

# Interaction

European Network on Young People and Tobacco  
Réseau Européen Jeunes et Tabac



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## EDITORIAL

# What Should Be the Role of Smoking Prevention in Youth in the New EU Public Health Programme?

Several important aspects of the role of ENYPAT over the years are well described in a letter we received a few weeks ago:

*"Erkki, I am writing regarding the Smokefree Class Competition. We have carried out the programme for five years now and the number of participating classes has constantly grown in Germany. We started with 462 classes in 1997 and count 5786 classes in 2001. In the beginning, governmental institutions did not express any great interest in the idea, but now, the Ministers for Social Affairs and Education support our programme... Moreover in the Bundesländer, three Ministers have become patrons for the participating classes and seven Ministers attended workshop for teachers and events carried out in conjunction with the competition. In France, a similar development is happening and the competition will be carried out nation-wide... From this I draw the conclusion that programmes like the Smokefree Class Competition are able to change politics and are very important."*

Networking alone is not enough we must have good reasons for networking. Over the years, best experiences have arisen from those networks that do practical projects together. To achieve a European level programme function, we need a rather simple idea or

"format", flexible enough to be adjusted to different cultures. It is very difficult to develop new good formats. In smoking prevention in youth, only a few new formats will be developed in one decade. In the media, selling formats is big business. In public health, formats can be shared but it requires networks to do that.

During the years we have met only a few professionals whose main duty is smoking prevention in youth. There is thus a strong need to build this capacity in Europe. This is also seen in the scientific literature: most of the science in youth smoking prevention and cessation is done in the US. To fill in part of this gap we organised an educational event, the ENYPAT Spring School, last spring. As the feedback was very positive we have decided to organise the next event in March 18–22, 2002. More efforts need to be expanded in this area also at national levels.

In addition to programme management, ENYPAT will continue with policy development. A new project "Euro-Top – European Tobacco Reduction Policy" begins in 2002 with the aim to develop European level policy recommendations on the reduction of tobacco use among young people. The work involves national decision-makers in different European countries, as well as representatives from the scientific sphere.

*Erkki Vartiainen, MD, Professor  
Chair of the Advisory Board*

# ENYPAT News

## enypat@globalink.org

The ENYPAT Secretariat and GLOBALink have opened a new electronic discussion forum and information channel at the GLOBALink. At [enypat@globalink.org](mailto:enypat@globalink.org) you can read monthly updates of the ENYPAT's activities and other information concerning young people and tobacco. The ENYPAT Secretariat encourages

everybody to subscribe into the discussion: Go to [www.globalink.org](http://www.globalink.org) and choose "enter here". Under "GLOBALink Communications" you will find "Electronic Conferences and Set-up". Click there and choose ENYPAT.

## Presentation of the ENYPAT Framework Project 2001/2002

During 2001/2002 ENYPAT activities, called Framework Project, consist of six separate projects:

1. ENYPAT Secretariat
2. ENYPAT Spring School
3. Smokefree Youth Conference
4. Gender Differences in Smoking in Young People.
5. The Smokefree Class Competition
6. Quit and Win – Don't Start and Win Competition for Young People

## The ENYPAT Secretariat

The ENYPAT Secretariat is based at the National Public Health Institute in Helsinki, Finland. The Secretariat employs three full time workers: project director Meri Paavola, project co-ordinator Sari Savolainen and project secretary Liisa Penttilä. Professor Erkki Vartiainen is the Chair of the ENYPAT Advisory Board.

The main activities of the secretariat are the overall co-ordination of the Framework Project in two directions, acting as an intermediary to and from the Commission, and between the partners.

The secretariat also promotes European level programme building. Our experience has shown that one-year programmes are too heavy in administration and their long-term effects are hard to achieve. This is why continuous programmes are encouraged. However, new programmes are welcome, and the Secretariat tries

to include at least one new programme in the Framework Project every year. This year the new project is research into gender differences in smoking.

European-wide collaboration and information exchange are encouraged by the publication of a bilingual newsletter *Interaction* twice a year. Members of the network are asked to contribute to the newsletter in order to increase the European added value in information exchange and possibilities of collaboration.

The Secretariat contributes to main international tobacco control events where it promotes its activities and increases its visibility. An advisory board comprising representatives from all EU Member States and Norway and Iceland supports the Secretariat's work.

*More information at [www.ktl.fi/enypat](http://www.ktl.fi/enypat)*

## ENYPAT Spring School on March 18–22, 2002

The ENYPAT Spring School was organised for the first time in March 2001 and it received very good feedback. According to its evaluation, this kind of educational forum whose main aim is in programme building is badly needed in Europe. The next Spring School will be organised in Helsinki on March 18–22, 2002.

It will gather together about 50 people interested in smoking prevention and cessation in the youth from all over Europe. Around ten eminent lecturers will provide updates in current research in various areas of tobacco use, such as

- health consequences of smoking,
- epidemiology of tobacco use,

- psychosocial risk factors for smoking,
- advertising and media issues,
- policies to prevent tobacco use,
- prevention and cessation programmes.

Other issues to be discussed are feasibility and impacts of existing European level programmes. Low participation cost for participants is possible because of the Europe against Cancer Programme's support.

*More information at [www.ktl.fi/enypat](http://www.ktl.fi/enypat)*

## Smokefree Youth Conference

The Smokefree Youth Conference was organised for the first time in June 2000 in Berlin. It is planned that the conference would take place every second year and the next meeting will be organised in the beginning of June 2002. The conference is part of the Smokefree Class Competition and is co-ordinated by IFT-Nord in Kiel.

The conference will gather together some 300 pupils aged 12–14 years of age from 17 European countries.

Pupils will have a one day conference on tobacco where they will present work they have prepared. The other day is reserved for activities during which the pupils from all over Europe will meet and get to know each other, make friends and learn from each other.

*More information at [www.ktl.fi/enypat](http://www.ktl.fi/enypat)*

## Gender Differences in Smoking in Young People

Gender differences in smoking prevention among young people have not received the attention they deserve. The aim of this project is to deepen our knowledge of the role of gender in smoking initiation and behaviour. It will analyse the existing data of the HBSC-database (Health Behaviour in School-aged Children) for cross-cultural analysis of gender differences in smoking.

The project will develop a protocol to investigate the problem in greater depth and gain insight into the meaning and functions of smoking in boys and girls through focus-group interviews. It will also produce a report that will be the basis for the development and

implementation of gender specific smoking prevention and smoking cessation programmes and research for adolescents.

