

INTERACTION

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



Editorial

New Framework Project in Testing

The September 1998 application round is the first one in which all applications related to young people and tobacco were considered by ENYPAT for inclusion in a joint proposal to the Commission. The total sum requested was 2.7 million Ecus. The available funding for this purpose in the Europe Against Cancer Programme is about one million Ecus. We received about 20 proposals, some of them being rather good ideas than prepared proposals.

Two previous school programmes, *Smokefree Class Competition* and *Smoke Free Partnerships*, will continue. In 97/98 about 100,000 pupils from seven countries participated in the Smokefree Class Competition. The programme will include 12 countries in 99/2000. Smoke Free Partnerships is a school and community-based programme.

It should be noted that the relatively small number of schools has been one of the main problems of the school programmes. Instead of tens of schools we should have thousands. The current

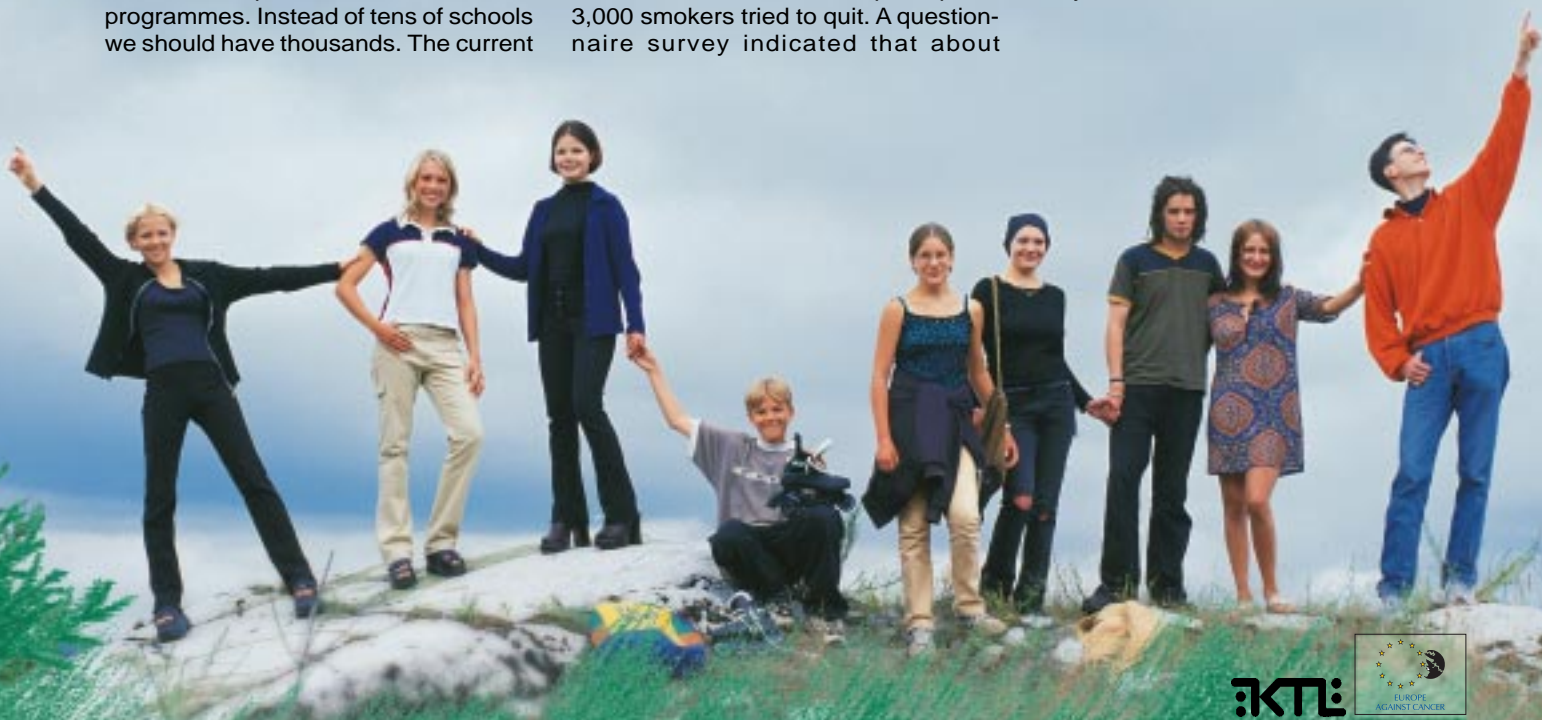
budget will continue to preclude this unless it is used solely for European level coordination, with the programmes being implemented with national funding. On the other hand, if there will be no funding to national level we will not get the best teams to develop programmes. In the present application the national contribution should be about 50%, with the contractor receiving additional funding to cover coordination costs. Any ideas or suggestions on this topic are highly welcome.

Two new taskforce projects are being proposed based on the recommendations of the ENYPAT Advisory Board: smoking cessation among young people, and youth participation. Smoking cessation groups have not been very successful among young people. We pilot tested the Quit and Win idea among young people in Finland in 96/97. They could participate in a lottery either by quitting or by remaining non-smokers. Out of 17,000 participants 3,000 smokers tried to quit. A questionnaire survey indicated that about

30% of smokers were able to quit for half a year. The feasibility of the Quit and Win idea will be tested in several countries with the "Quit and Win – Don't Start and Win" Competition for Young People. In the youth participation programme, *Retia – Involving Young People in Smoking Prevention*, the main idea is to recruit and train young people to be active in smoking prevention work in their own youth organization.

Next year we will see how smoothly or roughly this will go. During the two years we have hosted ENYPAT, most projects have experienced one big and chronic problem: scheduling of decisions and funding. There is an urgent need to develop timetables for decision making so that programme leaders will know when the decision will be made, when the contract will be signed, and when the funding will be available.

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THE ENYPAT AND ENSP FRAMEWORK PROJECT PROPOSALS FOR SEPTEMBER 1998

ENYPAT Framework Project Proposal

The basic criterion for the Europe Against Cancer Programme funding is that the projects include several Member States as partners. In addition to this, the ENYPAT Advisory Board has defined the main priorities for the ENYPAT Framework Project. This year these support the establishment of working groups (taskforces) which have already prepared their proposals. It is also required that the applicants provide 50% of the total budget themselves.

