



Making a difference where you live

Steps Detached Project

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D.MYST CONFERENCE- Being healthy



Aim: To learn more information regarding setting up a smoke free Youth movement group by attending a 2 day conference in partnership with the PCT and young people

Objectives:

- To learn about other successful smoke free advocacy Movement groups
- Develop knowledge/ awareness/ on consequences of smoking
- To look at lies and manipulation of the Tobacco industry
 - How the media/ marketing influences peoples life's
- To encourage young people to gain self - awareness and confidence in being part of a successful movement group

Through the PCT we were given the opportunity to attend a 2 day conference in Liverpool. 3 young people attended aged 13-19, with mixed ideas and experiences of smoking .1 who had never smoked and 2 ex smokers .1 who had only stopped 4 days prior to the trip . (With support from youth workers). This conference she said had motivated her to continue with the stopping smoking.

Young people were very excited about the conference and traveling to Liverpool Staying in the Radisson Hotel. During the journey the young people were given a de- brief of the conference and encouraged to share their hopes and fears. One young person had already challenged herself as she was now a non- smoker prior to smoking 20 a day, Aswell as having the fear of getting on a trains.

The young people had mixed views regarding smoking before attending, and spoke about the lack of knowledge, education surrounding the subject from schools.

During day 1 - we were given an overview of smoke free Liverpool and who was involved. Young people learnt about the lies and manipulation of the tobacco industry. For instance how the tobacco industry are unable to advertise on Television , however use films, festivals , media to advertise smoking as a cool/ hip, sexy thing .Furthermore using high profile people to advertise the product (cigarettes). i.e. Kate moss .Young people were able to relate to this through Disney moves e.g. 101 Dalmatians one of the main characters - cruella smoked.

Young people were separated from adults to work with D-myst group (young people's advaocy group) as part of the day .This allowed young people to be in a less formal setting and hear from other young people what they had done to set up and continue with a youth movement group .

On the evening after the conference young people shared their Feelings of their day. They spoke about issues surrounding poverty related to Tobacco and the industry and other cultures and countries. How the tobacco industry manipulates people into buying and advertising their product.

The learning that the young people had experienced was visual, during the evening 1 young person commented on music videos and how pop stars, celebrities often advertise smoking. Furthermore that this should be banned as it influences people to think you can still look good and smoke.

The group were excited about being involved in something similar to D- myst , they spoke about ideas for a name for their Group , also how they could reach other young people i.e. through a dance/ drama to get the message across.

During day 2 - the conference elaborated on day 1 and looking at work that other young people had done .For instance D-MYST after following a visit to New York had set up a campaign to challenge smoking in films. This included using a theme to attract young people (scary movies,).Being fully clear about the message/ aim of doing this : to look at smoking in films having a impact on young people ,

Classification 15 and under .Making the age restriction higher if not banning it .Furthermore they spoke about how they had developed their campaign, moved it forward. This included film nights (Stomp nights), school road shows, challenging the BBFC (to put age restriction on films), using radio stations, and festivals

Young people were also given the opportunity to put their learning into practice through group work activities, for instance coming up with ideas for a launch event for a group .young people learnt from other young people as well as challenging their own views.

The conference was very beneficial for staff as well as young people. Smoking being a broad subject we were able to see the importance of getting the right message across and that it is the responsibility of many different agencies. For instance Sure Start, schools, local councils, PCT, Roy castle lung foundation, Juice FM, local media, smoke free Liverpool. It was visual that smoke free is a huge part of the agenda in Liverpool and these agencies all work together to support one another.

Young people from Derwentside believe that we should be targeting young children on the dangers before they reach the age of peer pressure, trying it or being tempted .They also commented that if there was more information, education in schools Junior Aswell as comp young people would think twice. Workers also commented on how they felt by their workshops being young people led rather than teachers and youth workers. They agreed that if they had the right training and support they think because of their own experiences people are more likely to listen to them.

The young people gained many messages from this trip.Aswell as the importance of their own / others health they were able to experience a new city, transport/ travel , new food, new experiences i.e. Hotel facilities, staying in hotel and furthermore this raised knowledge, life skills and aspirations for these young people.

This will now be fed back to Kim McGarry at the PCT with the aim that these 3 young people will be involved in developing an advocacy group with their ideas.

If you require any further information, we have a pack on what was delivered at the conference.

Kind regards
Louise Wilson