

STCA Youth and Tobacco Forum: Newsletter from the last meeting on 25th January



Aim of the day

The aim of the day was to provide an opportunity for Youth Forum members to share practice on smoking prevention and cessation work with young people and to discuss approaches and resources used to deliver their work.

The meeting was chaired by Kevin Leslie. Brian Pringle and David Robertson gave national updates and the Key speakers were from North Lanarkshire, East Lothian and Dundee.

National Update

Scotland's first Smoking Cessation Conference (NHS Health Scotland/ASH Scotland) was attended by some of those attending the youth forum. Overall it was viewed positively and interest to attend in the future was high. Members requested that young people's work should be seen at the future smoking cessation conferences.

The briefing paper, **Lessons learned from Scotland's smoking cessation pilot project for young people**, was made available to all those attending the meeting in Perth and it was stressed by Brian that the lessons learned will be an important reference for developing and designing appropriate smoking cessation support for young people. This paper is available in Hard copy from Health Scotland and ASH Scotland and will also be made available on the Youth Development page of the ASH Scotland Website.

Smoking Prevention Action Plan

Brian explained that a draft action plan had gone to the Smoking Prevention Working Group at the Scottish Government and that the Prevention Action Plan is expected to be launched in the spring. Details could not be given at this point.

Scottish Tobacco Control Alliance Activity

David encouraged members to attend the next Researchers Group meeting on March the 14th in Glasgow. The meeting will focus on the results of the Smoking Cessation Practitioners Cannabis Survey and will be examining how the STCA may be able to take research forward and develop appropriate protocols.

'Too Young to Smoke?' -

A photography project by young people,
The Bridges Project



Meriel Deans (East Lothian Smoking & Health Partnership) presented on a photography project carried out in partnership with the Bridges Project in East Lothian. The Bridges project is an independent charitable company limited by guarantee, which works with disadvantaged and 'at risk' young people with complex needs aged 15–21 years. The Bridges operate across East Lothian and Midlothian. As part of the service a group work programme is offered, which helps to tackle social isolation and provide an informal learning experience to develop a range of basic life skills.

Aim of Photography project

Legislation came in on the 1st October 2007 relating to the selling of cigarettes to under 18's. It provided an opportunity to explore whether the Bridge's client group had the information to make an informed choice whether to smoke or not, and what they thought about the new legislation. Comments from clients included 'It won't make any difference as I get my fags from my mum,' 'I get served no problem,' 'You've got to die of something' and 'They can't tell me what to do, I could get

married but can't have a cigarette at my own wedding'.

Meriel (Smoking Cessation Development Officer, East Lothian) and photography tutor Paul Bennett worked in partnership with the Bridges Project to deliver a six session photography course that raised awareness of the new legislation. Funding came from the local East Lothian Health Partnership who will use the photos in their work with young people.

The brief was to produce a series of photos that would raise young people's awareness of the effects of smoking. They were asked to consider the following questions when developing the brief:

1. Why do you smoke/not smoke?
2. Why is it hard to give up?
3. How would you get the message across using photographs that the age for buying cigarettes has gone up to 18?

The sessions provided an opportunity for improving employability and technical skills as well as information about smoking. Skills included using a range of cameras. Setting up shots. Lighting and camera technique, use of adobe Photoshop, computer skills as well as life and employability skills (communication, creativity, active listening, working to deadlines, compromising and prioritising).

Partnership Working in Dundee

Alison Duncan (Smoking and Young People Development Worker) and Keith Reid (Drugs Education Staff Tutor) presented on the smoking prevention work being delivered in Dundee schools.

Dundee has seen a growing volume of health-promoting, largely anti-smoking activities in all schools involving Health and Education personnel, but also the Dance and Theatre Arts department of Dundee College. Funding for this work came about because Dundee CHP was originally selected as a pilot site for the "Prevention 2010" (renamed the "Keep Well Project") initiative along with 4 other CHPs in Scotland.

A) Smoking Prevention/Cessation projects

In Dundee, NHS Tayside devolved the budget for smoking and young people to Education, whereby each secondary school in Dundee was allocated £5000 for each of 2 years. Each

of the off-site education units was allocated £1000.

The multi agency steering group who oversaw this project consisted of representation from Dundee CHP (Public Health Schools Team), Dundee City Council Education Department and the Schools Nursing Service.

Pupil Conference—40 pupils came together at the Educational Development Service where they spent the morning with Peer Educators, from The Corner's Peer Education Project, and discussed the Peer Educator's tobacco-themed animation video. Later in small discussion groups pupil's explored their attitudes and thoughts in relation to the smoking ban and how smoking cessation/prevention might be better tackled in their own schools. Schools were encouraged to be mindful of the views expressed by the young people at the pupil conference and where possible to build these into their individual school plans for cessation/prevention work.