The Europe Against Cancer Programme gives about one million Ecus to projects related to young people and tobacco. The acceptable proposals received amounted to 2.5 million Ecus. Based on the available funding, the Europe Against Cancer Programme's criteria, as well as this year's priorities and the continuing projects that have already been financed, the following proposals are included in the ENYPAT Framework

Project proposal for September 1998:

1. ENYPAT – European Network on Young People and Tobacco
2. ENYPAT Taskforce 1: Quit and Win – Don't Start and Win Competition for Young People
3. ENYPAT Taskforce 2: RETIA – Involving Young People in Smoking Prevention
4. The Smokefree Class Competition
5. Smoke Free Partnerships

1. ENYPAT – European Network on Young People and Tobacco

The aim of ENYPAT is to contribute to the reduction of tobacco use among young people at the European level.

ENYPAT promotes collaboration and information exchange between people working in the fields of youth, tobacco and health. The main inter-

est groups include programme managers, researchers and policy makers.

ENYPAT also develops, evaluates and coordinates tobacco-related programmes concerning young people. Those wishing to propose

projects for the Europe Against Cancer Programme should send their proposals to ENYPAT, which will make a joint Framework Project proposal for funding.

All 15 Member States are partners.

2. ENYPAT Taskforce 1: "Quit and Win – Don't Start and Win" Competition for Young People

The aim of the project 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 put their cessation on the agenda of adults and professionals. This will provide a foundation for the development of cessation programmes in the school setting.

The competition will be carried out during the 1999–2000 academic year in six to eight countries. The target group will be all smokers and also their non-smoking peers. The competition will last for three months.

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

The contractor is:

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Partners:

Germany: IFT-Nord, Kiel
Spain: Grupo Empresarial Daesme, Valencia
Denmark: Danish Council on Smoking and Health, Copenhagen
Sweden: Nordvästra Skånes Sjukvårdsdistrikt, Helsingborg
Finland: Finnish Health Association, Jyväskylä
Norway: Norwegian Cancer Society, Oslo

3. ENYPAT Taskforce 2: RETIA – Involving Young People in Smoking Prevention

Retia is a pilot project with the purpose to develop methods to empower and involve young people (15–20 years old) in smoking prevention on the national and international levels. Retia is a two-year project: the first year is for piloting methods about “Involvement of young people and partnerships with youth organisations”. The second year is for spreading the methods and involving other Member States. An international Retia conference will be organised at the end of each project year.

The aims of Retia are:

- Raise awareness and smoking prevention activities in youth organisations not yet working with tobacco issues.
- Empower and involve young people
- Involve young people in existing local, regional and/or national smoking prevention networks.

The contractor is:

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Partners:

Portugal: Liga Portuguesa Contra o Cancro, Porto
Greece: Institute of Child Health and D.E.S.P.Y. – Greek Network of Health Promoting Schools, Athens
United Kingdom: Blaydon Youth Centre, Blaydon

4. The Smokefree Class Competition

The Smokefree Class Competition was first established in Finland, where it has been organised annually since 1989. The main idea is that the classes decide themselves to be non-smoking for a period of six months. Classes in which pupils refrain from smoking can participate in a national prize draw. Participants are 12–14 years old. The rules may vary between countries due to cultural or practical concerns.

The competition was organised in seven European countries during the 97/98 school year. A total of 3,811 classes (about 100,000 students) from 1,040 schools decided to participate. The international prize draw was carried out by ENYPAT in May 1998 in Helsinki. A German class won the main prize, a weekend trip to Paris. German students will meet their

French colleagues, who also participated in the competition.

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Partners in 99/2000:

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Belgium: Vlaams Instituut voor Gezondheids promotie – Koordinatiekomitee algemene Tabakspreventie, Brussels
Denmark: Danish Council on Smoking and Health, Copenhagen
Finland: Finnish Health Association, Helsinki

France: Fondation du coeur et des vaisseaux, Paris
Greece: Hellenic Cancer Society, Athens
Iceland: Icelandic Cancer Society, Reykjavik
Italy: Centro di educazione alla salute, Padova
Spain: Municipal de la Salut, Barcelona
The Netherlands: The Institute of Mental Health and Addiction (Trimbus-Institute) and the Dutch Foundation on Smoking and Health (Stivoro), Utrecht & The Hague
United Kingdom: Health Promotion Wales, Cardiff

Smoke Free Partnerships

The programme “Smoke Free Partnerships” was first financed by Europe Against Cancer Programme during the September 1997 round and is now included in the ENYPAT Framework Project as a continuing project.

The overall aim of the project is to delay smoking onset and to reduce smoking prevalence among 9–15 year olds, through targeting one cohort of 500–1,000 young people in each of five European countries over a three-year programme. The project also seeks to:

- Involve schools and the community, especially parents, in owning the smoking problem and taking responsibility for its solution by supporting young people who have chosen to be smoke free.
- Provide transferable innovative education materials on smoking and health.
- Determine the effectiveness of such a longitudinal, locally based initiative.

The contractor is:

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Partners:

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Spain: Direccion General de Salud Publica, Canary Islands
Sweden: A Non Smoking Generation, Stockholm
United Kingdom: Highlands Health Authority, Scotland

ENSP (European Network for Smoking Prevention)

Framework Project Proposal

Following proposals are included in ENSP's Framework Project Proposal for September 1998:

Smoking, Women and Low Income

Aims of the project are

- To work with women in the area of inequality and poverty, enabling both women and community groups to put tobacco on their health agenda
- To develop from the pilot programme a resource for use by community health workers and women activists

- in local groups
- To encourage the active participation of women in the drawing up and development of a suitable peer-led training programme.

Participating countries are:

Ireland, Greece, UK, Belgium, Spain, Austria.

The coordinator is:

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European Nurses Against Tobacco – To set up a European Wide Network and Organise a European Conference in Stockholm in 1999

The focus of this project will be a conference/workshop to be held in Stockholm at the end of 1999 to which two representatives – nurses/midwives – from each of the 15 EU Member States will participate. Iceland and Norway will also be invited. Participants will be encouraged to bring examples of good

practice, research findings, training systems and patient education materials to share. On their return they are expected to hold a national meeting to disseminate the conference findings and summary papers.

Participating countries are:

Sweden, Denmark, Iceland, Spain, UK.

The coordinator is:

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Development of Tobacco Control Training Programs for Dentists Based on Analysis of Their Tobacco Control Practices and Attitudes

The aim of the project is to carefully analyse the results of the survey by EU Working group on Tobacco and Oral Health, develop training programs (training plan and a comprehensive manual) for dentists on how to integrate tobacco control into their practices.