*The gender project is co-ordinated by The Flemish Institute for Health Promotion (VIG), Marleen Lambert, Brussels, and the partners are*

*Austria: Ludwig Boltzmann-Institute for the Sociology of Health and Medicine, Vienna*

*Portugal: Universidade Técnica de Lisboa, Lisbon*

*UK: University of Edinburgh, Edinburgh*

*Sweden: County Council of Västerbotten, Umeå*

## The Smokefree Class Competition

A separate article on the competition is on page 10 of this newsletter. The co-ordinator of the competition is IFT-Nord, Dr. Reiner Hanewinkel & Dr. Gudrun Wiborg, Kiel, Germany, and partners in this year's competition are:

*Austria: Austrian Cancer Society, Vienna*

*Belgium: Vlaams Instituut voor Gezondheidspromotie – Koordinatiekomitee algemene Tabakspreventie, Brussels*

*Denmark: National Board of Health, Copenhagen*

*Finland: Finnish Health Association, Helsinki*

*France: Fondation du coeur et des vaisseaux, Paris*

*Greece: Hellenic Cancer Society, Athens*

*Iceland: Tobacco Control Task Force of Iceland, Reykjavik*

*Italy: Azienda ULSS 15, "Alta Padovana", Padova*

*Luxembourg: Fondation Luxembourgeoise contre le Cancer, Luxembourg*

*Spain: Institut Municipal de la Salut, Barcelona*

*The Netherlands: Trimbos-Institute, Utrecht & DEFACTO voor een rookvrije toekomst, The Hague*

*UK: Health Promotion Wales, Cardiff*

*More information at [www.smokefreeclass.info](http://www.smokefreeclass.info)*

## Quit & Win – Don't Start & Win Competition for Young People Enters its 3rd Year

The aim of the project, which is now in its third successful year, is to help young smokers to quit smoking and non-smokers to stay non-smokers. The project will highlight the dangers of smoking to young people and places their quitting smoking on the agenda of adults and professionals. It is proposed this year that the Adult Quit & Win competition will be linked more closely to the competition for young people.

The competition will be carried out during the 2001–2002 academic year in nine partner countries. The nine partners will develop the project across a diverse variety of cultures, which will allow valuable feedback about the effects of this initiative in European, national and local contexts. The competition will last between 1–3 months.



Smokers will be able to participate in the competition if they are willing to quit smoking. Non-smokers can participate by deciding not to start smoking. After the 1–3 month period there will be a lottery for those who succeeded either to quit smoking (lottery A) or those who remained non-smokers (lottery B).

At the end of the competition, outcome and process evaluations will be carried out and disseminated to test the programme's effectiveness.

More information on *Quit & Win – Don't Start & Win* at [www.quitandwin.net](http://www.quitandwin.net)  
[www.ktl.fi/enypat](http://www.ktl.fi/enypat)

*The programme is co-ordinated by Ulster Cancer Foundation, Cathy Mc Aleenan in Belfast and the partners are:*  
*Germany: IFT-Nord, Kiel*  
*Greece: Hellenic Cancer Society, Athens*  
*Sweden: Västerbotten County Council, Umeå*  
*Denmark: National Board of Health, Copenhagen*  
*Norway: Norwegian Cancer Society, Oslo*  
*Finland: Finnish Health Association, Helsinki*  
*Italy: Istituto Regina Elena, Rome*  
*Spain: Escuela Andaluza de Salud Pública, Granada*

## ENYPAT Framework Project Application for 2002/2003

For the last call for tender of the Europe against Cancer programme (deadline on October 30, 2001) the ENYPAT Secretariat presented an application including two new projects: "Euro-Top: European Tobacco Reduction Policy" and "Esfa: The development of an explanatory and predictive model for adolescent smoking prevention and cessation". The ENYPAT Secretariat, the ENYPAT Spring

School, The Smokefree Class Competition, and the Quit and Win – Don't Start and Win Competition for Young People were also included in this application which is due to start on October 1st, 2002. Total budget of the Framework Project application is EUR 2 286 084,53. Community funding applied is EUR 1 456 628,11.

## Euro-Top: European Tobacco Reduction Policy

This project proposes to develop a policy document on the European level on the reduction of tobacco use among young people. The work will involve national decision-makers from different European countries as well as representatives from the scientific world.

The project will consist of two major parts: first, the results from published scientific studies will be the base for discussions between the researchers and decision-makers.

In the second part of the project focus will be put on making joint statements and recommendations. This will be done on the European level with the long-term aim to reduce young peoples use of tobacco. The dissemination of the policy document is an important part of the project and different techniques will be used.

*Euro-Top will be co-ordinated by Maria Nilsson, Västerbotten County Council, Umeå, Sweden.*

## Esfa: The development of an explanatory and predictive model for adolescent smoking prevention and cessation

This one-year research project will use the data gathered by the Esfa project that is available from 6 European member states. Its main aims will be:

- To analyse the relative importance of peer and parental factors for explaining smoking onset and cessation.
- To build a comprehensive explanatory and predictive model for adolescent smoking uptake and smoking cessation.

- To compare the importance of Dutch predictors with European predictors.
- To analyse differences between boys and girls.
- To develop recommendations for improved practices for smoking prevention and cessation in adolescents.

*The co-ordinator of the project will be Dr Aart Mudde, Maastricht University, Maastricht, the Netherlands.*

European Commission informs:

# Proposal of Directive Concerning the Advertising and Sponsorship of Tobacco Products

The Commission services have prepared a new proposal for a directive for the harmonisation of rules concerning the advertising of tobacco products. This proposition is due to replace some of the recommendations of the directive 98/43/CE of July 6, 1998 which was annulled by the Court of Justice of the European Communities in October 2000 due to problems with its legal interpretation.

The Commission has prepared this proposal with urgency in order to reflect the importance it attaches to the question of advertising and sponsorship of tobacco products. The revised text takes into account the decision of the European Court of Justice and opinion of the advocate general in its entirety. The new proposal is less ambitious than the previous version. This is due to the necessity to respect decision of the Court and to assure that the new proposition would have a sound legal foundation.

## The principal characteristics of the new proposal

The directive is intended to promote the harmonisation of the rules of the internal market, to remove existing or potential obstacles in the way of free movement of goods and services. The legal base is article 95 of the Treaty of the European Union. This article concerns the internal market but requests especially that a high level of public health protection should form the foundation for the Commission's proposals. The Treaty also specifies that in their areas of responsibility, the Council and European Parliament should also have to achieve this objective.

Concerning the legal basis it is useful to remember that article 152 of the Treaty on public health is concerned with the adoption of "incentive measures designed to protect and improve human health, excluding any harmonisation of the laws and regulations of the Member States". This is the reason why the new proposal for the directive has its basis in the rules governing the internal market.

The proposal concentrates primarily on advertising in the press, which is an important conduit of tobacco marketing. The young often have unrestricted access to magazines and these easily have effects across

national borders. If the proposition is adopted, then the advertising of tobacco products in the press will be prohibited.

The proposal takes into account new communication technologies like the Internet by applying the same rules to them as with the printed media. These measures are intended to eliminate distortions of concurrence and to prevent tobacco companies transferring their advertising from one media to another to avoid the restrictions imposed on the print media.

The tobacco advertising and tobacco-related sponsorship on television is already prohibited by the directive of 1989 concerning broadcasting across national borders. This new proposal strives to bring this restriction to the other media and proposes a prohibition of tobacco marketing on the radio.

The proposal also deals with sponsorship, which is one form of advertising particularly difficult to control. The proposal allows sponsoring of events or activities in one country where such sponsoring is permitted, but these events or activities should not have effects outside of national borders. Distribution of free cigarettes would also be prohibited in these cases.

