

INTERACTION

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



An Action Financed by the Europe Against
Cancer Programme of the European Commission



The team in Finland at KTL

National Public Health Institute (KTL) ENYPAT
Department of Epidemiology and Health Promotion
Mannerheimintie 166
00300 Helsinki
Finland

Erkki Vartiainen
Project Director
E-mail: erkki.vartiainen@ktl.fi
Tel. +358 9 4744 8622
Fax +358 9 4744 8338

Meri Paavola
Project Manager
E-mail: meri.paavola@ktl.fi
Tel. +358 9 4771 206
Fax +358 9 4771 196

Sari Savolainen
Project Coordinator
E-mail: sari.savolainen@ktl.fi
Tel. +358 9 4771 208
Fax +358 9 4771 196

Nina Willgren
Secretary
E-mail: nina.willgren@ktl.fi
Tel. +358 9 4771 226
Fax +358 9 4771 196



Layout:

Alligator Design Oy
Laivurinkatu 37
00150 Helsinki,
Finland

Tel. +358 9 7002 8922
Fax +358 9 6222 829

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Grafia Oy



Editorial

ENYPAT Framework Project Begins July 1st, 1999

I recently asked a senior professor visiting our institute what was needed to put together a good international programme. He mentioned three things: good people, good project plans, and much work. We have good people, good project plans and a lot of work left. It looks like a real international community of experts working on tobacco and youth issues is developing.

ENYPAT has been a very practically-oriented project bringing together programme planners and scientists. We have succeeded well in this area. Hundreds of experts have been working together in different programmes. Successful programmes often affect policies. In ENYPAT it may be time to pay more attention to the lessons learned and find out how this quickly developing international community can play a greater role in policy development in the European Union and Member States.

I am always surprised how long it takes to put together an international programme. The idea of having only one Framework Project for all projects funded by the Europe against Cancer programme was developed more than two years ago. The first programme will finally begin within the next two months. This has been possible only with enthusiastic and skilled people who have contributed much time and energy to develop the programmes.

Now it is time to think of the future. Applications for the second framework project (July 1, 2000 - June 30, 2001) must arrive at KTL by June 15, 1999. During the summer the ENYPAT secretariat will put the proposals together with the help of independent experts. We have to submit our final proposal to the Commission by September 15, 1999. The current Framework Project is listed on page 5. A more detailed description is available in Interaction No. 10 October 1998 and at www.ktl.fi/enypat. If you are interested in joining these programmes please contact the ENYPAT secretariat or a subcontractor.

*Erkki Vartiainen
Project Director*



In the cover:

Humboldt Gymnasium 8c

International prize winner of the Smokefree Class Competition of 1997/98

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Members of the ENYPAT Advisory Board



Italy

Ms Elizabeth Tamang
Centro di Educazione alla Salute
Trieste 5, Scala B
35131 Padova
Tel. +39 49 82 14 612
Fax +39 49 82 14 699
E-mail: salute@protec.it

Luxembourg

Ms Marie-Paule Prost
Fondation Luxembourgeoise
contre le Cancer
44 Blvd Joseph II, BP 404
2014 Luxembourg
Tel. +352 45 30 33-1
Fax +352 45 72 69
E-mail: flcc@pt.lu

Portugal

Ms Cristiana Fonseca
Liga Portuguesa Contra o Cancro
N: Regional Norte
Estr Interior de Circunvalação 6657
4200 Porto
Tel. +351 2 54 05 045
Fax +351 2 54 05 046

Spain

Mr Manel Nebot
Municipal Institute of Public Health
Plaça Lesseps 1
08023 Barcelona
Tel. +34 93 23 84 545
Fax +34 93 21 73 197
E-mail: mnebot@imsb.bcn.es

Sweden

Ms Jenny Engblom
National Institute of Public Health
10352 Stockholm
Tel. +46 8 56 61 35 90
Fax +46 8 56 61 35 05
E-mail: jenny.engblom@fhinst.se

The Netherlands

Mr Hein de Vries
Maastricht University
Department of Health Education
and Health, Promotion
PO Box 616
6200 Maastricht
Tel. +31 43 38 82 406/10
Fax +31 43 36 71 032
E-mail: devries@gvo.unimaas.nl

United Kingdom

Ms Maureen Moore
ASH Scotland
8 Frederick Street
Edinburgh
Scotland EH2 2HB
Tel. +44 131 22 54 725
Fax +44 131 22 06 604
E-mail: ashscotland@dial.pipex.com

ENYPAT Advisory Board meeting held on February 22nd at hotel Reina Isabel in Las Palmas.