Plans had to be inclusive in that all activities had to be open/available to all young people whether smokers or not.

10% of budget had to be kept specifically for activity involving the School Nurse. The way this work was done could be flexible – lunchtime drop-in, after-school – groups or 1-1 using the 6-week adult based programme or a programme developed by the school health nurse to meet the needs of her client group. In most of the schools this service would be delivered by the school health nurses whilst in others it would be offered by the youth work staff. Extra/additional hours were available to staff providing this service and was funded through the 10% of the budget already kept aside specifically for cessation work. Cessation groups are also available to staff including teachers, youth work staff and in some schools the pupils and teachers attend the same cessation groups and support each other.

Activities had to promote health and be available to all and included PSHE Resources, Toilet Makeover, Advert / Presentation, Dance Class, Rock Challenge – Be Your Best Foundation, Parents / Carers Survey, Beauty Therapy, P7 Extra Curricular Activities, Anti-Smoking Video, Smoking Awareness, Environmental Improvements and Lunchtime Clubs.

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B) Forum Theatre Tour

The Forum Theatre Tour aimed to explore young people's attitudes to tobacco; to raise some of the main health issues of smoking and the choices facing young people, eg pressures to smoke, making decisions and consequences, to inform young people about smoking cessation, other health services and diversionary activities in Dundee.

This Theatre Tour was funded through "Keep Well" monies for 2 years (2007/2008). The theatre piece was devised for S1 pupils through The Space – Dundee College. 28 performances were delivered to 12 secondary schools and 2 offsite education units. The theatre piece was very interactive and involved the young people attempting to re-write the end of the performance and then sharing it with their fellow pupils.

The performance reached approximately 1300 S1 pupils and it can be expected that this will also have a ripple effect within family groups and peer groups.

Feedback from staff and pupils has been very positive.

C) Primary 7 Tour

Dance and drama workshops—Day-long drama workshops offered in partnership with The Space at Dundee College. Workshops will focus on self-esteem, confidence-building and coping mechanisms via examination of smoking issues. Led by Dance and Drama Development Officers, the workshops will also be supported by the Smoking and Young People Development Worker, Active Schools team, the Peer Education Project and School Health Nurses.

Health Summer school - Two P7 pupils from each school will also have the opportunity to attend a dance, drama, music workshop day in The Space this summer.

D) S2 and S3 Drama Tours

The original S3 drama tour has run for about 7 years with a Healthy Relationships theme and the S2 dance tour 'How We Feel' for 4 years. The tours visit all secondary schools and work with batches of 60 pupils at a time. After a performance generated by the students from the previous year's pupil feedback, the pupils work in small groups with a student leader, focus on one issue raised by the performance and work up a brief performance of their own. Questions generated in the groups are then aired and responded to by a panel of health

'experts' from Health, Education and the Voluntary Sector.

E) Health Promoting Schools Grant Scheme

NHS Tayside has funded this scheme since 2004. Schools receive grants to promote exercise, healthy eating and/or discouraging smoking. An extra £5K will be made available to primary schools for initiatives to discourage smoking. Schools could try out/explore a range of educational initiatives, diversionary activities and smoking prevention approaches. These initiatives both benefit existing pupils and provide a bank of good ideas/good practice for schools to draw upon in the future.

Smoking Cessation for Young People: a partnership approach in Lanarkshire

Maureen Allan (Public Health Nurse) and Colin MacFarlane (Youth Work Manager) gave a joint presentation on their partnership approach to deliver smoking cessation to young people in Lanarkshire.

The Bellshill Cardinal Newman Smoking Cessation Programme takes a holistic approach to health, education and community.

The project in its endeavour for excellence contains a number of essential characteristics:

- Acknowledges at the outset the fundamental role of the partnership between young people, teachers and local partner agencies.
- Is supported by a broad variety of community partners.
- Makes the very best use of available resources and relevant materials.
- Offers the highest quality of content and delivery, where group facilitators are regarded as ideal role models.

The Cardinal Newman Smoking Cessation programme was conducted between March and May 2006, which followed on from a similar set up project known as the 'Smile Smoking Cessation Pilot' being piloted within selected schools within Hamilton/Coatbridge. The Smile Smoking Cessation programme was adapted for the delivery within Cardinal Newman to meet the needs of the target group.

Delivery of the Programme

It was initially decided to invite all year groups

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to the first session to identify the level of need for a Smoking Cessation Group within the school, 24 young people attended (19 boys and 5 girls) from S2 – S6, no S1. It was agreed that this would be too large a group for the weekly programme therefore the three S6 pupils were given information about local adult services and only S3 and S4 pupils were asked to come along to future sessions, with the plan to invite S1/S2 and possibly S3 pupils the following term. Overall, a total of 20 pupils took part, with an average of 10 attending each week with only two girls (who were the worst weekly attendees).