The Commission also proposes a surveillance system for the application of the directive. This would permit modifications to the directive based on experiences gained during its application. It is also useful to note that this proposal will be one of the components of the WHO Framework Convention on Tobacco Control.

There is always the possibility that the Member States can impose more strict national laws, which is in accordance with the Treaty.

*The complete text of this new proposal is available in all Community languages at <http://europa.eu.int/comm/health/ph/programmes/tobacco/publication.htm>*

*Jean-Luc NOEL*

*Please note that this text reflects only the opinion of the writer, and that the Commission of the European Communities has no responsibility over this opinion.*

# News from Science

At the same time as a new EU directive on advertising is under discussion, this edition's science section is concentrated on news concerning the tobacco advertising and marketing.

## Young People's Awareness of Tobacco Marketing

High level of awareness of tobacco marketing was found among the 15–16 year olds sampled in the study: around 95% were aware of advertising and all were aware of some method of marketing. Awareness of and involvement with tobacco marketing were both significantly associated with being a smoker.

Authors suggest that the current voluntary regulations designed to protect young people from smoking are not working, and that statutory regulations are required.

*MacFadyen L., Hastings G., MacKintosh AM. in BMJ. 322(7285):513–517, 2001 Mar 3.*

## Brand Appearances in Contemporary Cinema Films and Contribution to Global Marketing of Cigarettes

A total of 250 films from 1988 to 1997 were viewed and compared according to prevalence of brand appearances for films produced before a voluntary ban on paid product placement by the tobacco industry (1988–90) with films produced after the ban (1991–97). Tobacco-brand appearance was defined as the screen appearance of a brand name, logo, or identifiable trademark on products or product packaging, billboards, storefront advertising, or tobacco promotional items.

More than 85% of the films contained tobacco use. Tobacco brands appeared in 28% of films. Brand appearances were as common in films suitable for

adolescent audiences as they were in films for adult audiences (32 vs. 35%), and were also present in 20% of those rated for children. The prevalence of brand appearance did not change overall in relation to the voluntary ban.

Tobacco-brand appearances are common in films and are becoming increasingly endorsed by actors. The most highly advertised US cigarette brands account for most brand appearances, which suggests an advertising motive to this practice.

*James D. Sargent et al. in Lancet 2001; 357: 29–32.*

## The Master Settlement Agreement with the Tobacco Industry and Cigarette Advertising in Magazines

In 1998, the attorneys general of 46 states signed a Master Settlement Agreement with the four largest tobacco companies in the United States. The agreement prohibits tobacco advertising that targets people younger than 18 years of age.

Trends in expenditures for advertising for 15 specific brands of cigarettes and the exposure of young people to cigarette advertising in 38 magazines between 1995 and 2000 were analysed. Cigarette brands were defined as "youth" brands if they were smoked by more than 5 percent of the smokers from 8th to 12th grades in 1998; all others were considered to be "adult" brands. Magazines were considered as youth-oriented magazines

if at least 15 percent of their readers or at least 2 million of their readers were 12 to 17 years old.

In 2000, magazine advertisements for youth brands of cigarettes reached more than 80 percent of young people, an average of 17 times each.

The Master Settlement Agreement with the tobacco industry appears to have had little effect on cigarette advertising in magazines and on the exposure of young people to these advertisements.

*King, Cl. And Siegel, M. in New England Journal of Medicine 345(7):504–511, 2001 Aug 16.*

## Influence of a Counter Advertising Media Campaign on Initiation of Smoking: The Florida “Truth” Campaign

A follow-up survey of young people aged 12 to 17 years (n = 1820) interviewed during the first 6 months of the advertising campaign was conducted. Logistic regression analyses were used to estimate the independent effects of the campaign on smoking initiation while other factors were controlled for.

Young people scoring at intermediate and high levels on a media effect index were less likely to initiate smoking than youths who could not confirm awareness of television advertisements. Adjusted odds ratios between the media index and measures of initiation were similar within categories of age, sex, susceptibility, and whether a parent smoked.

Exposure to the “truth” media campaign lowered the risk of youth smoking initiation. However, the analysis did not demonstrate that all such media programs would be effective.

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*Sly, DF., Hopkins, RS., et al. in American Journal of Public Health 91(2):233–238, 2001 Feb.*

## Public Reaction to the Film “The Insider”

The objective of the study was to assess public perceptions of the tobacco industry and behavioural intentions for tobacco use in response to watching the film “The Insider”. A self-administered pre-film survey was conducted immediately before viewing and a telephone survey within 1–5 weeks of viewing the films in two commercial cinemas in Melbourne, Australia.

A total of 323 viewers were recruited before screening of target films. 182 watched “The Insider”, 141 watched the film “Erin Brockovich”.

The Insider featured information about unethical conduct by the tobacco industry and information about the negative health effects of smoking. The “control” film “Erin Brockovich” had an analogous plot without the anti-tobacco content.

Pre-film questionnaire assessed movie viewing habits, demographic characteristics, smoking status, attitudes towards the tobacco industry, intentions for smoking. Post-film questionnaire assessed the same attitudes and intentions plus questions on the film viewed and perceptions of smoking prevalence.

A total of 266 (82%) subjects completed the post-film survey. Attitudes toward the tobacco industry were unfavourable at baseline. Those who saw “The Insider” held more negative views of the business conduct by the tobacco industry than those who saw “Erin Brockovich”, once pre-existing attitudes to the industry were controlled for. “The Insider” also appears to have promoted a short-term reduction in intentions to smoke.

The results of this study suggest that if people were recurrently exposed to anti-tobacco content in movies there is potential for a more substantial and lasting impact on attitudes toward the tobacco industry and smoking.

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*Helen G Dixon, et al. in Tobacco Control 2001; 10: 285–291.*

# The Smokefree Class Competition

## Expands beyond European Borders

### Introduction

The Smokefree Class Competition is a school-based smoking prevention programme, which is organised in co-operation with ENYPAT within the EU programme "Europe against Cancer". The competition will be carried out at a European level for the fifth time in the school year 2001/2002.

The main aims of the competition are

- o delay or prevention of the onset of smoking in pupils who do not smoke,
- and
- o reduction or cessation of smoking in pupils, who already experiment with smoking so that they do not become regular smokers.

The target group is pupils aged 11–14, since research has repeatedly shown that this is the age when pupils start to experiment with smoking.

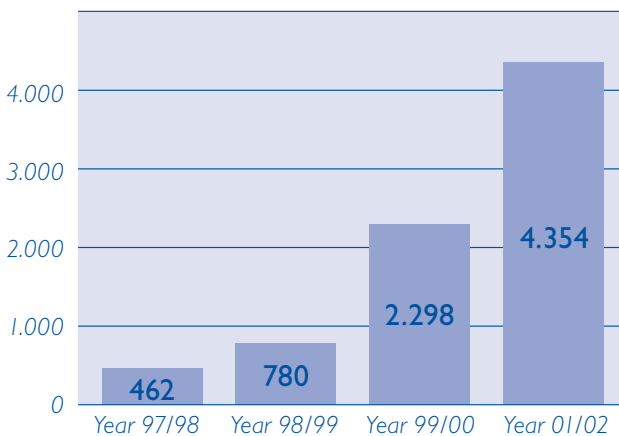
Classes that participate in the competition decide not to smoke for a period of up to six months. Classes that refrain from smoking for that period of time take part in a national prize draw where they can win a number of attractive prizes for the whole class.



