



Examples of Activities/Interventions that could contribute to Reduced Smoking Outcomes

Increasing Young People's Participation in Tobacco Control	Improving the Tobacco Education Curriculum
<ul style="list-style-type: none"> • Involvement of young people in local, regional or national consultations on smoking issues e.g. plain packaging for cigarette packets. • Active involvement of young people in designing campaigns on smoking. • Design, writing and development of films on smoking by young people for young people e.g. Annual film competition 'Cut It' run by the Deborah Hutton Foundation http://www.deborahhuttoncampaign.org/ • Young people undertaking campaigning on key issues around smoking e.g. smoking in films, exploitation by the tobacco industry of young people, third world workers. • Young people's involvement in focus groups about smoking prevention media campaigns. • Youth advocacy programmes e.g. W-West, DYMST. • Young people proactively using social media to promote non smoking messages and campaigns to counter use of such media sites by the tobacco industry. • Smoking issues debated in youth councils/parliaments. • Training for young people to become young champions/peer leaders on tobacco control, spreading key messages to their peers. 	<ul style="list-style-type: none"> • Review of tobacco education curriculum to ensure it meets the Fresh Smoke Free Quality Standard. • Inclusion of activities about the tobacco industry in the programme of study. • Ensuring the programme takes a social norms focus with accurate information provided on the percentages of people do not smoke/ who smoke /live in a smoke free household. • Inclusion of assessment 'for' and 'of' learning in the tobacco curriculum. • Whole school evaluation of programme undertaken, inclusive of pupils, parents, staff and governors. • Staff accessing and utilising local INSET training on effective tobacco education. • Using tobacco as a focus for cross curricular work e.g. history, literacy, numeracy, geography, citizenship, science. • Engage pupils in a photo/film making programme looking at 'smoking through the eyes of a child, a parent, a grandparent'.

Increasing Communication Activity about Smoking	Engaging and Involving Parents in Tobacco Control
<ul style="list-style-type: none"> • Inclusion of NHS Stop Smoking Service telephone number, website, applications on school website in newsletters, home and on noticeboards. • Promotion of key campaigns such as 'No Smoking Day' through available media. • Displaying relevant and current promotional materials on smoking in key sites in the school. • Displaying pupils work in local community outlets 	<ul style="list-style-type: none"> • Setting homework for pupils which involves pupils undertaking simple surveys on smoking and gaining opinions on smoking from their parents/carers. • Ensuring information about local Stop Smoking Services is advertised to staff through available media. • Inviting parents to celebration events/performances where work on smoking is recognised. • Inviting parents/carers/grandparents to share their experience and stories of smoking in a story telling event about the history of smoking/ their memories of smoking.
Increasing the Number of Referrals to the NHS Stop Smoking Service	Increasing the Number of Children Living in a Smoke Free Home
<ul style="list-style-type: none"> • Active promotion/signposting to local NHS Stop Smoking Services and other support such as text messaging, website support. • On site Stop Smoking Service provision through trained advisor such as Public Health School Nurse, Parent Support Advisor. • Staff completing training in brief interventions for Stop Smoking. • Holding a staff or parents Stop Smoking Group on site in collaboration with the Stop Smoking Service. • Involving young smokers in shaping the support they require to quit smoking. • Identification of young quitters who can act as champions to encourage others to stop smoking in their peer group. • Identification of parents and staff who have quit smoking and are prepared to be case studies for the NHS Stop Smoking Service. 	<ul style="list-style-type: none"> • Developing with pupils a 'Smoke free home/car' 'pledge' leaflet for parents/carers to take home and sign up to. • All frontline staff completing training in brief interventions on protecting children from secondhand smoke. • Reinforcing key messages on secondhand smoke at health fayres, events etc, with interactive displays, quizzes and information • Identification of 'Smoke-free home' champions to promote key messages at events. • Identification of parents and staff who made their home/car smoke free and are prepared to be case studies in publicity for the Smoke Free Families campaign.
Other	
<ul style="list-style-type: none"> • Taking photographs of cigarette related litter and using in publicity to parents, to reinforce smoke free site policy. 	