Participants: Meri Paavola, Maria Nilsson, Erkki Vartiainen, Marie-Paule Prost, Reiner Hanewinkel, Cristiana Fonseca, Ligia Lima, Norma Cronin, Jenny Engblom, Sibylle Fleitmann, Elizabeth Tamang, Pekka Puska, Maureen Moore, Marlein Ausems, Martina Pöstchke-Langer, Gerry McElwee, Caroline Rasson, Carles Ariza, Heikki J. Korhonen, Jorgen Falk, Sari Savolainen



Chair

Mr Pekka Puska
Department Director at KTL

Austria

Mr Michael Micksche
Austrian Cancer League
Österreich Büro
Rennweg 44
1030 Vienne
Tel. +43 1 42 77 651 62
Fax +43 1 42 77 651 96
E-mail: michael.micksche@univie.ac.at

Belgium

Ms Caroline Rasson
FARES
Rue de la Concorde 56
1050 Brussels
Tel. +32 2 51 22 083
Fax +32 2 51 23 273
E-mail: healthpromo@euronet.be

Denmark

Mr Joergen Falk
The Danish Council on
Smoking and Health
Ravnsborggade 2, 2 sal
2200 Copenhagen
Tel. +45 35 37 52 00
Fax +45 35 37 52 88
E-mail: jf@tobaksskaderaadet.dk

France

Ms Anne Velter
Ms Danielle Grizeau
Comité Français d'Education
pour la Santé
2 rue Auguste Comte
92170 Vanves
Tel. +33 1 41 33 33 33
Fax +33 1 41 33 33 90
E-mail: cfes@imaginet.fr

Germany

Ms Martina Pöstchke-Langer
Deutsches Krebsforschungszentrum
Neuenheimer Feld 280
69120 Heidelberg
Tél. +49 62 21 42 30 08
Fax +49 62 21 42 30 20
E-mail: M.Poetschke-Langer @
dkfz-heidelberg.de

Greece

Mr Kyriacos Athanasiou
Thessaloniki Aristotelian University
Department of Education
54006 Thessaloniki
Tel. +30 31 81 08 52
Fax +30 31 84 21 87
E-mail: kathanas@eled.auth.gr

Ireland

Ms Norma Cronin
Irish Cancer Society
5 Northumberland Road
Dublin 4
Tel. +353 1 66 81 855
Fax +353 1 66 87 599

Europe against Cancer Funding for Year 2000

All applications related to young people and tobacco should be sent by mail **to ENYPAT by June 15th, 1999 (last postmark 15.6.1999)**.

ENYPAT will make one Framework Project proposal to be submitted to the Commission by September 15th, 1999. The Framework Project will include 3-5 sub-projects based on the

applications sent to ENYPAT before June 15th. At least half of the funding has to be covered by applicants. Europe against Cancer application is available on ENYPAT Internet site: www.ktl.fi/enypat

If you need further information, please contact:

contact

ENYPAT - European Network on Young People and Tobacco
National Public Health Institute (KTL)
Mannerheimintie 166
00300 Helsinki
Finland
Fax +358 9 4771 196
E-mail: sari.savolainen@ktl.fi

The 1999 ENYPAT Framework Project

Following projects are included in the 1999 ENYPAT Framework Project:

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 interest groups include programme managers, researchers and policy makers.

ENYPAT also develops, evaluates and co-ordinates 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.

Partners:

All 15 Member States are partners

2. "Quit and Win - Don't Start and Win" Competition for Young People

The competition will be carried out during the 1999-2000 academic year in seven 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:

Gerry McElwee
Ulster Cancer Foundation
40-42 Eglantine Avenue
Belfast, Northern Ireland BT9 6DX, GB
Tel +44 1232 66 32 81
Fax +44 1232 66 00 81
E-mail: gmcnelwee.ucf@cinni.org

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. 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 contractor of the project is:

Jenny Engblom
The National Institute of Public Health
10352 Stockholm, Sweden
Tel. +46 8 5661 35 90
Fax +46 8 5661 35 05
E-mail: jenny.engblom@fhinst.se

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 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. One class from every country can participate in an international prize draw. Participants are 12-14 years old. The rules may vary between countries due to cultural or practical concerns.