### Implementation of the Competition in Germany

In Germany, the competition is carried out under the slogan "Be Smart – Don't Start".

Graphic 1 illustrates the increase of number of classes in Germany.



Graphic 1: Development of the competition in Germany

Classes are invited to participate via flyers that are sent to all secondary schools. At least 90% of the class has to decide to carry out the programme. Classes that register are provided with a folder containing a class contract to be signed, committing the class members to

remain smoke free for the following six months. On this contract, classes place a sticker for each week that they stay smoke free, in order to monitor their progress in the programme.

For each successful month, the classes send a postcard to the organisers of the competition confirming further participation in the programme. If a class drops out of the competition, it fills in a special card indicating the reasons why it had to drop out. This gives the possibility to determine whether classes drop out of the programme due to other reasons than simply that there were too many smokers (e.g. group pressure).

The classes (pupils and teachers) receive a large amount of background documentation on the competition and tobacco in general. At the end of the competition, successful classes receive a certificate, which is signed by a representative of the Ministry of Health of the Federal Republic.

### Workshops for teachers and pupils

Every year workshops for teachers (and in some of the Bundesländer, for pupils, too) are organised in order to provide teachers with the necessary knowledge on the theoretical bases of the competition and the rules of the competition. Some of the points emphasised include possible problems that could occur during the competition, such as lying of pupils or negative group pressure.

## Outcome Evaluation of the Competition

A control-group-study with repeated measurement was carried out in order to evaluate the effectiveness of the competition with regard to the main targets, the prevention of the onset of smoking in non-smokers and the cessation of smoking in pupils, who already experiment with smoking.

The study was conducted in Germany in the years 1998–1999. Smoking status (four-weeks-prevalence; daily smoking) was assessed on three occasions:

*November 1998:* prior to the beginning of the competition (T1);

*April 1999:* 1 month after the competition (T2) and

*November 1999:* 1 year after the start of the competition (T3).

The sample consisted of 2.142 pupils from 131 classes (mean age: 13,0; SD=1.16). The intervention group consisted of participating classes from the cities of Hamburg and Berlin. For the control group, matched classes were randomly selected from the city of Hanover, where the program was not carried out.

All analyses utilized the following groups: those belonging to classes that participated in the competition to the end of the program (experimental group; N=1.076), those who dropped out of the competition (drop-outs; N=419), and the control group (N=647). Figures 1 and 2 show the main results of the study.

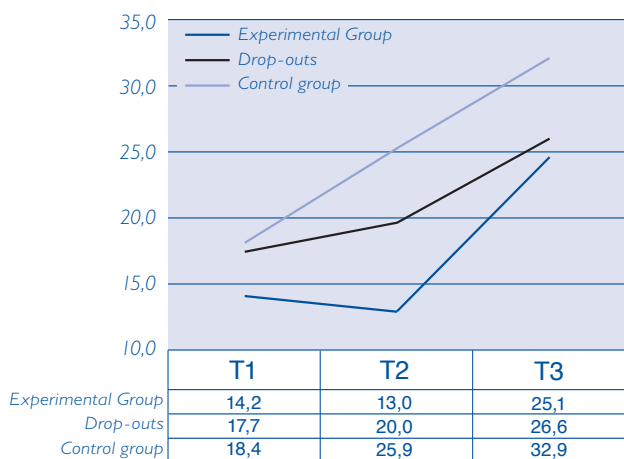


Figure 1: Four-weeks-smoking-prevalence for the groups over time (%).

Logistic regression analyses for the *whole sample* show significant odds ratios for the following comparisons for the four-week smoking prevalence:

Intervention group vs. control group (\*\*\*) T2 vs. T1; \*\* T3 vs. T1)

Intervention group + drop-out group vs. control group (\*\*\*) T2 vs. T1; \*\* T3 vs. T1)

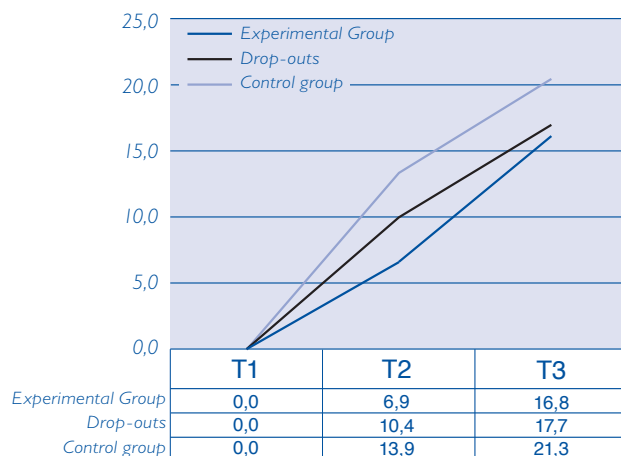


Figure 2: Four-weeks-smoking-prevalence for the groups over time (non-smokers at baseline; %).

Analyses of the development of the *non-smokers at T1* shows significant odds ratios for the following comparisons for the four-week-prevalence:

Intervention group vs. control group (\*\*\*) T2 vs. T1; \* T3 vs. T1)

Intervention group + drop-out group vs. control group (\*\*\*) T2 vs. T1; \* T3 vs. T1)

## Discussion

The study clearly indicates that the Smokefree Class Competition is an effective tool in delaying the onset of smoking.

The results show significantly relevant differences among the pupils from those classes that participated in comparison to those who did not participate: Smoking increased from pre-test to post-test by 7.5% in the control group, while it decreased by 0.2% in the intervention group. In the follow-up measurement, a clear increase in smoking prevalence did occur in all groups, but the pupils who had been in the competition still had a significantly lower increase of smoking.

Daily smoking increased from pre-test to post measurement by 1.5% among the experimental group, while in the control group it increased by 4.5%. From pre-test to follow-up daily smoking increased by 5.6% in the experimental group, compared to 8.4% in the control group.

**Contact** Dr. Gudrun Wiborg  
E-mail: [wiborg@ift-nord.de](mailto:wiborg@ift-nord.de)

## The Smokefree Class Competition Beyond European Borders: The Swiss Example “Let it be – Don’t smoke and win” 2000—

The Swiss competition is based on the European Smokefree Class Competition and it was organised for the first time this year. The organiser of the competition, the Swiss Association for Smoking Prevention, further developed the competition so that it would better suit their national characteristics.

“Let it be – Don’t smoke and win” essentially consists of two competitions during which youngsters decide not to smoke at all for a certain length of time. The youngsters can either enter the competition as classes and groups or as individuals.

### Competition for 12 to 15-year-olds

The prime emphasis with this younger group is on remaining smoke free. The competition is open to any youngsters who pledge not to smoke for six months. There are only a few established smokers in this age group. Consequently, those youngsters who already smoke are given the opportunity to go for six months without smoking and may enter the same competition. Youngsters can enter the competition as groups or school classes. The prizes are 10 × EUR340 cash for school classes and 10 × EUR200 for groups.

