

**Regional Smoking and Young People Group**  
**Notes of Meeting held on 6 September 2007**

**1. Present**

Ailsa Rutter, Fresh  
Barbara Gubbins, Children's Foundation  
Gill Lumsden, Northumberland Care Trust (Stop Smoking)  
Judith MacMorran, Newcastle PCT (Healthy Schools and Tobacco Control)  
Kath Bailey, Northumberland Care Trust (Public Health)  
Lisa Holland, Fresh  
Lorraine Hughes, South of Tyne-Sunderland TPCT (Tobacco Control)  
Lynn Nicholas, Northumberland Care Trust (YP Tobacco Worker)  
Mahshid Turner, County Durham PCT (Stop Smoking)  
Melanie Brown, Darlington (Locality Coordinator)  
Peter Wright, Gateshead MBC (Environmental Health)  
Rebecca Laidler, Redcar and Cleveland (Health Improvement)  
Sue Lewis, Durham University  
Wendy Martindale, Tees Start Stopping Service (Stop Smoking)  
Karen Robinson, Darlington Healthy Schools  
Judy Loggie, Newcastle and North Tyneside Stop Smoking Service  
Theresa Henderson, Co. Durham PCT

**2. Apologies**

Amanda Healy, South of Tyne – Gateshead PCT  
Ann Johnson, Regional Healthy Schools  
Dianne Woodall, Co. Durham PCT (Tobacco Control)  
Kim McGarry, Co. Durham PCT  
Maggie Ireland – Northumberland Care Trust (Public Health)  
Martin Wilson, Children's Foundation  
Alison Nichol, Northumberland Care Trust (Stop Smoking)

**3. Background to the Meeting**

- 3.1 Judith welcomed everyone to the group and asked them to identify any other people/networks that should be involved and add them to the distribution list.
- 3.2 Judith explained that the meeting had come about due to several requests made via the Smoke Free North East (SFNE) network to re-examine the issue of smoking and young people to see what, if anything we should be doing to address this and to share practice of current activity. At the same time Fresh had started to explore youth advocacy programmes but currently does not have the capacity to undertake a lot of work around smoking young people, particularly since this is not, for good reasons, the key target group for tobacco control activity. Judith had therefore volunteered to organise the meeting to 'start the ball rolling' working closely with Fresh to do this.

**4. Evidence of Effectiveness and NICE Evidence**

- 4.1 Judith and Ailsa gave a précis of the evidence of effectiveness for interventions to reduce smoking among young people. In short the evidence shows that;
- Education programmes for young people at best, delay onset of smoking.

- Any interventions must be delivered within a broad and overarching tobacco control programme.
  - The most effective way of preventing young people from smoking is to reduce prevalence amongst adults, through a comprehensive tobacco control programme which aims to de-normalise tobacco.
  - The biggest indicator of smoking among young people is parental smoking.
  - There is some promising evidence that well funded and youth advocacy programmes do have an influence on youth smoking.
- 4.2 It is also important to remember that the tobacco industry welcomes youth smoking programmes and often fund programmes to improve their social image.
- 4.3 Such sound evidence is the key reason why young people and smoking has not been a recent priority and it is important that the group keep this in mind so that time and resources are not invested in ineffective programmes.
- 4.4 A good summary of the evidence can be found in two documents both found on [www.ash.org.uk](http://www.ash.org.uk) They are;
- Not Big, and Not Clever – Youth Smoking Prevention Explored, Youden, B and Sandford, A (2003).
  - Smoking and Public Health: *A review of reviews of interventions to increase smoking cessation, reduce smoking initiation and prevent further uptake of smoking.* Naidoo, B et al, HDA (2004).
- 4.5 The NICE guidance on smoking and young people is due to be published in November 2007. It will cover mass media interventions and point of sale measures only. Other NICE guidance on PSHE is due in 2009 and this may cover some of the school based issues. Details of the NICE guidance can be found at [www.nice.org.uk](http://www.nice.org.uk)
- 4.6 Ailsa pointed out that the guidance will only look at peer reviewed evidence.
- 4.7 A key priority it was agreed, was the issue of smuggled and counterfeit cigarettes as work can be potentially undermined by this.
- 4.8 It was agreed that when the NICE guidance is produced that we all ensure that it is implemented across the region to ensure consistency and effectiveness.

