

Youth and Tobacco Forum Newsletter



April 2009

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The next STCA Youth and Tobacco Forum will be on:

Friday 19th June 2009

This will form part of the STCA Annual Meeting

If you would like to attend please contact

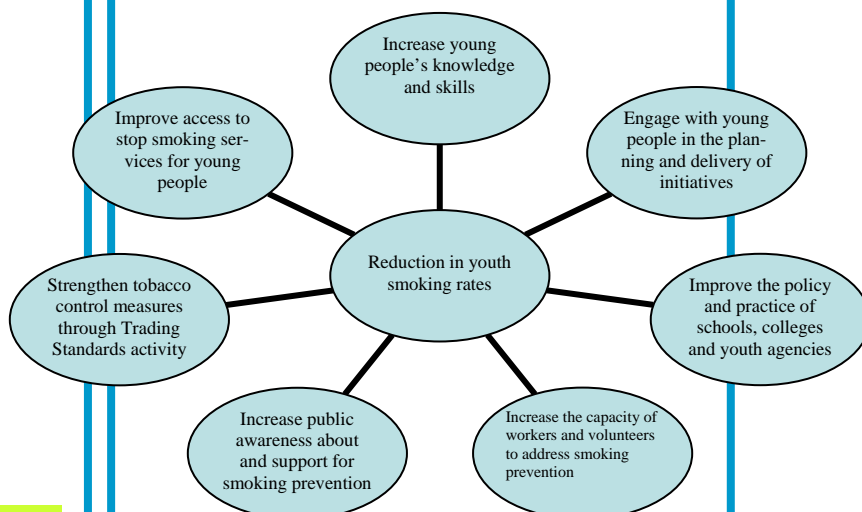
Jennifer Black on 0131 220 9462

jennifer.black@ashscotland.org.uk

NHS Lothian

Colin Lumsdaine - Senior Health Promotion Specialist, (Tobacco and Young People), NHS Lothian - presented on the recent activity which brought 120 people from Edinburgh and the Lothian's together to plan how to implement the national smoking prevention action plan at a local level.

From this event and subsequent meetings the approaches proposed at local level will aim to tackle issues on three levels: individuals, organisations and communities as the diagram below illustrates.



Youth and Tobacco Forum 26 February 09

The Youth and Tobacco Forum came together on the 26 February at the Millennium Hotel, Glasgow.

This meeting aimed to provide an opportunity for those interested in youth and tobacco issues:

- to network, share practice and explore challenges
- to discuss how different areas across Scotland are working to implement the Smoking Prevention Action Plan
- to explore the issues surrounding tobacco and cannabis use.

Thank you to Colin Lumsdaine (NHS Lothian) and Cheryl Irvine (West Lothian Drug and Alcohol Service) for their presentations.

Please find the full summary of Colin's Presentation in The Link 2009 at

<http://tinyurl.com/chp33t>

Smoke & Toke.....

Cheryl Irvine, Cannabis Worker,
West Lothian Drug & Alcohol
Service cheryl.irvine@wldas.org



(Cheryl's Power Point presentation is available at <http://www.ashscotland.org.uk/ash/4045.html>)

Youth and Tobacco Forum members previously highlighted the need to explore issues surrounding tobacco and cannabis. Gaps in knowledge, practical skills and procedures to address young people's tobacco and cannabis use were raised as key issues.

Cheryl, Scotland's first Cannabis Worker, gave an interactive presentation testing members' knowledge, discussing key parts of the cannabis service at WLDAS and exploring assessment processes for cannabis use and intentions to quit.

This interactive presentation helped members to develop their skills and raise the profile of tobacco and cannabis issues. It also led to discussions on how to develop services locally and raise the profile of cannabis as an issue within tobacco control.