### Competition for 16 to 20-year-olds

Forty percent of this age group already smoke. The competition tries to ensure that smoking habits do not become established and that an addiction to smoking can be prevented. In addition to this, the non-smoking behaviour of the majority of the target group should be rewarded. Smokers can stop smoking for either one month or six months. Non-smokers guarantee not to begin smoking. In December 2000, five prizes of EUR 340 each were raffled and awarded among the group of smokers who chose to abstain from smoking for one month. Similarly, at the beginning of May 2001, five prizes of EUR 680 were raffled and awarded to those who had entered the competition and had pledged to refrain from smoking for six months.

Around 20,000 12 to 15-year-olds entered the 2000/2001 “Let it be – Don’t smoke and win” competition. Around three-quarters of the participants succeeded in getting through the competition period without smoking. In the competition aimed at 16 to 20-year-olds, there were 1762 entrants. The competition lasted from November 2000 until April 2001.

### Evaluation

For evaluation purposes, a written questionnaire was sent out in February 2001 to all of the teachers who had entered their classes or groups of pupils and also to a random selection of the youngsters who had taken part in the competition for 16 to 20-year-olds. The questionnaire was returned by 49% of the teachers and by 67% of the 16 to 20-year-olds.

The younger school pupils tended to enter the competition as part of whole classes. The tendency among the older pupils was for them to take part as groups; this stems from the fact that the majority of smokers in this age category were not willing to abstain from smoking.

At the time when the survey was conducted (February 2001), 23% of the attempts to abstain from smoking had failed; the discontinuation rate among the older pupils born in 1984/85 was noticeably higher, being 32% than with those born in 1986/87 (24%) and in 1988/89 (12%). On average, when the attempts were discontinued, this occurred between seven and eight weeks after the start.

The majority of the classes that were forced to leave the competition were empathetic about the fact that some of their fellow pupils had started to smoke (again). Negative reactions towards those who had been responsible for the failure were encountered in only one class in four.

Three quarters of the teachers reported that the pupils associated the competition with positive experiences, even though they had to withdraw at an early stage. 40% of the teachers also commented that the competition had led to the topic of smoking being discussed very intensely in their class.

### Some results from the survey conducted among the 16 to 20-year-olds

Seventy percent of the 16 to 20 year-olds competition entrants surveyed were female. Occasional smokers, i.e. those who were smoking fewer than 30 cigarettes per week tended to select the 6-month entry option, whereas the heavier smokers (> 30 cigarettes per week) opted to try to abstain from smoking for just one month.

Eighty percent of the competition entrants learned about this competition through their school. Most of them picked up the entry form at school, either after the forms had been left out on display or were handed the forms personally.

Of those subjects who responded to the survey and who had entered the competition for six months, nearly all of the non-smokers and around 80% of the smokers were still in contention after almost four months, although one third of the smokers had sometimes found it difficult to stick to the pledge. Two thirds of the ex-smokers do nevertheless believe that they will not smoke again in the next few years.

The results of those smokers who had pledged to abstain from smoking for just one month appear somewhat less positive. One third of them managed to get through the month of November without smoking once, while another 40% started to smoke again after that. Around 20% of them managed to last until February without smoking at all.

### Important for the next year's competition

- More time for the development of all areas of the organisation (announcement of the competition, establishing of contacts, production material).
- Co-operation with sports and youth associations/clubs needs to be intensified.
- Written documentation must be given to the school classes/groups that drop out of the competition.
- Consolation prizes to be awarded also to those classes/groups that drop out.
- The prize money should be higher.
- The age level for the class and group competition should be increased to 16 years of age. There are still a certain number of youngsters who finish their compulsory schooling at the age of 16.

*The materials of the competition can be found at [www.ges.ch](http://www.ges.ch) and [www.at-schweiz.ch](http://www.at-schweiz.ch)*

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# Tracking Children's Changing Perspectives on Smoking

## — The Liverpool Longitudinal Study

The Liverpool Longitudinal Study is a unique and innovative research project funded by the Roy Castle Lung Cancer Foundation based in Liverpool, England, and is part of their Kids Against Smoking Tobacco programme, KATS. The study was started in 1994, and was designed to identify and explore children's attitudes, beliefs, behaviour and intentions towards smoking. Through adopting a longitudinal approach for the project, the intention was to track how these perspectives change over time. The work has been conducted by a team of researchers from Liverpool John Moores University from the School of Health and Human Sciences.

At the beginning of the research project, 6 primary schools across Liverpool were selected to take part. The schools were chosen to reflect the diverse socio-economic range that exists across the city. The researchers began working with each of the schools at the start of a new intake of children – their reception classes. Every year since 1994 the same classes, essentially the same birth cohort, have been followed through the primary school period until Year 6 when they leave to go on to secondary school. A multi-method approach using qualitative and quantitative tools in triangulation has been used to ensure that a range of variables could be explored, from smoking behaviour and intentions, beliefs and attitudes to global self-worth and self-concept. Briefly, in each year of the study all children in the classes have participated in draw and write exercises and completed a questionnaire which explores a wide range of issues around smoking. From each of the classes, focus groups were undertaken with groups of 5 girls and 5 boys. In addition a number of case study children were selected, a total of 40 youngsters across the 6 schools, and these individuals all undertook a one-to-one interview with a researcher and completed psychometric tests exploring self-perception and self-concept. The study has been ongoing for 7 years and the primary school phase of the work is now completed.

Early analysis of the research shows that even at younger ages, children have well developed knowledge, views and opinions of smoking, and by ages 9 and 10 have already adopted a stance on their own potential smoking behaviour. Some of the key findings that have emerged from the work with children from ages 4–11 are outlined below:

Most children had never smoked and their views on smoking were generally negative.

*I think that it's very bad and unhealthy  
That it stinks and it's horrible*

They expressed a range of well formed views on why they thought that young people started smoking.

*Their friends wanted to do it and they wanted to be cool  
To look good, old and tough and attract boys*

Most children were very aware of the influence of the family on young people's smoking behaviour:

*He learned it off his mum and dad  
They go to the shops and say can I have a cigarette packet for me mum and then they smoke them*

The majority of children in the study had a good understanding of the health implications of smoking.

*Cause you get bad teeth... black and yellow fingers  
Because it makes all your lungs black and you start coughing all day*

The problem of increasing numbers of adolescents starting to smoke is well recognised. While smoking is rare among primary school children, the process of becoming a smoker actually begins in early childhood. By identifying children's ideas about and behaviour towards smoking in this early phase, it is possible to develop an understanding of the crucial factors involved in the process of becoming a smoker. Moreover, it is the information from children on how they perceive smoking that provides the best evidence base for designing smoking prevention programmes. Understanding what children think is a central principle of practising health education; health messages need to be based on what children know and understand about smoking if programmes are to be meaningful and effective.