Participating countries are:

Finland, Sweden, Greece,
EU Working group on
Tobacco & Oral Health

The coordinator is:

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General Practitioners Empowerment

The objective of the project is to increase the rate of smoking cessation by improving the knowledge and counselling methods of general practitioners (GP).

The GP empowerment involves the following:

- A survey to examine to which extend the GPs in the involved countries engage in primary health care by offering counselling for smoking cessation

- Production of relevant educational material
- Development of an inventory of organisations able to support tobacco control activities involving GP's on an European scale
- Development and design of a training seminar
- Implementation of the pilot training seminar for GP's
- Evaluation and publication of the results

Participating countries are:

Denmark, France, Greece, Spain, Portugal, Italy (Liga), Italy (Anpas).

The coordinator is:

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European Actions on Smoking Cessation in Pregnancy (EURO-Scip) - A Needs Assessment

Aims of the project are:

- Create and distribute a newsletter for all health professionals providing medical care for pregnant women
- Prepare national status reports on effective intervention strategies among participant countries
- Formulate national and European

guidelines to improve the effectiveness of smoking intervention in pregnancy and among parents of young children.

Partners included are:

Bremen, Athens, Bologna, Brussels, Dublin, Lomme, Nottingham, Sevilla, Stockholm, The Hague, Women North West.

The coordinator is:

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Strengthening Leadership and Social Networks for Tobacco Control

Aims of the project are:

- Development of new and innovative training actions for key professionals with subsequent training in leadership capacity
- Participating centres in each of the five SE countries will conduct a pilot seminar to promote the transfer of know-how on effective smoking control action, to key leaders in the tobacco control community. The

seminar will concentrate on the development of methods to engage NGOs in the fight for a smoke-free society. The topics covered will include organisational issues, structure and project management, fund raising, communication, coordination and evaluation.

Participating countries are:

Spain, Austria, Italy, Portugal, Greece, UK, Belgium.

The coordinator is:

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NEWS FROM THE COMMISSION SERVICES IN LUXEMBOURG

1. Reorganisation of DG/V/F/2 "Prevention of Cancer, Drug Dependence and Pollution Related Diseases"

As known, to date a total of five public health programmes have been adopted and three other programmes are expected to be adopted within the next few months. Several other initiatives have been taken on matters of political importance; these include a Communication on the future framework on public health, a Communication on tobacco, and the Council directive on a tobacco advertising ban and on health in other Community policies. The rapid growth in the workload of the directorate in the field of

public health has resulted from both an increase in the general public's awareness of the importance of public health to their well being, as well as from the various initiatives that have been taken by the Commission in this field.

During this summer a reorganisation has been implemented in DGV/F in Luxembourg. The title of unit V/F/2, "Implementation of Action Programmes Targeted on Diseases" has been changed to account for the fact that other units will also be dealing with programmes in diseases. Unit F/2 is to continue to deal with the existing cancer programme, as well as the existing drug addiction

programme. It is also taking over responsibility for the future programme on pollution related diseases. As a result, the title of this unit has been changed to "Prevention of Cancer, Drug Dependence and Pollution Related Diseases." A deputy head of unit post was created, with Mr. John Ryan appointed to this post effective from August 1, 1998. The sector in the unit entitled "Europe Against Cancer" is dissolved.

As regards tobacco issues in particular, the objective of the unit is to develop policy initiatives in order to prevent cancer, drug addiction with its associated risks, as well as pollution related diseases. The unit shall

contribute to the reduction of risks relating to tobacco consumption by ensuring policy initiatives and follow-up of legal texts, by coordination of tobacco control issues in the other community policies and by managing the health aspects of the Community Fund for Research and Information on Tobacco. The unit also shall develop, in the context of the programmes, cooperation with the applicant and

EEA countries wishing to participate in the community programmes, as well as with the competent international organisations in the sphere of health.

2. DG V/F/2 Internet Site

An Internet site with a general presentation of the activity of DG V/F/2, inter alia, text of the programmes, selection and funding of projects,

contacts, publications, funded projects on tobacco and cancer, and update activity is under creation.

The address of the site is www.dg5b.cec/en/temp/phealth/main.htm or europa.eu.int/comm/dg05/ as an alternative.

Skuli Thoroddsen,
National expert DG V/F/2

CONFERENCES

Tobacco and Women: Understanding the Past, Changing the Future

Throughout Europe, tobacco use by women and girls is on the rise, while smoking among men is slowly declining. If current trends continue, more women than men will smoke in the next century. The alarming consequences of these trends are already manifesting themselves. The number of lung cancer deaths in the EU among women has doubled from 1973 – 1992. Will the year 2020 mark an even further increase posing serious social and health costs to tomorrow's society?

The result of a survey conducted among the representatives of ENSP member organisations in November 1996 showed that one of the common priorities on the European level was to curb the rising tendency of women's smoking. It was therefore decided to organise a European conference and to publish a European status report to assess the current trends of smoking among women and girls in Europe.

Designed as a forum, the conference will explore successful prevention strategies. In order to create a basis for future action, the forum will examine how diverse factors influence – either negatively or positively – the attitudes of women and young girls toward smoking. This, in turn, will help identify tangible ways to reverse the incidence of female smoking.

Central to the forum will be the debate and finalisation of the European status report, which will be created specifically to enhance conference discussions. The report will provide statistical data on the health effects of smoking on women, smoking prevalence rates, and an inventory of current programmes, projects and partners.

Discussion themes

- National and European best practice on gender-specific smoking prevention programmes
- Research opportunities
- Marketing and media strategies designed to increase tobacco use among female groups
- Diverse ethnic, social, economic and cultural determinants influencing women's smoking habits
- New partnerships to promote and implement gender-specific smoking prevention activities on the national and European levels

Who Should Attend?

The forum aims to broaden the smoking prevention debate by seeking greater involvement from a multitude of actors:

- Health professionals
- Psychologists and social workers
- Educators and teachers

- NGOs and non-profit organisations active in health and women issues
- Journalists
- Public opinion leaders and decision-makers

Conference Date and Location:

November 23–24, 1998
Hotel Sofitel Paris
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This project is realised in collaboration with ENYPAT, UICC, and ECL and receives financial support from the Europe Against Cancer programme, the French Ligue Against Cancer, the Public Health Institute of Sweden and STIVORO (Dutch Foundation on Smoking or Health).