Quiz

1. Cannabis is usually smoked with tobacco: **True or False**
2. Cannabis has been reclassified and is now: **a. Class A, b. Class B, c. Class C**
3. Cannabis can bring on mental health problems and memory loss: **True or False**
4. Smoking one joint has the equivalent impact on your lungs to smoking five cigarettes: **True or False**
5. Giving a friend some cannabis without asking for money is not dealing: **True or False**
6. Teenagers who use cannabis may be seven times more likely to develop schizophrenia: **True or False**
7. It is not possible to get addicted to nicotine if you smoke joints: **True or False**
8. If you are convicted of a drug offence it

The challenge

- Cannabis is normally smoked with tobacco
- Often stop-smoking service staff feel they lack knowledge and skills as well as policies and procedures concerning illegal drug use such as cannabis
- Drug services have the knowledge and skills to deal with cannabis but opiate use takes priority

Cannabis Service, West Lothian Drug and Alcohol Service

WLDAS was the first drug service to offer smoking cessation along with the addiction services.

WLDAS recognised that there was a need to offer cannabis support in West Lothian based on the following:

- cannabis is the most commonly used illegal drug in Britain
- in West Lothian half of clients attending Drug Treatment Services used cannabis
- 37% would like help (DAT 2007)
- cannabis is normally smoked with tobacco.

The cannabis service offers 1:1 support to those of all ages wishing to access support for their cannabis use.

“Cannabis is not just a young person issue, adults use it too.”

With over 5 years’ experience as a smoking cessation worker, Cheryl can empathise with the difficulties of stopping both tobacco and cannabis use.

“It is important to be flexible and innovative to support the client and address their needs in a holistic and person-centred way.”

A large amount of time involves building the client’s motivation and confidence to change their behaviour. In order to remove barriers and ensure the service is accessible it is often important to be able to go to where the client is, whether it be home visits, meeting for a coffee or going to the school, when working with young people. As confidence develops through the support offered, appointments may be made at WLDAS.

WLDAS has a rehabilitation service for substance users where workers can take clients to the gym, attend college or driving lessons, and help them get ready for work.

WLDAS also have developed links with alternative services where clients can be referred too for relaxation techniques.

“It is essential to look at the whole picture - social, financial, legal, physical and mental health.”

Some important considerations when supporting someone who is using cannabis and tobacco:

- how does the client want to tackle their cannabis use?
- whether it’s tobacco or cannabis use they want to look at
- other methods of using cannabis
- a reduction plan to look at the cannabis first then look at their smoking in the future or both at once
- explore NRT options
- how physical and mental health is affected
- how much time out of the individual’s day/week is spent using cannabis?
- are they cut off from society due to their use?

“Ultimately, it is not just about stopping smoking, whether it is tobacco or cannabis, it is changing behaviour and looking at the implications and how it affects the individual lifestyle.”

Training

Cannabis Training

Enquiries into one day training for local areas contact West Lothian Drug and Alcohol Service 01506 446640

Substance Misuse Training

Scottish Training on Drugs and Alcohol (STRADA) - foundation course on drugs, modules on specific items e.g. Motivational Interviewing, Cognitive Behavioural Therapy, Behaviour Change. <http://tinyurl.com/ckgy5j>

Mental Health Training

Well Scotland, funded by the Scottish Government have a range of different mental health information links and training options. <http://tinyurl.com/ddpozq>

Answers:

1 - True, 2 - b, 3 - True, 4 - True, 5 - False, 6 - True, 7 - False, 8 - True

National Updates

Tobacco and Primary Medical Services (Scotland) Bill

Closing date for the Health and Sport committee's call for written evidence was on Wednesday 8 April 2009.

The Tobacco and Primary Medical Services (Scotland) Bill is designed to stop the industry advertising its products to young people at point of sale, to ban cigarette vending machines, and to create a register for tobacco retailers. The aim is to reduce underage sales.