### **Action All**

## **5. Youth Advocacy Programmes**

- 5.1 Ailsa gave a brief overview of youth advocacy programmes. This is an avenue relatively unexplored in the UK, although there is some early work occurring in the north west of England.
- 5.2 Youth advocacy looks at the vector of tobacco i.e. the tobacco industry. It highlights the manipulation of young people by the tobacco industry and attempts to denormalise the tobacco industry and its products. It aims to make the industry less acceptable. The tobacco industry is a global drug industry which kills millions and can even be viewed as the 'corporate terrorists of the world'.
- 5.3 Young people are very consumer savvy and there is the potential to develop new messages, in conjunction with them. In youth advocacy programmes young people are central and they direct the work. Programmes give young people a voice. The challenge is to engage with them to begin with. Youth advocacy can also be very labour and resource intensive.
- 5.4 The Florida 'TRUTH' campaign is the best example of a successful youth advocacy programme. It targeted 15-19 year olds and was funded through tobacco tax settlements. It resulted in a massive reduction in youth smoking over a 2 year period.

- 5.5 In the USA the tobacco industry is more visible unlike the UK where there is low awareness among both adults and young people. Fresh is exploring how we can make the industry and its exploitation clearer to the public.
- 5.6 D-Myst is a programme set up by Smoke Free Liverpool. To date young people have held a demonstration at the BAT AGM for which they gained publicity.
- 5.7 The Roy Castle Foundation also has a small youth advocacy programme for which they are seeking funding to roll out.
- 5.8 Ailsa explained that these 3 youth advocacy projects will be presenting at an invitation only meeting on 24 October 2007 in London. She, Judith and Sue will attend and will feed back to the group.

**Action: Judith/Ailsa/Sue**

- 5.9 Discussion took place about the importance of identifying the correct target group for advocacy work and the key stakeholders who work with/influence this group. Smokebusters was run in the 1980's and 1990's aimed at 9 – 13 year olds however it failed to impact on youth smoking and rewarded the 'never smokers'.
- 5.10 Key stakeholders for youth advocacy work would be Investors in Children/Children's Participation Officers, Youth Workers, learning mentors, youth parliament leads and possibly citizenship teachers.

**Action: Everyone to Identify Local Contacts**

- 5.11 Youth advocacy would require awareness raising with the target group about the tobacco industry. Young people and adults need to know about the tobacco industry and its tactics before they can get angry. Fresh intend to test the Norwegian adverts [www.shdir.no/tobakk/english/media\\_campaigns/campaign\\_attacking\\_the\\_tobacco\\_industry\\_18473](http://www.shdir.no/tobakk/english/media_campaigns/campaign_attacking_the_tobacco_industry_18473) with samples of adults and young people to try to identify market segments.

**Action: Fresh to feedback to group**

## **6. Sharing of Work**

### **6.1 Redcar and Cleveland**

- Run a 6 week stop smoking programme; 'To hell with the butt'. Within the programme the tobacco industry is covered as well as addiction, imagery, trading standards and smoking cessation. Its main focus is on changing smoking behaviour. Run through schools, youth workers, learning mentors. Young people are responsive.
- One issue noted was that teachers smoking on site is not helping with the programme.
- Lifestyle drop-ins in schools to include smoking issues.
- The drug education team include smoking education.

### **6.2 Northumberland and Tyne and Wear (NTW)**

- Judith outlined the work underway across NTW on behalf of all involved in those programmes.
- The Smoke Free School Award has been run for many years and goes well beyond the requirements of smoke free legislation and the National Clean Air Awards. In brief it comprises 2 levels; the 'standard' rewards schools for being smoke free sites and the 'Gold' recognises and rewards schools who can evidence a whole school

approach to tobacco education, prevention and cessation against specific quality criteria. Fresh now fund the programme and are keen to roll it out across the region. However it was acknowledged that two districts to date have indicated that they do not wish to get involved. Ailsa re-iterated that Fresh are willing to fund such a roll out. Judith volunteered to speak to local alliances/stakeholders about the Award if this will aid a roll out. She will also send out further information about it to the group.

**Action: Judith**

- Standards for tobacco education have been developed across NTW and these are promoted to schools and youth workers.
- A recommended resource list for tobacco education has been produced and all Health Improvement Resources departments stock the same range across NTW to provide consistency.

### **6.3 Darlington**

- An 8 week programme is offered by GP's and health visitors to young people who want to quit.
- Drop in services for young people wanting to quit are offered.