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Conference on Smoking in the Workplace

With a growing number of studies confirming the dangers to health from passive smoking and an increasing number of employers adopting non-smoking policies in the workplace, the Commission services in Luxembourg have decided to hold a consensus meeting on the issue on December 1st, 1998 in Luxembourg. The aim of the

meeting is to provide a forum for the social partners, health officials and NGOs with an interest in the field to debate the current situation, learn about policies which have been successfully implemented in the Member States and consider proposals for future action.

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Smoke Free 21st Century

2nd European Conference on Tobacco or Health 1st Iberoamerican Conference on Tobacco or Health

From February 23–27, 1999, the Canary Islands will become a forum for exhibition and debate on the harmful effects of tobacco, its cost on health, the possibility of stopping children's initiation in the smoking habit, new strategies in smoking cessation and the development of active policies against tobacco use. New experimental, epidemiological and clinical therapy information will be presented as well. These together with new ideas, concepts and theories will dominate scientific opinion and decision making in the early years of the forthcoming century.

The celebration of this event in the Canary Islands, decided after the 1st European Conference on Tobacco or Health celebrated in Helsinki 1996, is not a coincidence. The strategic situation of the archipelago makes the Canary Islands a cultural and economic link between Europe and Iberoamerica.

It is hoped that this bridge between two different worlds, Europe and Iberoamerica, will generate a scientific debate which will allow us to continue advancing in strategies towards prevention and control of the increase on tobacco consumption.

Objectives of the conference

- To actively contribute to European and Iberoamerican tobacco control action

- To discuss the public policies for tobacco control and legislation needed in Europe and Iberoamerica
- To share experiences and discuss measures to effectively fight the tobacco epidemic
- To discuss new achievements in smoking cessation and to promote the systematic application of their possibilities in the population
- To help define specific plans for countries in Eastern Europe, Central and South America to counteract the aggressive marketing strategies of tobacco companies
- To analyze new approaches and design strategies to prevent children from becoming smokers
- To help in the development of comprehensive tobacco control strategies and to support efforts for a global framework convention

Who Should Attend

- Members of NGOs
- Lawyers interested in new possibilities of litigation
- Social workers, nurses, health educators
- Teachers
- Medical Doctors
- Journalists
- Campaign planners, anti-tobacco activists
- Decision makers
- Researchers, pharmacists
- Professionals of smoking cessation programmes

Deadline for article submission is October 15, 1998.

Conference Date and Location:

February 23–27, 1999
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INTERNATIONAL PROJECTS

NETWORKS

GLOBALink Network News

- *UK – Partnering for tobacco Control*
- *French, Spanish and other discussions*
- *Free WWW page(s) on GLOBALink*

UK – Partnering for Tobacco Control

ASH UK and GLOBALink are teaming up to operate the UK Tobacco-Control Network. This network includes a daily news briefing and UK-oriented mailing lists.

GLOBALink Members can also receive the daily bulletin from ASH. They are available on the GLOBALink website as well as by e-mail subscription.

French, Spanish and Other Discussions

As part of its European development strategy, GLOBALink has recently started mailing lists for Spanish speaking members. Francophones also have their own discussion channel.

Additional language-oriented discussions are envisaged to meet the growing needs of network members.

Free WWW page(s) on GLOBALink

This offer from the UICC is increasingly popular among GLOBALink Members. About 20 tobacco-control organisations are currently benefiting from this service and have a permanent public window on the Internet.

If you want to give Internet visibility to your organisation at no cost, this offer is for you. Here's the process to

publish your home-page on GLOBALink:

1. Define what you want to show (a simple menu linked to more specific information).
2. Contact GLOBALink in order to obtain some technical recommendations.

3. Have the pages prepared at your end: it is very easy to find someone capable of designing a web page; students, volunteers, etc.

4. When the pages are ready, contact GLOBALink to publish them on GLOBALink.

Mailing Lists for GLOBALink Members

Please note the following addresses for your future communications with GLOBALink:

Smoking Cessation

E-mail: gt-cess@globalink.org
Web: www.globalink.org/gt/conf/archive/gt-cess

Secondhand Smoke

E-mail: gt-second@globalink.org
Web: www.globalink.org/gt/conf/archive/gt-second

Europe

E-mail: gt-eu@globalink.org
Web: www.globalink.org/gt/conf/archive/gt-eu

Urgent Matters Only (Monitored)

E-mail: urgenttob@globalink.org
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The European Network of Health Promoting Schools

Report from the annual ENHPS meeting

The annual business meeting of ENHPS was hosted in May by the European Commission in Luxembourg. Thirty-eight countries were represented at the meeting where the focus was set on issues as the role of the national coordinator and dissemination of the health promoting schools concept. As usual it was an event with very interesting discussions and debates, and a good opportunity of getting familiar with the multiple facets of experience within the project.

It is obvious that the issues which were highlighted at the business meeting are of vital importance in a period of a project where the focus in most member countries is changing from that of a pilot activity towards a policy of national and regional dissemination. The debate gave a comprehensive overview of the complexity of dissemination procedures, the need of management training and the variety of evaluation models.

An important follow up from the business meeting will be the development of a set of indicators for the health promoting schools to be used at both international, national and local level. The Technical Secretariat of the ENHPS has started working on this

issue, and with the input of experts from both inside and outside ENHPS a report on indicators is expected by the end of this year.

A focus for training events in the future will be the aspect of management at both national and local levels. Few workshops have already been carried out, but the debate with the National Coordinators during the business meeting showed that there is still a major need for development in this area.

In November a workshop on evaluation practice in the health promoting school will take place in Switzerland. The workshop has become a reality on the initiative of Peter Paulus from Lüneburg University, Germany, and Beat Hess from the Swiss Federal Office of Public Health, who have, in close collaboration with the Technical Secretariat of ENHPS and evaluation experts, developed the framework and programme for the event, which is financially supported by the Swiss Federal Office for Public Health, the European Commission, WHO Regional Office for Europe and the Council of Europe. The workshop provides an opportunity for practitioners from all over Europe to meet,

learn, debate, exchange experience and develop a consensus on practise for the evaluation of the health promoting school.

In the beginning of the year the conference report from the first conference of the ENHPS “The Health Promoting School – an investment in education, health and democracy” was published. It was accompanied by a case study publication showing the variety of actions and activities going on in schools throughout Europe.

The latest edition of Network News, which focuses on the issue of democracy in the context of health promoting schools, offers a variety of examples on how students can be actively involved in the development of their school and community.

