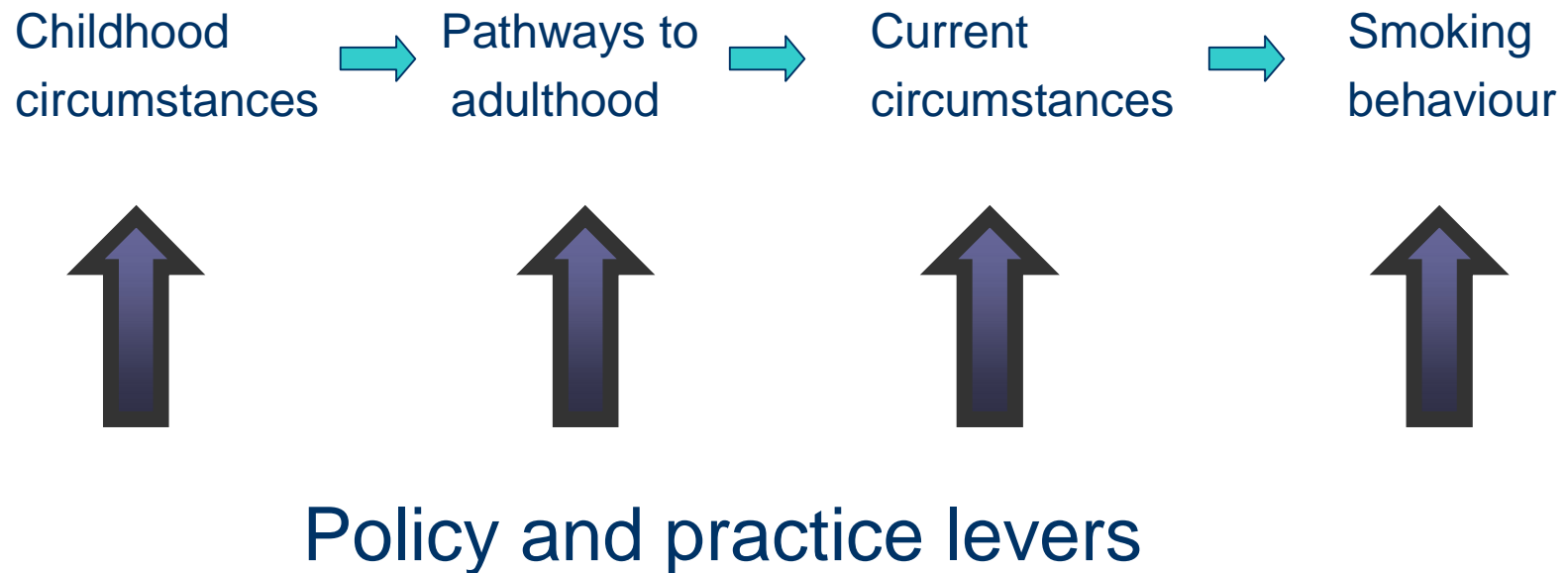
Summary- young people most at risk

- Grown up and live in a world where smoking is the norm or accepted
- Move into social networks with similar norms, where smoking has perceived functional value in social relationships/contexts
- Cigarettes are easily available
- Believe smoking helps project the type of image they aspire to
- Perceive that smoking may help them deal with difficult aspects of adolescence and transition
- Discount negative effects such as longer term health risks or these are not immediately salient
- Have disadvantaged social, educational and economic trajectories

Some policy, programme, practice implications

- Address all three levels of influence
- Congruent with adolescent girls' and boys' gendered experiences of smoking (eg role, meanings) and wider social worlds eg media, peer education, schools
- Integrate within wider health promotion to support youth in transitions eg creating desirable alternatives for identity construction for girls
- Link with addressing inequalities

Tobacco and young people- a life course inequalities framework



Tobacco industry targeting young people - the marketing challenge

To make cigarettes and smoking:

- Aspirational (desirable and fashionable)
- Acceptable (socially and culturally)
- Accessible (available and affordable)
- Addictive (long term behaviour)

Tobacco and young people - the prevention challenge

To make cigarettes and smoking:

- Less aspirational/desirable (meaning, role)
- Less acceptable (meaning and context)
- Less accessible (context)
- Deal with addiction (cessation)

Aspirational

- Stop all tobacco marketing- point of sale, packets
- Reduce positive media images of smoking
- Health promotion campaigns and programmes at national and local levels

Health promotion

- Comprehensive, well resourced, sustained
- National level- mass media campaigns
- Local level - educational setting (eg school, college)
 - community setting (eg youth)
 - peer approaches
- New media- EC Help campaign

Acceptability- social norms

- Reduce adult smoking
- Media campaigns- adults and young people
- Smokefree public places
- Smokefree homes

Access and availability

- Price
- Age of sale
- Proxy sales
- Illegal/smuggled
- Family and friends

Addiction

- Cessation and young people
- Challenges –reach and effectiveness
- ASH Scotland guidelines on ways of working with young people
- No clear evidence on effectiveness

Conclusion

- Evidence based
- But also innovation
- Tailored
- Research to increase understanding
- Partnership working
- Comprehensive
- Not just tobacco
- Resourced
- Evaluated