

Regional Smoking and Young People Group
Notes of Meeting held on 27 November 2007

1. Present

Ailsa Rutter, Fresh
Ann Johnson, Regional Healthy Schools
Barbara Gubbins, Children's Foundation
Darcy Brown, Darlington PCT
Dawn Charlton, Newcastle PCT
Dominique Groen-Stoker, Wansbeck DC
Judith MacMorran, Newcastle PCT (Chair and Minutes)
Kath Bailey, Northumberland Care Trust
Lisa Holland, Fresh
Lorraine Hughes, South of Tyne PCT
Lynn Nicholas, Northumberland Care Trust
Sue Lewis, Durham University
Theresa Henderson, Co. Durham PCT
Kirsty Buggins, Streetwise
Gina Perigo, D. Myst, Liverpool PCT (Visiting speaker)

2. Apologies for Absence

Dianne Woodall, County Durham PCT
Justine Clephane, Northumberland CC
Karen Robinson, Darlington Healthy Schools
Kim McGarry, Co. Durham PCT
Kirk Green, Sunderland TPCT
Mahshid Turner, Co. Durham PCT
Melanie Brown, Darlington Healthy Schools
Wendy Martindale, North Tees PCT

3. Minutes of 6 September 2007

The minutes from the last meeting were accepted as a true record.

4. Matters Arising

4.1 NICE Guidance

The next stage in the production of the NICE guidance on preventing smoking in children has now been reached. NICE have now produced evidence on "Interventions to Prevent the Uptake of Smoking in Children and Young People" which is open to consultation until the 24/12/07. This evidence can be viewed on the NICE Website www.nice.org.uk

4.2 Engaging Key Stakeholders

It was agreed at the last meeting that each district needs to identify its key stakeholders who need to be influenced on the smoking and young peoples agenda e.g. Investors in children coordinator, children's participation officers, youth and community leaders. It has been agreed that the mapping exercise to be undertaken

will ask each alliance to identify such contacts. Therefore everyone will need to feed their contacts into this process.

Action: All

4.3 Piloting the Norwegian Adverts

Judith reported that Newcastle Healthy School Programme will be using some of the Norwegian adverts in a forthcoming theatre in education production for key stage 4, on the tobacco industry. She has received permission to use the adverts for educational purposes only in 10 Newcastle schools. They cannot be used in advertising or promoting the production. Should any district wish to use them in their areas they would have to seek permission to do so.

Fresh will be exploring the use of the adverts with some focus groups of routine and manual workers and young people, to see whether they would have an impact in the north east.

4.4 Smoke Free School Awards (SFSA)

Darlington has expressed an interest in progressing the SFSA modelled on those run successfully across Northumberland and Tyne & Wear. Judith did promote the Awards to the regional healthy school group too. Ailsa and Anne are still to discuss the potential roll out across the region.

Action: Ailsa and Ann J

4.5 National Clean Air Award (NCAA)

Lisa reported that a proposal has been put forward to continue the National Clean Air Award in a revised format. A regional meeting will take place in January 2008 to discuss this. However Ailsa made it clear that Fresh are keen to roll out the SFSA across the region rather than stick with the NCAA, as the former looks at a whole school approach to tobacco rather than the narrow focus of the NCAA. The SFSA also allows progression for schools.

4.6 Mapping Activity

Judith and Ailsa have met with Ceri Mather, who will be carrying out the mapping of smoking and young people's activity on behalf of Fresh. It has been agreed that each local tobacco control alliance will be asked to map all the work on the issue being undertaken locally and submit one response to Ceri by the 31 January 2008. Local alliances will be briefed about this at their next meeting on 12 December 2008.

It will be important that everyone on this young people and smoking group liaises with their local alliance to ensure all work and local stakeholder details are captured. Judith will ensure that this group is copied into correspondence about the mapping.

Action: Judith

Barbara asked how the voluntary sector will be involved. Ailsa responded that Fresh will undertake the mapping of regional work. They are working with VONNE. She will liaise with Barbara over good contacts regionally to link in with.

Action: Ailsa/Barbara

Kirsty from Streetwise asked how information would be captured about the use of stop smoking services by young people. Local service issues should be captured in the mapping exercise.

4.7 Smuggling Summit

20 places are still available for the summit on 6/12/07 visit www.freshne.com to book a place.

5. Feedback on the Florida Truth Campaign Youth Advocacy Initiative

5.1 Judith, Ailsa and Sue attended a meeting in London recently to hear about the Florida Truth Campaign, D. Myst and the Roy Castle Foundation Youth Campaign on smoking. Judith had previously circulated the notes from this meeting.