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Evaluate and Spread: New Challenges for Health Promoting Schools in French Speaking Community in Belgium

Everything began in 1993 when the Health Education Department of the Red Cross was designated to co-ordinate the Health Promoting Schools Project. First 11, then 18 schools from every level and type of school, were invited to participate in the experience of promoting health in schools. Today is the time for evaluation, and everyone knows how difficult it is to determine the impact that such a project can have on the behaviour of young people. Fortunately, the conclusions of this project will not be limited only to its effects. It is also interesting to observe the process of how the project was implemented in pilot schools.

From School Class, via Playground and Canteen

Health Promoting schools is first of all people. Teachers, school directors, and parents have been invited to form a team to participate in educational

activities related to health. One of the first factors to evaluate is how the team work functions, does it exist? Do they get together? How have they contributed to communication, interdisciplinary and social relations? Concerning the education (a period of two weeks with a wide range of themes), other questions are raised, such as how this education has been used in the field. Has the pupil's valorisation, i.e. self-esteem (the most important factor), been realised?

Other questions are raised by the different activities created, such as: Are the pupils involved in gardening? Are there any changes in pupils' attitudes and behavioural due to new findings on food and healthy eating? Are the pupils more calm, more confident now that they have a place administered by themselves? These are just few examples of the questions which need to be answered during next few months.

To evaluate this rich experience will certainly be most satisfactory although the focus is wider than that. In fact, this is the moment when the experiences, means and knowledge of this microcosms called Health Promoting Schools must be spread. It is hoped that every school, every teacher, every pupil will have the chance to know this project as it will certainly promote well-being at school, in families, at work, and in society in general.

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Smoking and Young People's Network S&YPN

This new network has evolved from the Smokebuster Coordinators Group to include anyone working in the field of smoking and young people in England. Health Promotion and Education Workers met in Birmingham in May 1998 for the first meeting. The group agreed the aims of the Network should be:

- To provide a forum for the exchange of experience and good practice
- To receive updated information from other agencies

The two-day meeting consisted of presentations from QUIT, Comic Company, Cancer Research

Campaign, the Health Education Authority and E.S.F.A. Information from local projects was also shared. Workshops were organised as well, covering:

- Smoking cessation with young people
- Community development approach to smoking prevention and cessation
- Practical activities to explore different mediums and develop skills for information exchange around smoking issues.

A proposed outcome of the meeting was to form a working group to develop the Smoking and Young

People's Network and raise its profile. The next meeting will be in May 1999.

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European Network of Teaching Cancer Care in General Practice

This network appeared as a result of two conferences held in Florence in 1997 with all 15 European Union Countries and is financed by the Europe Against Cancer Programme. Its aim is to design, develop and disseminate teaching and learning methods in cancer care and control in general practice, focusing on prevention, communications skills and palliative care.

All countries cooperating in the network have the goal of facilitating the development of national projects. It has involved a regular exchange of experiences, concepts and methods. In the near future, evaluation methods for national and international projects will be developed. Dissemination of educational programmes by other countries will be explored and facilitated. Three network meetings will be held in 1998 focusing on sharing, on development,

on information and on support of educational ideas, methods and evaluation. Each country has been developing its national project. In Portugal the goal is to sensitize health professionals to the tobacco problem.

Tobacco is responsible for more than 30% of deaths caused by cancer. Beyond this it is an aggravating factor and a risk leading to other diseases. For this reason the Central Zone General Practice Institute has organized several training actions focusing on communication skills, including some Health Centers of the Health Sub Region of Castle Branco. With these training actions, an effort is being made to deepen knowledge concerning behavioural change processes, to sensitize health professionals (doctors and nurses) to the tobacco problem, as well as to motivate them for active intervention on tobacco disaccustom.

As a model, a programme was applied and nowadays health professionals are trained during periodical meetings. One of the short-term aims of this group is to elaborate a tobacco disaccustom consultation protocol and to improve doctors' possibilities to become coordinators of tobacco disaccustom teams. To learn more about health professionals' tobacco habits, a questionnaire was passed to 143 health professionals from seven Health Centres.

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PROJECTS

Transnational Variation in Prevalence of Adolescent Smoking: The Role of National Tobacco Control Policies & the School and Family Environments

The Research Unit in Health and Behaviour Change (RUHBC) at the University of Edinburgh has recently been awarded a £300,000 grant from the European Commission to study the relationship between national tobacco policy and smoking among adolescents. The three-year project, co-ordinated by Dr. Candace Currie at RUHBC, will compare government tobacco control policies in eight European countries and look at the impact of these policies on secondary schools and teenage smoking behaviour. The countries participating in the project are Austria, Belgium, Denmark, Germany, Finland, Norway, Wales and Scotland.

The first goal of the project is to find out how national tobacco control policies differ among the participating countries. National tobacco policies may be in the form of laws governing tobacco advertising or the sale of cigarettes to children, or regulations restricting smoking in public places.

Policies may directly influence such areas as government-funded health promotion programmes and health education curricula in schools. Some countries have very strict anti-smoking laws, whereas others have a number of voluntary agreements between the government and the tobacco industry.

The key question to be answered by the project is whether, and how, government tobacco policy affects the school environment, and whether the school environment, in turn, has any impact on teenagers' decisions to take up or give up smoking. Information about the school environment will be gathered through the use of questionnaires given to teachers and secondary-school students in the participating countries. Approximately 2,000 fifteen-year-old students and 200 teachers from each country will be surveyed, with questions focusing on topics related to school smoking policies and actual smoking practices.

In recognition of the serious health problems caused by smoking and passive smoking, many schools have established their own policies which ban smoking on school property. Nevertheless, smoking among teenagers in many countries is not decreasing. It is hoped that this project will show whether and how government policy has any effect on the prevalence of smoking among teenagers, and how national tobacco initiatives can most effectively intervene to prevent children from taking up the habit.

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NATIONAL PROJECTS

France

No Tobacco Day 1998 in Besançon

In 1998 No Tobacco Day proposed the theme "grow up without tobacco" in order to evoke the problem of passive smoking of the children. To draw attention to the abnormal behavior that non-smokers are obliged to adopt to avoid smoke, a diving helmet was adopted as a symbol, an object that initially protected man from an incompatible place for human life. Local associations have responded very positively to our invitation of becoming partners in this idea.