ASH Scotland has encouraged organisations, those working with young people and young people themselves through networks such as the Scottish Tobacco Control Alliance, to show their support for these measures by responding to the Health and Sport Committee's call for written evidence or writing to local MSP to demonstrating support for the bill.

ASH Scotland has a section on the website about the bill, providing more detailed information about the individual measures contained within it and how those working with young people and young people themselves can have their voices heard. www.ashscotland.org.uk/ash/6545.html.

The Scottish Youth Parliament (SYP) carried out a survey, which was also disseminated via the Youth and Tobacco Forum Network, to gain young people's views on the Health Bill. The Scottish Youth Parliament intended to submit this response to Health and Sport committee by Wednesday 8 April <http://www.syp.org.uk/tobaccosurvey.htm>



Young Scot is a national youth information and citizenship agency for Scotland aiming to provide young people aged 11-26 with a mix of online and offline information resources and services (e.g. arts, travel, finance and health) to enable young people to make informed decisions and choices in their lives and take advantage of local, national and international opportunities available to them.

Young Scot continues to work closely with the Scottish Government to develop and distribute the Young Scot National Entitlement Card (NEC) to young people across Scotland, which is free of charge and offers discounts on goods and services in Scotland and across Europe, access to local council services as well as acting as a proof of age card, due to the inclusion of the PASS (Proof of Age Standards Scheme) hologram.

Young Scot is supported by NHS Health Scotland to promote awareness of health issues with young people. Young Scot and Health Scotland are currently, with support from other partners, developing factsheets covering a range of health issues in addition to developing a new series of podcasts. One in particular will focusing on young people's attitudes and views around smoking.

Young Scot regularly engages with young people through their outreach work and on the website to get young people's views on many different issues or areas of interest. ASH Scotland recently teamed up with Young Scot to post a **Vote of The Day** question on the Young Scot website for No Smoking Day. This question asked young people to give their views on removing point of sale displays. The Young Scot Outreach Team also consulted with young people in Orkney about other issues such as picture warnings on cigarette packets, the impact of change age of purchase from 16 - 18, the ease of access and cigarette displays at point of sale in shops.

To find out more about Young Scot visit www.youngscot.org

National Updates

Scottish Peer Education Network

(SPEN) is based in Fast Forward and funded by the Scottish Government. SPEN



supports and promotes peer education and the work of peer educators, practitioners and policy makers involved in this sector across Scotland. Peer Education is a great way of working with all young people to develop their skills and confidence. In Scotland we have a great variety of peer education projects covering topics such as tobacco, alcohol, drugs, citizenship, cyberbullying, environmental issues, homelessness and volunteering. Membership of the network is free and gives you the opportunity to:

- meet, network and share experiences with others involved in peer education in Scotland
- access a wide range of peer education resources, including the latest research and manuals
- receive a quarterly e-newsletter with all the latest news
- be involved in facilitating and attending peer education networking and training events
- Receive support in both setting up and developing peer education projects.

If you want to join please contact Lois on 0131 554 4300 or e-mail admin@fastforward.org.uk <http://www.fastforward.org.uk/peernetwork.html>.

Local Update:

Joint Youth Smoking Resource Project

A joint project in Clackmannanshire and Stirling set out to identify and engage young people to develop a resource toolkit. This programme aimed to address the identified gap in resources for workers involved in smoking cessation interventions.

Phase one of this report is now complete, therefore if you wish receive a hard copy or to give any feedback on this report please contact [Andrena Young](mailto:Andrena.Young@nhs.net) on 01259 728604 or andrena.young@nhs.net

NHS Health Scotland

produced a report on young adult smoking in December 2008, which shows the challenge of reducing smoking rates for the 16-24 age group, over half of whom are in employment – report available on www.scotpho.org.uk



This report provides an analysis of young adult smokers drawing mainly on the Scottish Household Survey. It also draws on a range of sources for particular populations with high smoking prevalence that are not covered by or likely to be very under-represented in the Scottish Household Survey. It considers the characteristics of young adult smokers – who they are, how/where they spend their time – and trends over time to help inform the development and targeting of practical responses to reduce smoking uptake in these transition years.

