



Winners W-WEST put money where mouth is *A wolf in sheep's clothing encourages other young people so share views*

W-WEST put their prize money towards their '**Plain Truth**' campaign which aims to raise awareness of how tobacco companies use cigarette packaging and branding to attract young smokers. Focusing on their launch in the city centre of Glasgow with the theme '**a wolf in sheep's clothing**', the group commissioned an artist to create a canvas and help young people contribute their views on smoking and packaging. They also had a street team dressed in wolf and sheep costumes to engage with young people in a fun way.

By being able to push forward with their project and campaign, W-WEST members have found their confidence and abilities in organisation, leadership, communication and creativity have all grown. The members have engaged with many young people both through their events and website and have a growing Facebook community where young people are beginning to discuss and debate the issues relating to smoking that matter to them.

As winners of the Crofton Award, presented by The Royal Environmental Health Institute of Scotland in partnership with ASH Scotland, W-WEST members have also met many people involved in aspects of tobacco control in Scotland. The group collaborated with the University of Stirling to develop a youth tobacco packaging survey which aims to provide data to be used in academic research around plain packaging of cigarettes. Members have also attended different community events such as the Glasgow Show and have been invited to present at various conferences including the World No Tobacco Day event at the European Parliament in Brussels, ASH Scotland AGM, and the ASH Wales Smoke Free Futures conference.

W-WEST members felt immensely proud to receive the Crofton Award as they felt it showed they had been successful as a group and it represented the first piece of formal recognition of their hard work and ideas. They believe it gave the group the confidence to continue working hard towards future goals and individuals were encouraged to continue their role as part of the group.

When applying for the award, the young people felt it had given them the opportunity to reflect on what they had achieved and what the aims and plans of the group should be for the future. They also found applying was a manageable process and their top tip for other groups thinking of applying for the 2010 award was that groups should 'be themselves' and not try to simply 'tick the right boxes' during the application process. The members would recommend that other groups are clear about what it is they do and believe and that the Crofton Award rewarded them for being themselves and coming up with innovative ideas.