The project contractor is:

Reiner Hanewinkel
IFT-Nord
Düsternbrooker Weg 2
24105 Kiel, Germany
Tel +49 431 570 29 20
Fax +49 431 570 29 29
E-mail: hanewinkel@ift-nord.de

Partners:

Austria: Austrian Cancer Society Vienna
Belgium: Vlaams Instituut voor Gezondheidspromotie-Koördinatiekomitee 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: Institut Municipal de la Salut, Barcelone
The Netherlands: The Institute of Mental Health and Addiction (Trimbus-Institute) and the Dutch Foundation on Smoking and Health (Stivoro), Utrecht & La Haye
UK: Health Promotion Wales, Cardiff

5. Smoke Free Partnerships

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 project contractor is:

Anne Sheridan,
Health Promotion Unit / North Western Health Board
Donegal, Ireland
Tel. +353 74 26 543
Fax +353 74 26 167

Partners:

Germany: Klasse 2000, Nuremberg
Spain: Dirección General de Salud Pública, Canary Islands
Sweden: A Non Smoking Generation, Stockholm
UK: Highlands Health Authority, Scotland

Conferences

4th European IUHPE Conference on Effectiveness and Quality of Health Promotion

May 16-19, 1999 in Helsinki, Finland and Tallinn, Estonia

Conference Themes

- Health Promotion Theory
- Decision Making
- Education
- Lifestyles
- Communication, Broadcasting and Media
- Physical Activities
- Effectiveness Versus Innovation
- Measuring Effectiveness
- Risk Assessment, Investments and Values
- Interventions
- Campaigns
- Health Policy
- From Ottawa to Jakarta
- Ethics and Priorities
- Cost of Quality
- Cultural Differences
- Environment and Health

11 Reasons to Attend This Conference

1. Update knowledge of health promotion theory
2. Reinforce the methods of quality assessment
3. Discuss the approaches of evidence-based health promotion
4. Improve the knowledge of values in health promotion
5. Debate the health promotion philosophy of quality
6. Meet new colleagues, especially from the Baltic area
7. Strengthen contacts in different networks
8. Compare different models
9. Get inspiration for everyday work
10. Seek innovation for health promotion campaigns

11. Have an influence in creating better practices by active participation

Registration fee: FIM 1900

The conference language is English, simultaneous translation will not be provided.

contacts:

Scientific Committee
Finnish Centre for Health Promotion
Karjalankatu 2 C 63
00520 Helsinki
Finland

Satu Lipponen
Project Manager
Fax +358 9 725 30 320
E-mail: satu.lipponen@health.fi

Marilyn Harring
Project Manager
Fax +372 2 44 08 00
E-mail: marilyn@tervis.ee

Internet: www.health.fi/quality

11th World Conference on Tobacco OR Health

August 6-10, 2000 Chicago, USA

Our Mission

To motivate and empower people involved in the anti-tobacco movement to effectively support comprehensive global efforts aimed at reducing world tobacco use.

Our method

The 11th World Conference on Tobacco OR Health will develop strong international, regional, national and community-based efforts, coalitions, strategies and tactics to make significant and lasting impact on tobacco use throughout the world.

We will accomplish this by:

- Sharing Information
- Developing Consensus
- Networking
- Dialoging
- Capacity Building

Our message

- Are We Winning? - Appraising Progress and Celebrating Success
- Nicotine - Present and Future
- Advocacy in Action

Information

Registration fee US \$350
Affordable accommodation at

conference hotels (US \$180/night) and nearby alternatives (from US \$90/night).

Conference scholarships available.

Interpreters in Spanish, French and a third language to be determined by registration.

contact:

Ms. Anne Jenkins
Conference Manager
E-mail: 11thWCTOH@ama-assn.org

Conference Statements

Women and Tobacco: Understanding the Past, Changing the Future

The conference "Women and Tobacco: Understanding the Past, Changing the Future" was held in Paris on November 23-24, 1998. The conference was arranged by ENSP, the European Network for Smoking Prevention, in the framework of the Europe against Cancer programme. More than 270 delegates from 25 countries attended. The participants represented governmental and NGO authorities from international to local levels.