The aim of the day was to mobilize all the different populations of Besançon:

General Population

Announcements in local media: regional newspaper, broadcastings and reports on local radio, posters around the town for a period of one week, an event where photos were taken using the image of a diver and distributed for free.

Children

Ten or so adolescents from the Town Council for young people chose to get in contact with people that day. They

chose to distribute documents wearing self-made diving helmets. At the same time people from the town health and sanitary services took photos in a porthole representing a diver. The score achieved in one and a half hours was 170 photos!

Schools

School nurses of all high schools in town had received new documents about the campaign NON SMOKING BESANCON.

The Media

A press conference was held on May 27, to help the local journalists identify the medical aspects of passive smoking and officially present new campaign documents and posters.

Local Councillors

The councillors chaired the press conference and were present at the event to show their attachment to the cause of public health.

Municipal Services

Municipal services were actively

relaying the theme of the day and the Besançon web site throughout the day on May 27.

Health Professionals

Every general practitioner as well as most health professionals of the town received a documentation concerning the health risks related to passive smoking.

Tobacco Retailers

A note was sent to the representatives of this profession to show the will of the town of Besançon of not to place them in a particular situation.

One has to remember that this particular day is a part of a permanent, year-round action realized in primary schools of Besançon in order to make children aware of the health risks related to tobacco before they become addicted.

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Ireland

Smoking Prevention Programmes Aimed at Young People in a School Setting

There are currently two different programmes in place in different parts of Ireland aiming to prevent young people from starting to smoke and to delay the onset of smoking.

Smokebusters

Smokebusters is a school-based programme that has been in place in Dublin schools since 1991. There are now 91 schools participating in the programme, directly targeting 7,000 pupils. Many of these pupils come from areas designated as disadvantaged, where pupils are more likely to come from a smoking household and be exposed to the habit.

The programme encourages active learning through a series of educational materials which provide information, challenge beliefs, explore social influences and develop social skills. It seeks to provide a creative environment by participants becoming part of an exclusive club and by involving parents from the outset. Health personnel are also involved thus providing an inter-sectoral response with children, parents, teachers and the health sector working together.

Evaluation of the project shows that the knowledge and attitudes of non-smokers changed significantly over

the time of the study, however there was no significant change in either the knowledge or attitudes among current smokers. The children who participated in the programme, their parents and teachers all spoke very positively of it.

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Smoke Free Leitrim

Leitrim is a rural county in the north-west of Ireland with a population of 25,000, which has experienced exceptionally high levels of economic and social disadvantage. Smoke Free Leitrim aims to reduce the numbers of young people in the county who start to smoke. It also aims to encourage young people to participate in a healthy, active lifestyle thereby reducing the likelihood of starting to smoke in the first place.

This is done through classroom education and the supportive and active involvement of the broader community over a period of five years. The year 1996/97 was the first year of the project. The target group are 9–10 year olds and they will be followed through until they reach the

age of 14–15, by which time they will have completed their second year of post primary school. Like Smoke-busters, it is a collaboration between children, parents, education, and health sector. This project also involves local sporting organisations and the local media which provide additional affirmation and recognition for the project. Preliminary evaluation of the project was very positive from all sectors, however its impact upon the children's health behaviour cannot yet be judged.

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Social Personal Health Education (SPHE)

SPHE is currently being developed and will be required curriculum in all schools in Ireland from September 1998. It is planned that smoking prevention programmes will be incorporated into SPHE thus providing children with a broad-based health education module in a supportive environment.

Norway The Smokeline

Studies tell us that it is important to take an initiative regarding young people and their smoking habits when they are at the age 16 to 19 years old. In this age group 42 per cent smoke. Half of these are daily smokers, and the other half smokes occasionally. The number of young people who smoke is higher today than a few years ago.

Tobacco smoke represents one of the biggest health problems, and there is a need to concentrate in different fields at the same time. The effect is best when working in different areas simultaneously. It is known that in Norway 300,000 smokers have been trying to change their smoking habits during the last year, while there are 100,000 smokers who would like to become non-smokers within the next month. It is a great challenge for the Smokeline to help these people reach their goal.

The Smokeline was opened in 1996 and it is a four-year project at the National Council on Tobacco and Health. The Smokeline is free of charge and staffed by graduate

students trained by experts in the field through a three-week evening course. Teenagers actually call more than originally expected, and due to this some material specially designed for young people who want to quit has been created. The booklet designed for girls contains a "recipe" they can follow. The first thing they have to do is to check their motivation. If they are

motivated they choose a date and write a contract with themselves. The booklet contains a lot of good advice regarding preparing themselves and how to avoid giving up. They will also find information of all the positive changes that will happen to their body when they stop smoking.

The booklet designed for boys also contains a test about their motivation, but they design more or less their own smoke-free program based on different personalities described in the booklet. The idea is that different people need different methods. It is hoped that young people will call and order these booklets during the campaign this fall.



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United Kingdom

Birmingham Multi-Agency Smoking Prevention Project

A study to examine the impact of a five-year, multi-activity programme of smoking prevention information and health education for young people within four matched communities in Birmingham

This study is based on the premise that smoking information health education activities can be broadly categorised as "educational" and "environmental". A range of activities falling into one or both of these categories are more likely to be effective, and the effects more likely to be measurable than a single intervention. It is also acknowledged that the impact of smoking programmes occurs over an extended period of time, and that measuring changes in young peoples attitudinal balance is more relevant than purely smoking or non-smoking behaviour.

Four secondary schools and their primary feeder schools were identified, and two cohort groups of 1,200 pupils were selected at the beginning of the project. Each group will be monitored using self-completing questionnaires annually. Changes in reported smoking behaviour and attitudinal balance towards the use of tobacco will be measured using an evaluation technique based on the work of Prochaska et al.

Actions contributing to the study include:

- Training and follow-up support for teachers responsible for health education
- Promotion and morals of good practice and teaching resources
- Development of teaching resources
- Enforcement of tobacco sales legislation and advertising and promotion codes in the vicinity of project schools
- Involvement of pupils in sports sponsorship, advertising campaigns and other activities
- Involvement of parents and the local community in discouraging tobacco use by young people

The project partners include:

Birmingham City Council's Education Department's Health Education Unit (main contractor), Smoke Free Birmingham, University of Birmingham Public Health Department, Trading Standards Officers, Environmental Health Officers, the Birmingham

Bullets Basketball Team and local tobacco retailers.

This project is financed with the assistance of the European Commission.

Detailed extracts from the progress report submitted in July 1998 and regular updates can be found at the following web address:

www.smokefree.org.uk/eurostoppress.