Key national policies all stress the important role that schools play in securing the improvements in health and education that our young people deserve by working in close partnership with their communities and key services. Therefore partnership work was a key element of the project with Cardinal Newman Secondary School providing resource materials, including funding for the Complimentary Therapist and weekly free lunches, the Mossend & Bellshill YMCA providing experienced Youth Workers to co-facilitate the group each week and NHS Lanarkshire providing specialist health advice and project co-ordinator.

Over the next year it is envisaged that this project will continue to be delivered within Cardinal Newman Secondary School and a similar Youth Smoking Cessation project will be developed within the Mossend & Bellshill YMCA to provide opportunistic support to the young people who regularly attend there.

The future plan is to develop capacity within the Bellshill Locality and involve other local Secondary schools and youth groups to deliver a standardised, evidence based youth smoking cessation programme. We now have a Locality based Steering group with representation from all our local youth agencies, further health staff and local young people. Training requirements were identified as a local need for the youth agencies to be able to best support young people with the related health issues around smoking and cannabis.

Maureen (Public Health Nurse Schools) and one of the Mossend & Bellshill YMCA Youth Workers delivered the programme over eight weeks. The programme is based upon a number of components that possess a health and science education structure and links closely with the 5-14 curriculum. The teaching approach involves varied activities including

group work, using high quality resources (worksheets, posters and scale models) and practical sessions with demonstrations of anatomical functions. The programme also places an emphasis on nutrition, stress management and physical activity.

The evaluation approach has focused on three main dimensions. The first was to assess levels of satisfaction for participating pupils, secondly, to determine whether participants perceived benefits from the programme, particularly in terms of promoting stopping smoking and thirdly, to highlight any problematic areas that require improvement before delivering a second similar programme for the whole of locality.

Members afternoon discussions

Resources

Resources for children with poor sight. There are Braille resources available through Health Scotland. In addition Smokebusters produces several useful resources. For example a cloth body that allows an individual to feel internal organs, that are effected by smoking.

<http://www.rnib.org.uk/xpedio/groups/public/documents/publicwebsite/publicteenagesmoking.hcsp>

<http://www.ashscotland.org.uk/ash/3544.html>

The group discussed the usefulness of **Age Progression Software** and reported that it is very effective at capturing interest and showing the cosmetic effects of long term smoking. It was suggested that this activity is most effective when there are other activities running along side so young people are not waiting around for a go. Those that use the software stated that they did not store images of the young people who use it but may give the young person a printed copy of their own digitally altered face.

It was discussed whether or not **Smoking Machines** were still used in schools. SEED advised against the use of smoking machines being used indoors which was supported by SSERC (refer to Bulletin 217). Therefore smoking machines can no longer be used indoors or even in science fume cupboards. Smoking machines may be used outdoors but those wishing to carry out such activities must comply with their local authority's smoking policy and therefore should check with their local education authority and head master of the school.

Smoking in School Playgrounds

Difficulties were expressed over monitoring smoking in playgrounds. Sometimes the problem is exacerbated by staff smoking in secluded areas or at entrances to grounds, creating an excuse for young people doing the same thing.

Staff and young people are being approached by cessation staff in the playgrounds to suggest that they come to cessation sessions. This does not solve the problem of people continuing to flout the rules over smoking on council property. There are even reports of staff and pupils smoking in toilets and isolated rooms. One suggestion was to invite Environmental Health Enforcement Officers into the school to speak to staff and pupils both in a formal setting and to approach those who are breaking the law/policy.

This promoted discussion of incidences where staff and older pupils have taken quit attempts together and been successful in demonstrating that adults do quit and that it can be cool to join in.

Plans for No Smoking Day

www.nosmokingday.org.uk Very few said that they would be putting much energy into NSD. Glasgow and Aberdeen run events each year and this will continue.

In Glasgow there is a NSD competition funded by Health Promotion and offering £15 prizes. Prizes in other areas can include paint-balling and go-carting.

Competitions for young people

The Canadian “smoke-free at graduation competition” was mentioned where students seek sponsorship in the community for a significant monetary prize upon graduation.

Glasgow has run a smokefree class competition for several years with the prize for the winning school classes – a trip to a theme park or a holiday. The prize is put forward jointly by the Health Promotion Department and the Council Education Department.

<http://www.ift-nord.de/ift/neu-ift/projtxt/besmart/material/Effectiveness%20of%20SFC.pdf>

The Dundee (National) Rock Challenge involves pupils pledging to be smoke and drug free as they work towards a music and dance presentation and beyond.

<http://www.rockchallenge.co.uk/>

Members discussed their views on the National Minimum Data Set to recording youth involved in cessation.