The conference delegates agreed upon the following statement:

Tobacco use of women is one of the most serious issues for Europe as well as for the rest of the world. Three smoking trends are particularly alarming:

1. The percentage of women smokers is still increasing in six EU countries (Portugal, Spain, Italy, Greece, Luxembourg and Austria) mainly due to the rising level of smoking among younger women.
2. In most countries, the uptake of smoking among youngsters is increasing.
3. In most countries, girls are smoking slightly more than boys. In other words, in the youngest age group, women are smoking more than men.

Of particular concern is the fast-growing epidemic in the former socialist countries. If this trend continues, it is possible that in the near future more women than men will smoke among the adult population hence intensifying an already major public health problem.

Tobacco is embedded within the social, political and cultural context of women's lives in Europe today. The higher concentration of smoking among lower income and educational groups is of great concern considering their health is already disadvantaged. In addition, tobacco addiction in women has the potential to compromise the emancipation of women.

Between 1975 and 1995 the number of deaths among women attributed to smoking in the European Union increased from 49,000 to 113,000. Across Europe at least double this number of women die every year because of smoking. In addition to the risk of cancer, cardio-cerebro-vascular and chronic respiratory diseases, women also face the risk of specific gender-related conditions including cervical cancer, osteoporosis and negative effects of reproduction. These include reduced fertility, increased risk of ectopic pregnancy, and low birth weight of the child.

If women smoke like men they will die like men

Women do not smoke in the same manner as men. For example, women prefer manufactured cigarettes instead of roll-your-own cigarettes. They also prefer filter-tipped, low tar and blond cigarette brands. Almost half of the women smokers in Europe smoke "light" cigarettes compared with one third of men. Consumers are not aware that the marketing of these cigarettes is misleading consumers - low tar cigarettes are still a serious threat to health and are used as a substitute to quitting.

The tobacco industry is deliberately targeting women in their advertising campaigns. For example, internal tobacco industry documents indicate that light cigarettes have added value to women.

To tackle the tobacco epidemic among women the conference calls National Governments, the European Commission, WHO, NGOs including Women's organisations, health workers, the media and other opinion leaders throughout Europe to recognise tobacco as the major threat to the future health of European women and to take the following actions:

- Implement gender-specific, evidence-based strategies from research to prevention and cessation programmes. This will involve increasing understanding of the social conditions of tobacco use which are specific to women.

Measurable national targets should be set such as cutting the percentage of girls that take up smoking and increasing the cessation rates in women who already smoke.

- Prevent the tobacco industry from marketing and labelling tobacco products on the basis of harm reduction claims such as light, mild, etc. Cigarettes should be regulated in respect of the consumer interests.
- Ensure that comprehensive ban on tobacco advertising and promotion is adopted throughout Europe. The European Union and Member countries should provide assistance to the six accession countries in implementing the EU Directive and introducing effective tobacco control strategies. WHO should assist other countries to adopt similar legislation.
- Make tobacco an issue in the forthcoming European Parliament elections.
- Support the appointment of a European commissioner solely responsible for public health.
- Encourage collaboration between the EU and WHO on tobacco control strategies for women in Europe to halt the epidemic, including the support of the proposed International Framework Convention on Tobacco Control.
- To increase the role and influence of women as tobacco control leaders in policy making at all levels in Europe in support of the recommendation from the 1997 10th World Tobacco Or Health Conference.
- To encourage multi-sectoral collaboration on tobacco issues.
- These steps will reduce the burden of women's disease and death from tobacco.

Paris November 24, 1998

Smoke Free 21st Century

Second European Conference on Tobacco Or Health

First Iberoamerican Conference on Tobacco Or Health

Las Palmas De Gran Canaria February 23-27, 1999

Conference participants call on governments, corporations, non-governmental organisations and individuals everywhere to join together to work towards reducing tobacco consumption everywhere, so that the next century will truly be a smoke free 21st century.

In keeping with conference themes, participants call for the following measures.

Theme 1: Protecting Children from Tobacco

The tobacco epidemic will decrease only when children and adolescents no longer take up tobacco use. Prevention of tobacco use among youth must receive high priority at micro, meso and macro levels of the society, in an integrated public health strategy. A special emphasis should be put on school curriculum and programs as well as smoke free environments.

Theme 2: Smoking Cessation

Unless large numbers of people quit smoking over the next twenty years, worldwide 100 million people will be killed by smoking by 2020. More people need to be encouraged to quit smoking and widespread, and effective smoking cessation programmes are needed in all countries. Cessation may include both clinical and community strategies.