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United Kingdom

First Bite Theatre in Education Company

The Edinburgh and Liverpool based First Bite Theatre in Education Company will celebrate its tenth anniversary in October 1998.

Over the past ten years the company has:

- introduced over 260,000 young people in North West England and Central Scotland to live movement-based theatre
- created and toured twelve top-quality, high-impact theatre in health education programmes which include live performance, optional follow-up workshops and comprehensive teaching materials
- established a reputation for innovative research work which involves young people, teachers and a network of advisors from the voluntary and statutory sectors engaged in and committed to the welfare of young people

- developed an effective skills-based training programme for teaching staff and youth workers with responsibility for delivering follow-up to First Bite productions
- developed a successful Outreach Programme which includes annual special needs projects, workshops with young people in care, and two Youth Theatres.

As part of the tenth anniversary programme, the company is developing a new production for 13–15 years olds, "That's Me!". The fifty-minute production was researched with the target age group in 1997–98 and will focus on the themes of stress, image, pressure, smoking, alcohol and relationships. "That's Me!" will be accompanied by follow-up workshops and is due to tour central Scotland and North West England from November 9, 1998 to March 5, 1999.

Two training seminars for all those interested in exploring the use of drama/theatre in health education have been organised to take place in Edinburgh (November 12) and Liverpool (November 26). Places cost £20 for those within the touring area and £50 for all others. The one-day seminars include a performance of "That's Me!", practical workshops to explore a range of follow-up techniques, exhibitions, networking opportunities and discussion time with the company.

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United Kingdom

Trafalgar Square 2000 Project in Association with CHAT

Working Towards a Smoke Free Millennium

Smoking levels in 16–24 year olds are rising against the national trend. This age group has an understanding of the health consequences of smoking, but continues to ignore recommendations to quit or, better still, not start.

CHAT (Capital Health Against Tobacco) is an alliance of 14 Health Authorities around London and the surrounding counties.

CHAT aims to:

- reduce the number of young people starting to smoke
- help existing smokers stop
- create more smoke free areas
- create background noise through press and local activity
- shift the culture away from supporting smoking.

A group of young people from Brixton were challenged and commissioned by CHAT to think about their smoking habits and to encourage their local community and other young people to do likewise.

The group of young people are part of the TS2K project, a charity and company limited by guarantee. It aims to improve employment opportunities of unemployed young people wishing to enter the creative industries by providing work experience, mentoring and support drawing on the creativity and diversity of its multicultural society. The TS2K project will also be staging

a series of Millennium celebrations.

CHAT saw the opportunity of working with these young people and so gave them a 'live' contract with the chance to investigate the worlds of cigarette advertising and addiction.

TS2K agreed that a young people's project team would investigate the views of their peer group and establish a marketing programme to discourage the use of cigarettes.

It was decided that the project would:

- concentrate on the positive impact of not smoking
- take an holistic approach
- encourage smokers and non-smokers to contribute
- avoid being prescriptive but let young people think through the best way to reach their community.

A lively drum and bass record was produced by the young people and played on local radio. It was captioned that it had been produced by a group of young people stamping out smoking. The young people also designed a series of story boards for a video to compliment the music. The TS2K short stories focus on the impact of being short of money, how smelly breath and yellow teeth can ruin your love life, the difficulties of sitting through a film without being able to smoke and what smoking can do to your neighbourhood.

One young person commented: "A lot of us smoked when we started this project but quite a few gave up when they realised how we were being used by the tobacco companies. You know they are out to advertise but I'd never realised how they place products in films and TV programmes and even on jackets and boots to make people familiar with the images."

The message and style that these young people have developed will be relevant to young people across other European countries. Reaching out to them with a message that they can relate to through popular music and story boards.

It is hoped that the story boards which the young people put so much work into can be produced and developed into resources that can be used by other young people as part of smoking education. The talent displayed in the production of these materials is very impressive. We are now trying to find funds to go into full production to enable other young people to take advantage of this project. Sponsorship ideas welcomed!

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CALL FOR PARTNERS

Germany

Smoking Prevention for Children by Video:

A Home-based Setting Compared to a School Setting

The project is planned to begin at the end of 1999. The aim of the project is to compare a home-based setting (young people are given a video at school and watch the tape at home) with a school setting (the tape is watched at school).

Introduction

School-based smoking prevention programmes can be divided into personal communication interventions and mass communication campaigns. The pros and cons of each interven-

tion type have been discussed for many years. Personal communication interventions achieve more specific effects, are more sensitive and can be adjusted to the aims of the group. They are more expensive, however, and thus present many limitations to

the providers of such interventions, including manpower, time, duration, etc. Mass communication campaigns can affect both attitudes and knowledge, but are often unable to change behaviour.

The intention with this project is to create a combination of personal and mass communication intervention for smoking prevention in a home-based context. One videotape will be used as media for parents and children. In other studies, this procedure in this setting achieved good results in improving knowledge about health and illness (e.g. Winett et al., 1992). Current intervention programmes are designed for a school setting, which gives less attention to the topic and transfers limited information. In home-based interventions using a videotape, the children's curiosity is higher and this enables their parents to talk with them in an explicit manner about smoking.

Aim of the study

The aim is to create a combination of a personal communication and a mass communication intervention against tobacco use in a home-based setting (experimental group). This intervention will be compared to a school-based intervention, where children see the same videotape (control group). The intervention can be classified as a primary prevention programme.

Intervention

The intervention will use a 30-minute videotape that presents the consequences of smoking and discusses the difficulties that non-smoking children face. The children in the experimental group are given this tape to watch at home. The parents will be given information about the

programme in a parent-teacher meeting. The control group watches the same videotape and is given some additional information in school. In Germany this procedure is a standard in the 6th grade.

Design

The children will be interviewed three times using a questionnaire. Their knowledge about the consequences of smoking, attitudes, intentions and behaviour will be assessed at the pretest. The attitudes and behaviour of the parents will be assessed based on ratings given by the children, making it possible to differ between a good and a bad home context. One month after the intervention the retention of details presented in the video will be assessed (recognition and recall). Knowledge, attitude and intention will also be part of the questionnaire. The same procedure will be repeated six months after the intervention.

In addition to this quantitative research strategy, interviews with the parents of the experimental group will take place. Some parents will be interviewed one month after the intervention (follow-up 1) and the others will be interviewed at the end of the study (follow-up 2). These data provide information about the context in which the videotape was watched and whether non-smoking parents can use the film to talk with their children about the consequences of smoking. On the other side, we want to determine whether non-smoking children criticize their parents for smoking.