It was revealed that some people are using the Minimum Data for young people. The Minimum Data Set collects core data for quit attempts. The Data Set is not customised for any specific group but contains a series of questions which are mandatory for stop smoking services to complete. Projects collecting additional data e.g. specific to young people, can gather and record this independently, in addition to recording the core items required by the Minimum Dataset.

Some people were concerned that there may still be confidentiality issues when working with young people although addresses can be lodged as the school's address if need be.

Smoking diaries to use with young people

Maureen uses a smoking diary with young people and was happy for it to be distribution to the group.

Health Scotland Update

Nuala Healy said that Transitions Research is being undertaken to examine how smoking is maintained or initiated at the transition from school to work and further education.



Health Scotland are involved in a Youth Link Conference in March which will be examining health improvement through youth work. <http://www.youthlink.co.uk/nationalconference20>

There is also a Walk the Talk Conference <http://www.walk-the-talk.org.uk/home> that will examine best-practice in delivering healthcare to young people

Evaluation of the day

Overall the day evaluated really well and those who attended felt the day was interesting and relevant to their work. Suggestions were made by individuals for future meetings/discussions:

- discuss training needs for those delivering specific tobacco work/youth work remit
- how cannabis is dealt with in schools and youth groups
- how NRT is being used with young people
- continue to ask members to bring samples of documents used for recording/planning e.g. referral procedures/NRT guidelines
- is or can Champix be used with young people?
- discuss work focused around youth work/ further education and other settings besides schools

- invite someone from ISD regarding the use of the Minimum Data Set for young people and young people related questions
- explore resources that are working well in schools
- young people and pregnancy
- youth advocacy discussion

Articles

To receive daily or weekly bulletins containing articles and journals relating to smoking, register with ASH Scotland online at: <http://www.ashscotland.org.uk/ash/4081.html>. Some of the articles identified in January and February were:

“Snack-size” cigarettes to be launched by Philip Morris
A new, compact cigarette designed for employees who smoke outside, will be half an inch shorter than conventional cigarettes. It will have the same potency but take less time to smoke. The Telegraph, 04/02/08

Cannabis supply to young people

A [study](#) published finds that cannabis supply to young people in England and Wales is mainly through social networks rather than criminal drug markets. Joseph Rowntree Foundation, press release, 31/01/08

Warning to adolescents – you can get hooked from the first cigarette

A study in the American Journal of Family Practice outlines a phenomenon called “dependence-related tolerance” or how long after smoking a cigarette you can go before you need to smoke another one. This was thought to be the same for adolescents and adults but recent studies suggest that the brains of adolescents may become tolerant to nicotine after smoking fewer cigarettes than one a day, and it is tolerance that then drives them to smoke more often. New York Times, 12/02/08

Websites

ASH Scotland

www.ashscotland.org.uk

Tobacco Information Service

enquires@ashscotland.org.uk

Tobacco Information Scotland

<http://www.tobaccoinscotland.org.uk>

ASH Scotland/Youth Development

<http://www.ashscotland.org.uk/ash/3405.html>

Resources to use with young people.

Info Wall

The next STCA Youth and Tobacco Forum will be on:

Thursday 24th April 2008

If you would like to attend please contact **Jennifer Black** on 0131 220 9462
jennifer.black@ashscotland.org.uk
(venue and agenda to be confirmed).

Youth and Tobacco Forum Members Brief
Forum members attending the last meeting provided a brief description of their work involving young people and tobacco/smoking. The brief was collated to continue the support and encourage networking and sharing practice beyond the forum meetings. This will be developed as the membership widens. Members agreed at the last meeting that this information be made available to STCA members through ASH Scotland's website in the STCA password protected zone. It will be posted on the site by Friday 29th February. To receive a password please contact the STCA Administrator Jennifer Black (details above).

D- MYST International Smoke Free Movies Conference – Lights, Camera, Smoke Free Action was held in Liverpool on the 20th February. D-MYST staged this high profile international event designed to challenge and expose the issue of tobacco imagery in movies aimed at young people as well as showcasing the efforts, power and importance of youth advocacy in tobacco control. Emma (Youth Development Officer, ASH Scotland), Sarah Lindsay (Health Promotion Officer, Greater Glasgow and Clyde) and Andy Scott (Young People and Tobacco Development Worker) attended the conference and will report back to the Forum at the next meeting.

UK Youth Advocacy Discussion Forum. Emma attended a UK wide Youth Advocacy Discussion Forum on the 21st of February in Liverpool, which aims to address how Youth Advocacy can be developed across the UK (update next meeting).

Contact the Youth Development Officer

If you have any questions/queries, anything you would like to discuss in relation to your work with smoking and young people, feel you require some additional support/advice or to be put in touch with someone doing similar work please feel free to contact Emma on **0131 2209465** or e-mail emma.cepok@ashscotland.org.uk.