The primary school phase of the study has now been completed. The research has already been valuable to the Roy Castle Lung Cancer Foundation's local tobacco awareness work with children in Liverpool, and findings have been directly used to develop a smoking prevention resource for primary schools in conjunction with TACADE, a local charitable organisation committed to young people's health.

The Liverpool Longitudinal Study is continuing, with the next phase of the research following the same birth cohort into secondary school. It is during this time that many children experiment with cigarettes and a number will become regular smokers. By working with the same children to track their views and behaviours researchers hope the findings can be used to further our understanding of the complex influences that underlie young people's smoking patterns.

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# Tobacco Use in High Schools

## 10 Years after “Evin Law”

In 1987 the municipality of Besançon in France became aware of a fact that had already been appreciated at the international level: tobacco is the major avoidable health risk. The programme Non Smoking Besançon was initiated in 1988. During all these years, public health campaigns and permanent programmes in schools have been organised and achieved a good reputation. However, the statistics on tobacco use do not show any major reduction in the beginning of the new century.

Municipal health services of Besançon with the support of an insurance company, Mutualité Française, took the initiative of organising an epidemiological survey. High school students can be viewed as having a two-fold focus of the survey; first, they are in the age where first experimentation of tobacco use is most often made, and second, they spend most of their day in the school environment where “Loi Evin”, the French law restricting tobacco use, should apply.

On June 11th, 2001 the Mayor of Besançon presented the results of the survey to the media. A total of 970 students from 14 to 22 years of age participated in the survey. Their mean age was 16,8 years.

The aims of the survey were

- To identify the students' knowledge of the health risks due to tobacco
- To identify the students' smoking behaviour
- To understand the students' attitudes towards tobacco use and how the “Loi Evin” is applied in schools
- To identify young people's knowledge and attitudes about smoking prevention campaigns.

### Survey results in 12 points

1. *Do you smoke cigarettes?*  
42% responded YES. 38% of boys and 46% of girls smoke.  
In vocational schools 56% of pupils smoke vs. 36% in high schools.  
Girls smoke more than boys.
2. *From 15 to 20 years of age, the number of smokers grows 2,6 fold.*  
At the age of 15, 24% of pupils smoke vs. 62% at the age of 20.
3. *How many cigarettes do you smoke?*  
For both sexes, at the age of 15, the mean number of cigarettes smoked daily is 0 to 5 vs. 6 to 15 cigarettes at the age of 18.

4. *First cigarette is smoked at the age of 13.*  
Girls have experimented more often than boys.
5. *First cigarette is most often smoked at school.*
6. *Does the smoke disturb you?*  
80% of high school student declare that the smoke disturbs them.
7. *A cigarette helps students to cope with stress.*  
70% of the students said that smoking helps them to cope with the stress, to relax, to calm down.
8. *Tobacco and self-image.*  
NEW: 74% think that tobacco does not help them to get friends and 91% think that tobacco does not make them look better.  
Tobacco is no longer seen as a tool for social integration.
9. *Health risks due to tobacco.*  
Cardiovascular diseases are ignored. 96% think first of cancer and only 3% specify cardiovascular diseases.  
The link between tobacco and cancers is well appreciated, but all other health risks are poorly recognized.
10. *Girls are more concerned.*  
66% of all students and 80% of the girls understand the risks between tobacco and contraceptive pill. Decreased birth weight is a known fact to students: at the age of 15, 44% of them and at the age of 20, 66% are aware of it.
11. *Application of the “Evin Law”.*  
79% of the students are unaware of the existence of the law.  
21% are in favour of banning the tobacco use in the school-yard.  
Information on law restricting tobacco use has not reached schools.
12. *Prevention campaigns.*  
Less than 50% of the youngsters can name one prevention campaign. Existence of the free help line is poorly known.  
Students claim that prevention campaigns should use fear tactics.

More information at [www.besancon.com](http://www.besancon.com)

# Smoking Prevention Actions

## Smokebusting in the 21st Century

The Ulster Cancer Foundation has been operating its Smokebusters Club in Primary Schools for 9–11 year olds since 1988. Annually all Primary Six and Seven teachers in Northern Ireland are offered free membership of the Club for their pupils. In an average year around 25,000 children would be enrolled as members, which is about fifty percent of the target age group. Member schools receive three free resource packs during the year, containing resources for the teacher, wall charts for the classroom and 'goodies' like stickers, membership cards and newsletters for all the children. In addition they are sent information about competitions and special events when appropriate.

The project aims to encourage children to reject the smoking habit by increasing their defences against pressures to experiment with cigarettes. Information is provided directly to them in school and teachers are encouraged where possible to incorporate use of the resources into their lessons, rather than merely distributing them without comment.

An evaluation of the project indicated that teenagers who had in the past been Smokebusters Club members, when compared with another group of young people

of the same age, were twice as likely not to smoke at all and twice as likely not to become regular smokers. However, pupils whose teacher had helped them become fully involved in the club activities benefited most of all with regard to knowledge and behavior. In the 2001–02 academic year, three of the four Health Boards within Northern Ireland have decided to offer some funding towards the development of the Smokebusters Club.

This should lead to an increased uptake of membership within those areas, improved use of resources and fuller participation by the children. In the meantime the whole image of the project is having an overhaul, with a bright new look emerging to replace the disgruntled cigarette which has been the logo since 1988. The emphasis will be even more clearly placed on the benefits of living smoke free.

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## Who doesn't smoke... WINS!

This year the Health Promoting Service in Azienda ULSS 18 – Rovigo, Veneto Region, co-ordinated the local "Who doesn't smoke... WINS!" contest, promoted by the local Health Promoting Hospital of the "Network of Smoke Free Hospitals".

This contest involved four well known sport champions: the football player Alessandro Del Piero and three Olympic champions Manuela Di Centa (cross country skiing), Paola Pezzo and Miguel Martinez (mountain bike), that agreed to appear in a poster with a slogan against tobacco.

A total of 600 students, 12–14 years old, participated in the contest. They had to create short videos or drawings against tobacco with their teachers' support. Many interesting and funny spots were created by competitors and the winners received prizes during the celebration of World No Tobacco Day. The local prize-giving party was organised in the best disco in town, where young people danced and stressed contest slogan "Who doesn't smoke... WINS!" together with a local well-known DJ.

The students had fun and learned that being smoke free is a mature choice and that being smoke free can be real fun. The contest and the final party enjoyed good support also from the teachers. It shows that health educational projects have to be composed of some special event or change in everyday life if they are to attract young people's interest and participation.

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## Students display 'Body of Evidence'

Creative Art students from Warwickshire, England dressed up as the parts of the body most affected by smoking in an attempt to convey a serious health message. The young people, from King Edward VI College in Nuneaton, paraded the costumes on the streets of the town centre, passing out leaflets and stickers with information on stopping smoking. Curious passers-by were treated to a display of a 'diseased lung' and 'yellow, stained fingers' as the students gave out advice on smoking in the busy shopping streets.

The sixth form students had been constructing the costumes for weeks as a part of their art lessons at the college under the guidance of the Smoke Free Warwickshire Alliance. The alliance is a partnership across the county of Warwickshire that is committed to promoting a tobacco free society.