Subjects

The children should differ in class and age. For this reason all school types will be integrated into the study. The

children have to be from 10 to 14 years old, because the intervention wants to reach non-smoking children in particular.

Expected results

The reception (recall and recognition) in the experimental group will be higher, and therefore the knowledge will increase more than in the control group. The attitude and intention measures will be also influenced by the expected attitudes and behaviour of the parents. In a good context (non-smoking parents, with high tobacco distance) the home-based video will lead to better results than the traditional intervention. In a bad context there will be no difference between the control and the experimental groups.

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Portugal

Creation of a Video for Smoking Cessation in Schools

Dr. Louisa Costa and Dr. José Cabeças from Instituto de Clínica Geral in Coimbra, Portugal are looking for partners in order to create a video

on the following topics: Tobacco malfeasance, its economical role, passive smoking problem, tobacco's effects on health, etc.

If you are interested, please contact:

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Spain

Smoking Prevention Among 12 to 16 Year Old Spanish and Belgian School Children

This school project was carried out simultaneously in the Basque region of Spain and Brussels, Belgium from October 1997 to March 1998, and was financed by the European Commission. An instrument, Didactic Unit about Tobacco, was created for preventing smoking habits from developing in schools. The following features were included:

- Encourages an integrated approach with children aged 12–16, the most common age range for cigarette smoking to start.
- Incorporates activities that educate school children in the different aspects to be considered (information, attitudes, values and social skills).
- Facilitates the participation of the pupils as a key aspect of the approach when seeking important modifications in their lifestyle.

The educational resources to be produced consisted of three elements:

- An information dossier for teachers, including general information on the social and health repercussions of tobacco addiction, how the smoking habit develops, the preventive potential of the school, etc.
- A battery of activities, which would touch on the most important influences on the commencement of smoking which are susceptible to influence in the classroom: curiosity, peer group pressure, publicity and other social influences,

smoking as an aspect of “growing up”. Ten different activities to be covered in 10–15 hours.

- A guide on how to quit: a series of behavioural patterns will motivate and help adults from the school context to give up smoking successfully.

General Conclusions

More than 500 teachers, 100 schools and 15,000 teenagers have taken part in the project. A control group and an experimental group in Spain and in Belgium have been realized. The following are the main results:

With regard to the opinions of the teachers

- The objectives of the Didactic Unit were considered useful.
- The cross-curricular criterion that governed activities was valued positively.
- The teachers placed special emphasis on the non-directive nature of the activities.
- The participatory nature of the programme, based on techniques of group dynamics, was considered positively.
- The non-moralising nature of the activities was also valued positively.

With regard to the results amongst pupils

- Participation in the Programme improved the school children’s knowledge of smoking, increasing

the perception of risk association with tobacco consumption (improvement of the knowledge: heart problems: 34.75%; problems in pregnancy: 10.22%; bad breath: 11.05%; harm to non-smokers: 10.16%).

- School children participating in the programme maintained less favourable attitudes towards smoking (reduction of positive attitudes: Smoking should be allowed everywhere: 36.96%; the greater part of teenagers smokes: 16.56%; smoking is fashionable: 6.19%).
- The thematic development of the Didactic Unit slowed down the transition process towards the habitual consumption of tobacco amongst those who had already tried it experimentally (less smokers last week 10.96%, and last month 15.84% in the experimental group).

If you are interested in carrying out this project in your country, please contact:

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Spain

Creation of a CD-ROM for Teaching Tobacco Prevention at School

FORTEC (Formation and Technology S.L.) et APTA (Tobacco Prevention association in Aragón) are looking for

partners in order to create a CD-ROM for teaching tobacco prevention at school by interactive multimedia courses.

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HELP NEEDED

Germany Looking for Videotapes

Looking for videotapes already used in smoking prevention for children 10 to 14 years, or as a video for parents. (See project "Smoking Prevention for Children by Video: A Home-based Setting Compared to a School Setting")

The tapes should include at least one of these themes:

- Negative consequences of smoking (short-term or long-term)
- Situations in which children start to smoke
- Smoking as a possibility to solve problems (with peers, parents, etc.)
- Possibilities for parents to prevent smoking
- The role of parental behaviour (e.g. risk behaviour) as a model.

Norway Project STILLsmokeFREE

The Norwegian Cancer Society (NCS) is running a smoking prevention programme involving 13–15 year olds called VÆRøykFRI (BEsmoke-FREE). In the continuation of this programme NCS has now begun to develop another programme involving older teenagers, aged 16–19 (senior high school, grades 11–13). This programme has the working title "STILLsmokeFREE".

Until now, smoking prevention has focused on the elementary and secondary schools, although many start their smoking career while in high school. An increase in smoking rates among 16–19 year olds in recent years is causing concern in Norway. The numbers are particularly alarming if one includes occasional smokers. Two out of five persons aged 16–19 in Norway are regular or occasional smokers.

Due to limited experience on working with prevention programmes in this age group in the NCS and in Norway in general, the first year of the project period has been reserved for gathering information about experience with such programmes in other organisations and countries. Following the information search, important choices about programme form and implementation strategy will be made.

So far few programmes are found for the age group 16–19 years. Some countries in Europe are duplicating our process and are now starting their work on this age group. In the United States and Canada we have found some experience in the field of smoking cessation and on smoking policy in schools.

Challenges

Many challenges have to be dealt with before our programme finds its shape. The question of intervention arena is one. Smoking prevention work involving younger children has mostly concentrated on the school arena. The school system provides a structure for distributing and implementing the programme. In Norway more than 90% of 16–19 year olds continue in some form of senior high school (grade 11–13). It is possible then that the schools may still be a good arena of intervention for this age group.

Another challenge is that senior high school curricula, compared to elementary and secondary school curricula, give little room for prevention programmes. A solution to the access problem can be to integrate programme material into the existing curriculum. One more challenge in working with smoking prevention

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programmes in senior high is the division into different branches of study. A programme model based on the idea of integrating into the existing curriculum must be adjusted to this fact.

Call for Ideas

The work on gathering information about projects is still going on. The Norwegian Cancer Society is very much interested in ideas for good approaches and tips from you about interesting programmes. NCS is also eager to get in touch with others who are starting to work with this age group, or are planning to do so soon.

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