

NHS HIGHLAND'S SUPPORT OF SCOTLAND'S CHARTER FOR A TOBACCO-FREE GENERATION



NHS Highland endorsed the Charter in December 2016. Since then, they have worked on 3 primary pledges to raise awareness around the harm of smoking on health.

Provide access to online resources for parents and carers to find out more information on substances via the Highland Substance Awareness toolkit

- NHS Highland is a member of the Highland Alcohol & Drugs Partnership reducing harms from substances in the Highland area
- The [Highland Substance Awareness toolkit H-SAT](#) is an online library recently upgraded to provide information, support and advice around drugs, alcohol and tobacco use. This toolkit was introduced to provide access to accurate and reputable sources of information that foster positive, healthy attitudes and choices. Information is categorised by target audiences: parents and carers, professionals and young people. The online toolkit resource will be re-launched at an event in June 2018, Preventing Substance Use Among Children and Young People in Highland.

Promote the Charter through the online toolkit

- Encourage other organisations to sign up to the Charter
- Encourage the use of Charter resources to shift smoking mentality to one of “out of sight, out of mind and out of fashion”

Smoke-free sports for young people campaign

- NHS Highland held a logo design competition with Inverness Royal Academy
- the winning logo is now displayed on the football strips of the Highland Street League teams
- work is planned to extend smoke-free sports to other sports across the Highlands.

ONE STEP CLOSER TO A TOBACCO-FREE GENERATION

No Smoking Day 14th March 2018

Theme: #tellusyourway

To encourage people to share their experiences of stopping smoking and inspire others to stop, too.

The Highlands and Islands Student Association from Inverness College UHI partnered with NHS Highland to celebrate people who have stopped smoking while also encouraging people who still smoke to quit.

They set up a stall in Inverness College to provide further information and advice to interested students and staff. ASH Scotland's #notafavour campaign was also highlighted, featuring the problem of purchasing tobacco for underage people. Information about the Highland Smoke Free Service and their Smoke Free Homes and Cars challenge was also provided.



Smoke-free generation promotion

At Inverness College UHI, the Access to Nursing Students learned about the effects that smoking has on human health. The students created posters for their project work and set up a stall at the UHI Inverness campus on the 34th national No Smoking Day.

A couple of UHI students dressed up as cigarette mascots with no smoking symbols encouraging people to **quit their way**. These mascots facilitated a **Wheel of Fortune game**. Participants spun the wheel and if the arrow landed on a cigarette packet, the player did not receive any prizes. However, if the arrow landed on a healthy option, the player received a bottle of bubbles. The broad idea behind this game encouraged not smoking as the best decision and rewarded participants for healthy behaviour.

ASH Scotland can provide help, advice, and support.
Visit nhshighland.scot.nhs.uk for further information.
Find out more about how to sign up to the Charter at
www.ashscotland.org.uk/charter