Sarah Moss an art teacher at the college said, "The art students made the witty costumes out of paper mache and the performing art students volunteered to wear them. We were approached by the Health Authority to take part in the project because they thought it would be a positive move to involve young people in no smoking tactics. I think it worked because the one girl who smokes in the group has now promised to kick the habit".

The street events happened to coincide with 'No Smoking Day' 2001 but this kind of activity could be carried out at any time.



Elsewhere in the county, young people have been involved in a peer education project with youth workers including the creation of a smoking graffiti wall. Smoking cessation groups have also been set up for pupils at secondary schools.

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## Smoking Prevention Programme in Lombard

There are 14.2 million regular smokers in Italy, that is 29.2% of the total adult population over 15 years of age. 19% of smokers start before their 14th birthday, 52% between 15 and 19 and 25% after 20 years of age. Males seem to become regular smokers earlier

than females (17.6 vs. 19.9 years of age) and smoke more cigarettes per day than women (mean number is cigarettes smoked is 18 per day for males and 12 for women). Prevalence trends in smoking habits within young people can be well examined in the following table.

Students' Age (yrs)	Total %			Boys %			Girls %		
	1995	1996	1998	1995	1996	1998	1995	1996	1998
<14	0.9	1.7	1.7	1.6	1.8	1.3	0.1	1.6	2.2
15-17	7.4	10.3	9.9	10.4	13.5	11.8	4.3	6.7	7.8
18-19	20.1	22.9	23.5	27.2	30.9	28.8	12.3	14.7	17.6

For these reasons Lombard Region inaugurated last year a special anti-smoking Commission including medical doctors, psychologists and provincial directors of education. The Commission supervises four different working groups whose common goal is smoking prevention. One of these groups is named "School, Youth and Smoking" and its aim is to create health educational programs following a common strategy to widen the diffusion of smoking prevention in schools and communities and to assure a prosecution of anti-smoking programs within the different ages.

### This project includes following programs:

#### *Nursery Schools*

The program "Alla conquista del pass per la città del sole" ("Towards the Sun City") consists of five teaching units in which specific games are organised by specially trained teachers. These activities are aimed to demonstrate that smoking is a threat to one's health and to the environment. Parents' participation is foreseen both in classes and as homework with children.

#### *Primary Schools*

At this school level (6–10 years) the program adopted is named "Club dei Vincenti" ("Winners' Club") and it consists of two phases:

A teacher-guided correspondence with a fantastic character named "Mr.Starbene" (Mr Wellness), who introduces the pupils to tobacco-related themes and, more extensively, to health promotion matters.

Children can register themselves to the "Winners' Club" with the stipulation of a "contract" with an adult (parent, brother or sister, friend), by which both members decide to stay smoke-free. A special "membership card" will be distributed among participants and toys or prizes may be created to stimulate the children to join the program.

From 6th to 9th grade (11–13 years), the program is based on the theories of social learning, intention to behave and social influences as the international literature recommends for children of this age. An educational instrument, consisting of a game based on behavioural choices named "Oranges and Lemons" on a floppy disk is provided to each class. Students should be motivated to become or to remain non-smokers and to foresee themselves as non-smoking adults.

This program consists of five teaching units which are intended to illustrate the social pressures behind the smoking habit. Some of the units consist of working groups in classes, of "role-playing", of homework with the involvement of parents or other adults.

#### *Secondary School (14–18 years)*

Schools can offer counselling where students can meet the health personnel directly. Students will be provided with tips and help on how to quit smoking and they will also be given information about healthy lifestyles. Psychologists will introduce this activity in two sessions concerning the "right choices".

For each school level, special educational instruments have been created to support the teachers in leading their classes throughout the development of the entire project. The instruments are the teacher's booklet, tools for parents' involvement and evaluation questionnaires (for students, parents, teachers).

The effectiveness of this project has been evaluated with special questionnaires created for students at each school level. To ensure the appropriate efficacy of the evaluation, the enrolment of a control population is needed, starting from primary school.

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# Exposure to Environmental Tobacco Smoke (ETS) among Women in Procreation Age in the Wielkopolska Region, Poland

Recently, increasing attention has been paid to probable health problems among non-smokers who are exposed to ETS. Women of child-bearing age are significant in this group due to the fact that both active and passive smoking can cause serious problems to their new-born children.

In spite of the long-term and intensive information, educational campaigns and many activities, the problem of active and passive smoking among Poles still remains significant. According to a large survey carried out by Professor Zatonski in Poland, 43% of men and 22% of women smoke each day. The survey implies that as many as 60% of non-smokers are exposed to ETS every day.

The purpose of this work was to assess the frequency of smoking among women in child-bearing age and find out how many of them are exposed to ETS. In addition, epidemiological data were compared with the quantity of cotinine in the urine of the examined women.

## Material and methods

The sample group comprised 1233 women who were hospitalised or who sought an ambulatory consultation in the Karol Marcinkowski Gynaecological and Maternity Clinical Hospital of the University of Medical Sciences in Poznan in 2000.

The survey questions focused on age, education, residence, marital status, cigarette smoking (occasionally or 1–5, 6–10, 11–15 and over 16 cigarettes a day) and exposure to passive smoking (who are the smokers?).

Survey results were reviewed by objective methods represented by a toxicity measure. Randomly selected women from individual groups (totalling 150 persons) delivered morning 10 ml urine samples. Cotinine was analysed with the level of nicotine metabolite being measured in three groups of women:

- tobacco smokers
- passive tobacco smokers
- non-smokers and not exposed to "passive smoking".

The results of the conducted survey and toxicological research were subject to a statistical analysis. The difference between the variables was assessed by means of the  $\chi^2$  test, though in some cases, an accurate Fisher test was applied. The average values were compared by analysis of the variance (ANOVA).

## Findings

Women under 25 and ranging from 30 to 34 (26% and 36% respectively) represented the majority the group.

Seventy two percent of those surveyed had at least secondary education, and almost 50% performed "white-collar" jobs. The test population was mainly domiciled in Poznan (43%) and was married (80% of those surveyed).

In all, 22% of women stated that they were active smokers. Of these, 62% of them smoked up to 10 cigarettes a day. Forty three percent of the women's partners were smokers and 53% of them smoking more than 11 cigarettes each day.

ETS exposure was identified in 66% of cases. According to the research, 35% of surveyed women were exposed to second-hand smoke at home. In this group 46% of the cases were exposed to smoke for less than 3 hours a day, whereas as many as 21% were exposed to smoke for more than 6 hours a day. In addition, 27% of these surveyed were exposed to ETS at work, and in 48% of these cases, the average time of "passive smoking" exceeded 4 hours a day. During recreation and social meetings, 44% of women were exposed to ETS. For 63% of these women, the exposure lasted for up to 2 hours a day.

The levels of cotinine in urine were as follows: in case of passive smokers, 372 ng/ml of cotinine was found on average, whereas active smoking increased the level of the nicotine metabolite to 2129 ng/ml.

