

Crofton Award Winner 2011 W-WEST

W-WEST stands for Why Waste Everything Smoking Tobacco? It is Scotland's first ever pro-choice information group led by and for young people. The group is open to both smoking and non-smoking members. The aim of the group is to give young people the information they need to make informed choices about smoking. This is an ethos that was chosen by young people and is supported by NHS GG & C.

W-West hosted a youth peer education event in February 2011 and following this W-West group members decided that they wanted to focus on developing their own training materials and resources for peer educators. Group members worked closely with staff at NHS GG & C Smokefree Services to develop their training materials in the form of presentations, interactive activities and further reading and information materials for participants to take away with them at the end of training sessions.

Moving forward, the group has fostered a partnership with Durham University that will see them develop an English language version of an exhibition based in Uruguay entitled "Uruguay Breathes". In addition, W-West will work with groups from Uruguay to assist these groups in establishing their own youth advocacy and peer education projects.

W-West group members have been given the opportunity to visit Uruguay in order to see the Uruguay Breathes exhibition and to experience it at first hand. W-West plan to use their prize to assist with the cost of this exciting trip. While in Uruguay W-West will also have the opportunity to share their experience of delivering youth advocacy activities and peer education projects.

The Crofton Award Judges comments:

W-WEST members should be immensely proud of the continual development of their work. It is clear through their involvement with Durham University on the Uruguay Breathes project that W-West have gained a tremendous level of recognition at both a national and international level.

Visiting Uruguay will provide W-West with an array of fantastic opportunities that will enable them to becoming recognised as a leading group in the fields of youth advocacy, peer education and tobacco awareness.



W-WEST, winners of the Crofton Award 2011, at the REHIS Awards Ceremony