Theme 3: Policy, Economy and Research

Global legislative and economic measures are key to controlling the tobacco epidemic. There are strong public health and economic reasons

for adopting these measures. These measures must be sensitive to gender, cultural and socio-economic factors and the level of development, and promote solidarity between east, west, north and south. The European Union, the European region, Latin America and the other countries represented at this conference call for governments, international organisations, and NGOs to:

1. Harmonise to the highest level policies on advertising and information; for example, ban all advertising, sponsorship and promotion as in the European Union; adopt strong health warning labels covering at least thirty percent of tobacco packaging as in Poland; and implement strong mass-media campaigns to discourage tobacco use as in Venezuela.
2. Increase the price of all tobacco products by more than the rate of inflation and the rate of increase in incomes; exclude tobacco products from price indices; and dedicate at least one percent of tobacco tax revenues to tobacco control activities.
3. Regulate all tobacco products at least as strongly as pharmaceutical products. The conference welcomes the intention of the European Commission to bring forward a new directive to regulate tobacco products. Regulate access by minors.
4. Protect non-smokers from involuntary exposure to tobacco

smoke by making all public places, workplaces and homes smoke-free.

5. Support and facilitate the development and implementation of an international framework convention for tobacco control that includes strong measures to control smuggling, eliminates advertising across borders including on the Internet, eliminates tax-free sales, and implements trade policy that recognises the public health damage caused by tobacco. In the meantime, adopt existing WHO recommendations.
6. Eliminate all subsidies for tobacco farming and distribution.
7. Cessation programmes may include both psychological and pharmaceutical approaches, and must guarantee accessibility and equity. Health professionals need to be aware of their key position and must be involved in motivating smokers to quit.
8. To support the research community in identifying strategies to prevent children and adolescents from initiating the use of tobacco products, and ensuring that all programmes are research led and based on best practice.
9. Gender and cultural needs have to be taken into account in the research and development of tobacco control programmes.

Smoking Cessation Among Young

A Clear Need to Develop Smoking Cessation Programmes for Young People

Based on a survey of a random sample of 15 to 24 year-old Finns, 50% of daily smokers want to quit smoking, 40% is not sure and only 10% do not want to stop smoking. Young people are making frequent attempts to quit, 20% had tried in the past 12 months and only 12% had never tried to quit. However, only 2% has been successful in quitting in the past year (1). In a survey done among teenagers in the US 65% of daily smokers want to quit (2). These figures are not very different from attitudes of adults.

In a cohort study from adolescence to adulthood, one third of at least weekly smokers at the age of 15 had stopped smoking at the age of 28 (3). This reflects a similar 2% annual quitting rate seen in cross-sectional analyses. The quitting rates are very similar in different cohort studies (4,5).

Sussman reviewed ten major prospective studies where self-initiated quitting has been reported (6). Heavier smokers, smokers who had smoked for a relatively long period, and those who have started at a younger age are less likely to quit. Female gender has been associated with a lower quit rate in some studies but not in all. Lower socioeconomic status has been associated with a lower quit rate. Parents' and friends' smoking makes quitting more difficult. Parents' disapproval of smoking and their social support predicts quitting.

A lower level of emotional distress, greater coping and social skills, and self-esteem are related to the quitting rate.

Programmes developed to help young people quit have not been very successful. Usually they are based on ideas developed for adults. Young people are hard to recruit and retain in formal cessation programmes and clinical settings (7,8). We have developed a concept of Quit and Win - Don't Start and Win. In a pilot test in Finland 3,500 young people tried to quit and were able to participate in a lottery of 2000 Euros. More than 15,000 decided not to start.

Although the main focus in smoking and young people programmes must remain on prevention of the onset, many young people are willing to quit and need encouragement and support. There is a need to develop new approaches to help young people to quit smoking.

*Erkki Vartiainen
M.D., Ph.D.
Meri Paavola
M.Sc*

References

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News from the Smokefree Class Competition

Trip to Paris



DON'T START.

We are in grade 7 and participated in the Smokefree Class Competition in the school year 1997/1998. We managed to stay smokefree for four months and thought: "great, now we might win a little cash prize or something." But then - one morning in school - we were informed that we had won the INTERNATIONAL prize: a trip to Paris. In the beginning, we could not believe it. We were just so happy. Then it was pretty exciting: the newspaper came twice, articles were written about us, photos were taken, we felt really kind of special and famous.