5.2 As a result of the meeting it was agreed that there was potential to try to develop some youth advocacy work in the north east and possibly nationally. However a national steer is required. The NICE evidence guidance does look at youth advocacy.

5.3 Ailsa presented some of David Zucker's presentation on the Truth campaign that we heard in London. This is now on the Fresh website.

5.4 Attached to the end of these minutes are the notes Judith took in London.

6. D-Myst Youth Advocacy Project

6.1 Gina Perigo from Liverpool PCT leads on the D-Myst youth advocacy project in the city. Gina gave an overview of the project. The notes from this session and that were given in London are at the end of these minutes.

6.2 Gina highlighted a conference that D. Myst are organising in Liverpool on 19/20 February 2008. It will focus on smoking in the movies and youth advocacy speakers include Stanton Glanz, James Sargent (USA), and representatives from Germany, the Netherlands, WHO and the American Legacy Foundation. Ailsa said that Fresh will be sponsoring a delegation of 12 people, adults and young people to attend the conference. The adults will need to be those who can influence the young people's smoking agenda. Details will be released ASAP, but it is likely there will be 3 places each for North of Tyne, South of Tyne, Teeside and Durham.

Action: Ailsa

6.3 Gina's full presentation is on the Fresh website

7. Discussion on Ways Forward

7.1 There does appear to be an appetite to develop some youth advocacy work in the north east. However it was agreed that we must have the infrastructure in place to support this first.

7.2 Anything developed needs to be youth driven.

- 7.3 It needs to be sustainable. There was acknowledgement that such work is very labour and resource intensive therefore adequate funds would need to be set aside to develop it.
- 7.4 Fresh would be keen to pilot some work in the north east on youth advocacy before any decisions are made to develop wider scale work. Darcy mentioned that Darlington College is already keen to develop some work. The Northern Echo is also interested in getting involved.
- 7.5 Ailsa reminded everyone that Fresh does have funding available to local alliances, which can be applied for. Youth advocacy work could potentially be one thing alliances may identify as a need to develop.
- 7.6 Ailsa reminded the group that Fresh is currently funded annually, and it is important that local Directors of Public Health are reminded of this too. Tobacco control is not “done and dusted” as a result of smoke free legislation; there is still a lot to do. Youth advocacy is one part of the tobacco control agenda.
- 7.7 Fresh is likely to try and organise a meeting with other regional tobacco control leads following the February advocacy work across England.
- 7.8 Judith thanked Gina for taking the time to attend the meeting and share her experiences.

8. **AOB**

- 8.1 Judith highlighted 2 websites that may be of use www.quitbecause.org.uk and www.channel4.com/breathe
- 8.2 Judith explained that Scotland has a TV advert for young people on smoking which may be worth testing on young people here. She will try to get hold of a DVD of the advert.
Action Judith
- 8.3 Ailsa distributed a recommended reading list on smoking and youth advocacy. If anyone wants to read the actual articles Fresh does have copies.

9. **Date and Time of Next Meeting**

Friday 7 March 2008, 10am – 12 noon in Chester le Street (venue to confirm)

Smoking and Youth People workshop
24th October 2007, London

The Florida Truth Campaign 1998-2000, David Zucker, Porter Novelli

The 'Truth Campaign' was paid for out of a state tobacco settlement and its budget was 25 million dollars.

Porter Novelli and an ad agency were employed to develop and run the campaign. Young people (YP) had to be involved at the start and treated as adults who directed the programme.

The programme was de-funded in 2000 due to a change in the government. In 2007 they are looking at reviving 'The Truth' campaign.

It had 2 strategic objectives;

- To reduce the percentage of students using tobacco in the last 30 days
- To reduce exposure to second hand smoke

Marketing Goals

- Comprehensive campaign, not just media
- Young people must be involved in developing the programme

Landscaping/Environment

- Teen smoking was up by 73% in 10 years from 1988-98
- Most young smokers started before the age of 18
- There was aggressive tobacco marketing in Florida by the industry
- Anti tobacco adverts had to date focussed on the health risks.

Strategic Approach

The target group;

- Teens love brands
- Teens are high consumers of pop culture
- Teens are high value on authenticity and integrity
- Teens are rebellious, independent, smart and searching for ways to say 'I'm in control of my own life now'
- Teens don't want anyone to tell them not to smoke.

The Message;

- Teens perceived anti tobacco campaigns as a bunch of 'Do-gooders'
- The health messages were not working
- Smoking represented an expression of choice and independence
- Secondary research indicated a viable messages to use was about industry manipulation

The Campaign needed to;

- Reposition anti tobacco work- to create a brand to replace the tobacco brands in teenager's lives and give them a way to rebel.
- Establish awareness broadly and quickly, creating a movement
- Involve young people effectively in all aspects of the campaign
- Ensure relevance and effectiveness of all marketing activities with all ethnic groups
- Build support amongst key opinion formers

The brand would be;

- As omnipresent as tobacco brands
- Match teens favourite attributes in a brand, a friend, a lifestyle
- Make the act of not smoking as rebellious as smoking.

