

 The Fresh Smoke Free Quality Standard will significantly contribute to the Healthy Schools Enhancement Programme. It has been developed with in-depth consultation and input from tobacco education experts and Healthy School practitioners from across the North East. It reflects the international evidence base for this area, ensuring compliance with key government policy and guidance.

To find out more go to:
www.freshne.com/Programmes/fresh-smoke-free-quality-standard



Effective tobacco education in schools – the Fresh Smoke Free Quality Standard



* Smoking remains the North East's main cause of premature death and disease and contributor to health inequalities. Smoking is not an 'adult choice' – it is a childhood addiction with more than two thirds of smokers starting before the age of 18.

We are making good progress in addressing this problem through a range of effective measures to;

- * motivate and support smokers to stop
- * help to 'turn off the tap' of a new generation of young smokers
- * protect non-smokers from secondhand smoke and tobacco related harm.

The North East has achieved the biggest drop in adult smoking in the country in recent years and fewer children are smoking than ever before (6% of boys and 13% of girls), but we still need to do more to stop them starting a lethal addiction that begins in childhood.

There is a new National Tobacco Plan for England and schools can play an important role in helping the North East to make smoking history for our children. Fresh and its partners welcome your support to the award winning programme.

Tackling the world of parents through school community education is also

important, as children who live with parents or siblings who smoke are 90% more likely to become smokers than children living in non-smoking households. There is also strong association between smoking and other substance use.

“The Fresh Smoke Free Quality Standard acknowledges schools which demonstrate their Tobacco Education Programme is having a real and sustained impact on their school community. We encourage as many schools as possible across the North East to get involved and to join us in 'making smoking history for our children.'”

Ailsa Rutter, Director of Fresh

* Tobacco education delivered in schools can play an important part of efforts to make smoking history for more children in our communities:

- * Are you delivering high quality tobacco education in your school?
- * Are there any areas for further improvement?
- * Can we help you demonstrate the impact of your work?
- * Would you like some recognition for your success?

If you answered yes to any of these questions, then yours is an ideal school to achieve the **NEW** Fresh Smoke Free Quality Standard.

* The Fresh Smoke Free Quality Standard recognises existing good practice and challenges schools to improve further.

Schools will be supported to meet the standard and will be able to access an excellent bank of free resources and activities as part of the standard. They can also get involved in the Fresh programme and its range of projects. Successful schools will also receive media publicity for their efforts.

The Fresh Smoke Free Quality Standard will contribute to your Health and Wellbeing Agenda by improving health outcomes for young people. Smoking impacts negatively on young people's health, wellbeing, educational attainment and ultimately life chances.

To find out more go to:

www.freshne.com/Programmes/fresh-smoke-free-quality-standard