### **6.4 Northumberland**

- The Point young people's centre offers a 6 week stop smoking programme.
- Northumberland is a DH young people's pilot demonstration site. Its roadshow covers smoking issues.
- In west Northumberland the medical model of smoking cessation for young people has been found to be ineffective. The service has now been changed to a drop in service with a more social approach.
- Health trainers who work with adults do cover smoking issues and this potentially impacts on children.
- Many child minders have the clean air award.

### **6.5 Gateshead**

- In Surestarts staff have been trained in brief and intermediate advice with good quit rates achieved.
- Peter is hoping to get the council's involvement in lobbying for licensing of tobacco sales and changing the age of sale to 21 years. One radical long term idea is 'cigarettes on prescription'. NB: Ailsa is working with key national partners on a UK harm reduction programme.

### **6.6 Sunderland**

- The youth service offer stop smoking support.
- Currently reviewing the effectiveness of services.

### **6.7 County Durham**

- In Derwentside – working with a drama group. The young people decide the issues to be tackled.

## **6.8 Newcastle**

- The SSS have trained youth advisors in Streetwise (young peoples drop in) to provide stop smoking support. The venue is very young people friendly and accessible. It has credibility with young people. A voucher scheme with an adjacent pharmacy has been established where young people can get NRT. There is a steady stream of quitters.
- Despite efforts it has proved very difficult to engage youth workers and school nurses in tobacco control work.
- Judith is currently working with a local theatre in education company to commission and pilot interactive sessions for key stage 4 on the tobacco industry and its manipulation of young people. If this is able to go ahead it will be accompanied by training for citizenship teachers on tobacco education methodology focussing on the tobacco industry.
- An in-service training course on methodologies for teaching tobacco education for key stages 1-3 is run each year. This helps to prepare schools for the Gold Smoke Free School Award and improve classroom practice.

## **6.9 Tees Start Stopping**

- There are trained school nurse prescribers – first pilot session in October.
- Experience has shown that using carbon monoxide monitors with young people is not effective as they become competitive to get the highest reading.
- Young people not a priority (agreed that they should not be).

## **6.10 Durham University Focus Groups**

- Sue has undertaken some focus group work with 14-15 year olds who are not necessarily representative. Some emergent issues are;
- Start smoking at 11-13 years due to peer pressure ‘adults do it’, home experiences.
- Have no respect for teachers. Have knowledge on smoking but see mixed messages of teachers smoking off site but young people being unable to do so.
- They regularly visit ‘tab houses’.
- They can easily buy from shops.
- Counterfeit cigarettes preferred because they get a better ‘hit’ and don’t have to smoke as many.
- Health messages – most in denial; “prove it”. Some are starting to recognise health problems such as bronchitis.
- Are starting to cut down due to influence of youth workers.
- Have no knowledge of tobacco industry.

## **6.11 Children’s Foundation**

- Barbara outlined their new programme which encompasses tobacco – see attachment.
- The Foundation have identified tobacco as a key area of work.

## **7. What Next?**

- 7.1 There were a number of key issues emerging from the discussions. There as listed below.

- 7.2 There is a need to identify and liaise with key stakeholders such as Investors in Children Coordinators/Children's Participation Officers, Youth Workers, and Youth Parliaments.

**Action: All to identify key local stakeholders and liaise with them**

- 7.3 Fresh are undertaking a rapid literature review on youth advocacy for the 24 October meeting.

**Action: Fresh**

- 7.4 Information about the Smoke Free School Awards needs to be disseminated across the region.

**Action: Judith to email with minutes**

**Action: Ailsa – to contact Ann Johnson**

- 7.5 The National Clean Air Award is likely to fold in October following the introduction of smoke free legislation.

**Action: Lisa to report back**

- 7.6 Youth cessation programmes need to be kept on the agenda of the SSS Managers meetings to identify what is effective and what is not.

**Action: SSS Managers**

- 7.7 Work being undertaken across the region needs to be mapped so that effective practice can be identified alongside gaps.

**Action: Judith to draft a mapping questionnaire**

**Action: Ailsa to commission consultant to collate mapping**

- 7.8 Local tobacco alliances will be undertaking self evaluation in the autumn. It is important that young people's services including those outwith PCT's are involved.

**Action: All to get involved in local alliance where appropriate**

## **8. AOB**

Fresh are to host a North of England summit on tobacco smuggling on 6 December 2007. Details will be sent out in due course.

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

Tuesday 27 November 2007, 14.00 – 16.00 pm in Room 4, Chester le Street, District Council Officers, Newcastle Road, Chester le Street.