And in addition to that, we knew that in November, when everybody else would have to go to school, we would wave good-bye to Germany for three days: Salut, Paris.

On November 11, 1998 at 10 p.m. we started our trip by bus: Our teachers already knew that we wouldn't sleep during the journey - we were far too excited - so of course they wouldn't be able to sleep, too. That's holiday, isn't it!!! But: around 5:30 in the morning we fell asleep - right before we arrived in Paris.

First we saw the palace of Ludwig XIV - OK, all those who have paid attention in geography lessons, know the name of the palace. It is called??????

Then we were starving - before we went to our hotel, we decided to get something for breakfast to tank new energy. We won't tell you where we had breakfast, it is too embarrassing. You might already know...it was one of those "restaurants" in which nearly all food is squashed between two slices of bread.

Then we arrived at our hotel, which was very central, near Gare du Nord. That was fantastic, the tube was very nearby, so we could take it wherever we wanted to go. The hotel had a lot of floors, but thank goodness we had a lift. But one day it was broken. Fortunately, none of us were in it at that time - but when we got back we had to walk all the stairs up to our rooms.

The following two days of our trip had a pretty busy programme:

- L'Arc de Triomphe - we walked to the top: does anybody know how many steps you have to climb to get to the top???
- We really loved the evening boat tour on the Seine. That was great.
- Notre Dame - very impressive.

We also visited a class in St. Denis, which is a suburb of Paris. This class had participated in the competition in France. We arrived there in the afternoon. It was quite embarrassing at the beginning. We all were a little shy and did not know what to say. But after awhile, we felt comfortable and had a rather nice time with our French colleagues. One thing we learned is this: WE HAVE TO PRACTICE OUR FRENCH!!!

We can conclude that we very much enjoyed the trip. When we came home three days later, our parents had a very quiet weekend: we all just went straight away to bed and slept and slept and slept...

Thank you, Smokefree Class Competition, for giving us such a great time!!!

*Miri Trösch
Humboldt Gymnasium 8c
Kiel, Germany*

The Smokefree Class Competition 1998/99 in Russia

The competition in Russia was carried out as a pilot project in St. Petersburg, which has about five million inhabitants and 650 schools.

In April 1998 a group of experts were acquainted with the project "Smoke-free Class" in Finland. The decision to carry out competition in St. Petersburg was made in May and an organising committee was created.

Preparation Phase

June - August:

Development of the project. The project was presented to psychologists, teachers and the administration. Modifications were done to bring the competition into a Russian context.

The situation in St. Petersburg and Russia was defined in relation to

- Involvement of the state and city administration with the smoking problem
- Informational and methodical vacuum in smoke prevention and health promotion
- Problems the experts face in smoking prevention
- Teacher - student relationships

Rules

A class is allowed to participate when 90% of the pupils does not smoke. Classes report their smoking status monthly.

The competition will run from November 10 until April 30.

Classes select a welfare officer, a person who they can trust and who will help them participate in the competition. It can be a teacher, psychologist, parent, older student, etc.

Principles of Relationships

- Responsibility lies on the participant, not the teacher.
- Confidence: welfare officer does not inspect but supports.
- Openness: difficulties do not disappear but are resolved.

Ways of Participating in the Competition

Psychologists from psychological centres, student psychologists, school psychologists were invited to join the competition and became coordinators. The first 20-hour seminar for the coordinators was organised. The coordinators invite schools and classes to participate in the competition and engage volunteers.

Structure of Interaction

The organisers train the coordinators; the coordinators cooperate with schools and invite classes to participate; the classes select a welfare officer who helps the class participate in the competition; the coordinator trains welfare officers.

Methodical Manual for Welfare Officers and Coordinators

The manual consists of three parts:

- Introduction of the competition
 - Lessons on smoking prevention
 - Helpful information about smoking
- The manuals were distributed to all welfare officers.

Training Programmes for Coordinators and Welfare Officers

Coordinators meet in monthly seminars where difficulties, success, news and health promotion are discussed. In these occasions the coordinators train welfare officers.

Supporting Measures

Supporting measures will be carried out in order to increase the participants' motivation and create a feeling of general involvement in the competition (on city level, in areas, at schools). These measures include composition, poster, photo and symbol competitions.