The strategy was rooted in tobacco industry manipulation.

The product was; "facts and information on the tobacco industry".

Brand

The Brand became 'Truth'

Young people could wear it, watch it, experience it, talk about it and simply believe in it.

Process

1. A weekend workshop for 13-30 year olds was held
2. The Brand was established
3. Adverts were produced immediately for the TV
4. Brand awareness was established broadly and quickly
5. Grassroots groups were set up. Different levels of engagement occurred
6. Guerrilla Tactics were used with initiatives to infiltrate into young peoples lives in the same way as the tobacco industry do e.g. through television and socialising.
7. Social networking **did not exist** in 1998, so 'SWAT' groups (Students Working Against Tobacco) were set up. They planned events and had spokespeople.
8. Used the normal PR channels to influence adults and opinion formers. This was not used for Young People as they do not read newspapers.
9. PR merchandise was made available
10. The 'Truth Truck' toured young people's events:- they were 'purveyors of facts' in a mobile unit. Events were also sponsored by 'Truth'
11. Outreach work with ethnic communities on second hand smoke was undertaken
12. Programme was complemented by educational schools programme.

Results

- The tobacco industry DID NOT attack the campaign. It is difficult to attack Young People!
- Huge decline in teenage smoking occurred
- Huge decline in the exposure to second hand smoke

What drove success?

- Political will
- Audience engagement

- Authenticity
- Perfect 'Villain'
- Compelling brand
- Marketing budget on a par with major consumer brands
- Young peoples motivation- they want their 15 minutes of fame

Gaps/Weaknesses

- Smoking cessation for Young People **was not** a key part of the strategy.
- Since the end of the campaign youth smoking has gone up.

D-Myst- Liverpool Youth Advocacy Programme – Gina Perigo, Liverpool PCT

- D-Myst stands for Direct Movement by the Youth Smokefree Team.
- A smoke free movement led by young people and for the young people in Liverpool
- NRF funded until 31/3/08.
- Uses advocacy approach and the principles of Truth.
- The branding purposefully does not use tobacco/anti smoking logos.
- Young people met with 'Reality Check' a youth initiative in New York which exposed the tobacco industry. A 3 day training course was held in Liverpool. Links with 'Reality Check' have been maintained.
- D-Myst focuses on lobbying and campaigning
- Launched December 2005
- Gives young people a chance to voice their views on the industry. It looks at how the tobacco industry targets young people every day in ways they don't notice.
- Have campaigned on smoke free stadia, smoke free films and media, product placement.
- Have used street vox pops to capture people's opinions and also sponsored events – 'Youth High and Dry' campaign in clubs and pubs.
- Attend youth events typically not attended by health organisations such as pop festivals and concerts.
- Find that young people are quite willing to sign petitions.
- The media engages well with the group – they have received media training. They have not been challenged by the tobacco industry but were filmed by them at the BAT AGM at which they protested.
- Toxic movies is a big campaign on smoking in the movies. D-Myst have tried to engage with the British Board of Film about smoking in the films but have hit a brick wall. They are campaigning to try to get smoking out of youth rated films.
- Have a website and have linked this to 'You Tube'. www.d-myst.info
- Holding an 'International smoke free movies and youth advocacy' event in Liverpool from 19-20th February 2008. Many international speakers.
- Campaign planned on smoking and the internet
- Have 1 FTE worker seconded from Liverpool PCT until the 31 March 2008.
- Their website hits do show an increase following campaigning.
- There are 12 core members of D-Myst aged 10-18 years but they have found it hard to try to increase this number.
- The project is very labour and resource intensive.
- There is a problem with the political nature of the issue and some of their work has not been allowed
- Young People are given the facts and are not expected to do anything they have not been equipped for

Key Issues Arising from Discussion on Possible Work in England

- Need to define what is meant by advocacy clearly
- Need to be clear about who the target group is
- Do we go regional or national?
- Funding sources need to be identified
- Empowerment is the aim
- We are selling a product
- Young People like fame- tap into this e.g. Big Brother, X factor etc.
- Is there an appetite among young people for lobbying?
- Young people need to be educated about 'the truth' first
- Key decision makers need to be involved from the start – e.g. Executive Directors of Children's Services
- Youth workers need to be engaged as do Investors in Children Coordinators/similar workers within each Children's Services Authority
- Sustainability is important
- Social Networking sites have potential

Judith MacMorran
October 2007