Health Scotland is currently considering how to take forward the Smoking Prevention Action Plan's recommendations for pilot prevention and cessation work and will invite a think tank together shortly to scope this out.

The Walk the Talk partnership project continues to promote youth friendly health services across Scotland and we are keen to ensure responses to young people around tobacco follow the key principles of walk the talk. You can find out more at www.walk-the-talk.org. For more information contact [Nuala Healy](mailto:Nuala.Healy@health.scot.nhs.uk) nuala.healy@health.scot.nhs.uk or 0131 536 8760



SCOTLAND

ASTHMA UK - The Cross Party

Group on Asthma will be meeting on May 6, the day after World Asthma Day, to discuss children and young people with asthma. Asthma UK are keen to invite young people who have a story to tell about how their asthma affects them, particularly around 'social exclusion'.

If you know a young person who is interested in taking this opportunity to give their views on this issue please contact [Gordon Brown](mailto:Gordon.Brown@asthma.org.uk), Public Affairs & Communications Manager, Asthma UK Scotland gbrown@asthma.org.uk or 0131 226 2544

Pretty in Pink Big Tobacco Steps up its Targeting at

Children and young people are more influenced by tobacco advertising than adults, which is why preventing the tobacco industry from advertising its products at point of sale, as part of the Tobacco and Primary Medical Services (Scotland) Bill, is a vital step towards preventing young people in Scotland from starting to smoke.

In terms of advertising, packaging and branding of cigarettes is vitally important to the tobacco industry. The following link may be useful to open dialogue with young people and challenge their attitudes towards smoking through exploring the tobacco industry's tactics to recruit new smoker and promote their brands.

'Light and luscious'

'purse packs'

'Camel No. 9s'

'Stiletto'

Virginia Slims

What will you find?

Campaign for Tobacco Free Kids (USA) demonstrate how the tobacco industry continue to promote their deadly products to young people, especially girls. Visit the link below to download the full report, press release, view the slideshows and You Tube video. http://tobaccofreekids.org/reports/women_new/

Florida Truth Campaign

The Truth Campaign, funded by the American Legacy Foundation www.americanlegacy.org, is designed to expose the real truth behind the tobacco industries tactics to target young people. To view Truth Campaigns - *'the sunny side of the truth'* - go to www.thetruth.com/

450,000 young people prevented from smoking by truth campaign says study. Researchers have estimated 450,000 fewer 15 to 24 year olds initiated smoking as a result of the truth campaign. The US campaign highlights deceptive tobacco industry marketing tactics and stark facts about the dangers of cigarette smoking. Medical News Today – 13/02/09 <http://www.medicalnewstoday.com/articles/138866.php>

Study examines health economics of truth campaign

A new study has examined the health economics of the truth campaign. Medical News Today – 13/02/09 <http://www.medicalnewstoday.com/articles/138865.php>

ASH Scotland Information Service

- a free national enquiries service providing advice, assistance and information about smoking and tobacco-related topics enquiries@ashscotland.org.uk
- free daily and weekly bulletin by e-mail, to subscription go to www.ashscotland.org.uk/ash/4081.html
- a listing of all the latest Scottish Parliamentary activity related to tobacco
- and an online archive of recent tobacco-related research articles <http://www.ashscotland.org.uk/ash/5170.html>
- policy briefing papers on <http://www.ashscotland.org.uk/ash/5745.1031.html>
- ASH Scotland - telephone number 0131 225 4759 and website www.ashscotland.org.uk

Contact the Youth Development Officer, ASH Scotland

If you have any queries relating to this newsletter, would like to discuss your work on smoking and young people or to be put in touch with someone doing similar work please contact Emma on **0131 220 9465** or e-mail emma.cepok@ashscotland.org.uk