Educational stop smoking campaigns which have been conducted for a few years aim to make pregnant women and their partners aware of the risks and to motivate them to change their behaviour. The activity of health service employees – and in particular, gynaecologists and midwives – is critical for a successful educational campaign. A broad public information and educational campaign about the risks of smoking is a necessary element in any national stop smoking programs that are co-ordinated by Professor Zatonski.

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# Presentation of the French National Committee against Smoking (CNCT)

The French National Committee against Smoking, founded in 1868, carries out the World Health Organisation's recommendations in the field of smoking prevention. Its main objectives are:

- ban on all forms of direct and indirect publicity as well as sponsorship in favour of tobacco
- smoking prevention in general and among special populations at risk
- protection of non-smokers
- help for smoking cessation
- actions on tobacco pricing policies through taxation.

## Actions concerning young people

Interventions are undertaken in schools and integrated into the curriculum. Though still in experimentation phase, the objective is to include all aspects of tobacco use in teaching during whole school career.

The aim of the project "Ciné-Cité-Santé" is to regularly show smoking prevention spots in movie theatres. Since the objective is to show them free of charge, the spots are shown in municipal movie theatres and in those theatres that voluntarily accept their free distribution. In addition of transmitting a smoke free message to young people who are frequent visitors of these theatres, another aim of the project is to attract new partners in our goal of promoting smoking prevention.

The CNCT conducts also a project against illegal tobacco promotion that is conceived by the tobacco industry and targeted at young people to attire them to smoke as well as trying to prevent cessation in those who are smokers. Promotion is regularly offered in places where tobacco products are sold but also in sport of cultural happenings. In the frame of the project, the CNCT collects and studies all these operations and evaluates the young peoples' reception towards this type of publicity. In addition, CNCT also instigates legal proceedings against the most serious illicit promotional acts and informs the competent authorities in the field (Health Ministry, Ministry of Commerce, parliamentarians, etc.)

The CNCT promotes smoking prevention by vigorously defending the proposition banning the sale of tobacco to under-aged children. It promotes the instigation of a gradual ban, meaning that during the first year sales to under 12 year-olds would be

banned, the next year under 13 years of age, etc. This measure, which would be feasible in France, would be easy to evaluate. In addition to the other positive political measures against smoking, this kind of limit would be one way to achieve the objectives of the CNCT.

## Other forms of action

In general, the preventive actions of the CNCT are very diverse. It disseminates documentation (books, pedagogical resources, brochures, posters). Since 1992, CNCT has also organised information campaigns in the media, especially on TV.

For those who want to quit smoking, the CNCT has offered the first green line. It also realises interventions in enterprises by giving information about medical, regulatory and practical themes about tobacco and by offering help for quitting.

The CNCT is particularly active at the level of legal prevention. This interest lies on two fronts:

1. Since 1977 practical and legal assistance is provided in working places. Specialists consult the managers of institutions and enterprises so that legal smoking restrictions will be respected in working places.
2. Legal actions against the tobacco industry and its partners for violations against laws and regulations concerning smoking. Over 320 suits have been initiated in the field of laws regulating tobacco and about 80 of these are currently being processed in different courts of law. These procedures play an important role via the bad publicity and financial sanctions the courts can impose.

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# Conferences and Announcements

## Conferences

### The 3rd European Conference on Tobacco or Health “Closing the Gap – Solidarity for Health”

20–22 June 2002 in Warsaw, Poland

The aim of the third European conference is to close the health gap in Europe. The conference will engage health care providers in tobacco control activities, including advocacy, the economics of tobacco control and cessation. The conference will comprise plenary sessions, discussion groups and workshops on innovative and strategic issues. Workshop reports and the presentations

will be collated into an edited conference report. It is planned that a Warsaw charter on tobacco control policy in Europe adopted by the conference would become a key strategic step in tobacco control in the future.

*More information at [www.ecoth2002.org](http://www.ecoth2002.org)*

### The 12th World Conference on Tobacco or Health

3–8 August 2003 in Helsinki, Finland



A major theme will be the social process for obtaining a smoke-free world and the broad partnership needed to achieve that goal. Practical emphasis will also be on the implementation of the Framework Convention on Tobacco Control initiated by WHO.

The conference will bring together some 2000–3000 professionals from all over the world. As the spread of the tobacco epidemic and the efforts for tobacco control are global, the conference will take place in a truly global spirit, welcoming contributions from all parts of the world. It will take stock of the situation, assess the state of research, propose action and map strategies for new initiatives and further success in the field of tobacco or health.

#### *Important Dates*

*15th March 2002 Call for exhibitors will be published.*

*15th June 2002 Second announcement and call for abstracts will be published.*

*15th January 2003 is the deadline for abstract submission.*

*1st April 2003 is the deadline for early bird registration.*

*More information at [www.wctoh2003.org](http://www.wctoh2003.org)*

### 3rd International Conference on Smokeless Tobacco

## “Advancing Science & Promoting Public Health”

22–25 September 2002 in Stockholm, Sweden

Although the predominant form of tobacco use is cigarettes, all forms of tobacco are addictive and threaten health and should be a component of comprehensive tobacco prevention and control programmes.

The goal of the conference is to

- update the available scientific information on smokeless tobacco (ST) prevention and control
- promote networking among health professionals

- prepare a report and take post-conference measures to ensure that the ST issues are adequately presented in the next world conference, this being of great interest to the entire tobacco prevention and control community.

*Pre-registration from April 1st to August 16th, 2002.*

*More information at [www.masimax.com/ISTC/welcome.htm](http://www.masimax.com/ISTC/welcome.htm)*

### First Annual Scientific Meeting of the International Society for the Prevention of Tobacco Induced Diseases

## “Centuries of Tobacco Caused Diseases & Mortality”

October 28–30, 2002 in Essen, Germany

Topics of the conference are

- Clinical evidence of acute or chronic health effects of tobacco addiction through smoking, chewing tobacco, snuff, or nicotine itself
- Laboratory research on acute or chronic hazards of tobacco abuse
- Epidemiology of tobacco abuse and abstinence
- Psychology and psychiatry of tobacco abuse and abstinence
- Social and economical aspects of tobacco addiction
- Passive smoking

- Smoking cessation programs
- Pharmacological treatments
- School and pre-school health education
- Global prevention of tobacco addiction

*Deadline for abstracts is April 30, 2002.*

*The language of the meeting is English.*

*More information at [members.aol.com/toxico/98/ptid2002/topics.htm](http://members.aol.com/toxico/98/ptid2002/topics.htm)*

### Books

Cheung, P.L., Wooff, D.A. (2001)

## Childhood smoking: incidence, interrelationships and interventions

*GBSmith-Gordon ISBN1-85463-214-0.*

This book reports and analyses the views on cigarette smoking of nearly 14,000 children from schools in England. A number of important findings are presented. These include findings on smoking incidence, age and sex differences, parental and sibling endorsement, peer pressure, level of addiction, reasons given for starting to smoke, reasons given for continuing to smoke and reasons given for inability to stop smoking. The findings lead to suggestions for primary prevention of smoking by children and for interventions to help children quit smoking.

The findings of the survey will be of interest to all those who are involved in smoking as a health issue, especially among children of school age.

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£35.00 each*