Participation Rates

During this first year, 174 classes took part in the competition (89 from 7th and 85 from 8th grade; ages 12-14). This means 50 schools and about 4,350 pupils, 174 welfare officers and 20 coordinators.

Prizes

- Prizes for supporting measures: winner classes visited a theatre, a circus or received small prizes to the class such as T-shirt, book, and a subscription to a newspaper for teenagers.
- Prizes for the competition are not defined yet. The main prize will probably be a trip for the whole class (2-4 days). Other smaller yet valuable prizes will also be given.

Results

35% of classes dropped out of the competition during the first two months. However, only 6% of classes dropped out during the following month. The first supporting measure and appearance of the first real prizes probably increased student motivation.

This first year of the competition shall be evaluated. A psychological research will be carried out in April - May. Opinions of the participants, welfare officers, parents and teachers will be included in this research.

Next Year

For the next school year the competition will be carried out in all 7th and 8th classes of the city of St. Petersburg.

contact:

Natalia Faleitor
Social-psychological Center
St. Petersburg, Russia
Fax +7 812 11 35 886
E-mail: Faleytor@mail.ru

National Actions

Skoltävling 99

*Sweden's Largest School Contest Acts on Subject of Smoking on the Screen
Winner to direct own movie spot!*

Not much of what you see in the movies is for real. Both gunshots and the blood are fake. The love stories aren't even genuine. Today, there is only one act in which the creative film producers don't use a substitute - the smoking of cigarettes. Is it a coincidence that the main consumers of films are the same people who are most likely to start smoking? The issue is important. It is also the subject of Sweden's largest school contest.

Why do actors and actresses smoke so often in movies today? Who makes the decision? Is it the producer? Or perhaps the tobacco companies? The subject is to be discussed by over 600,000 students, ages 11-16, in the largest school contest in Sweden. The annual contest has been arranged by the national Non Smoking Generation foundation since 1979.

"We're running the competition for the twentieth time," says Gunilla Steinwall, secretary general of the Non Smoking Generation foundation in Sweden. "It's a fun and educational way to work with tobacco prevention among young



people. Thanks to the contest they get the chance to really think twice about the arguments of using or not using tobacco."

Winner Becomes Film Director!

The competition tasks are divided into three sections. The first task is to discuss the matter and present the conclusions in a leaflet made by the

participants. The second is to make a thorough smoke study in the schools. The third and last task is to create an advertising film, a film where young people express the side effects of using tobacco. As usual the winners are greatly awarded. For example, they will star in a live television show, take trips to the capital, visit one of Sweden's biggest amusement parks and also enjoy a two-day camp in a zoo for the whole class.

"The winner of the best advertising movie will get the opportunity to actually produce the winning contribution," explains Gunilla Steinwall. "Together with four classmates, the winner will meet a professional film producer and make the movie. The film will be broadcast on Swedish television during the summer of 1999."

contact:

Susanne Pettersson
Journalist for A Non Smoking
Generation in Sweden
E-mail: susanne@frilanskompetens.se

Smokebusters Club in Northern Ireland Holds Birthday Party with Surprise Guest

Smokebusters across Northern Ireland enjoyed an unexpected treat recently, when many of them had an extraordinary encounter with an alien. She came to deliver an important message and by the end of her unforgettable visit, no-one who had met her was left in any doubt about a deadly danger, which is tightening its grip on planet Earth and the Earthlings (us humans).

What on earth are we talking about? Quite simply a drama with music, magic and lots of jokes, which toured schools and other venues in celebration of the Smokebusters Club's Tenth Birthday. It was entitled "The Out of This World Roadshow".

It was a brand new and completely unique piece of theatre, commissioned by the Ulster Cancer

Foundation. Two local actors, Christina Nelson and Paul Mc Eaney, in close collaboration with the UCF's Smokebusters Club Manager Gerry Mc Elwee and Project Officer Judith West, devised the show.

There was strong emphasis placed on audience participation and humour, as well as good quality, relevant information. Work in schools which

was taking place, while the drama was being written, indicated that both teachers and pupils showed a very clear interest in certain aspects of tobacco use: the environmental impact, chemicals in a cigarette, its damage to health, refusal skills, passive smoking and the power of advertising. Hence these topics were incorporated into the show's storyline. The show was extremely well received by teachers, health professionals and the young people. Everyone agreed that it contained a good mixture of fun and information and hence was both entertaining and educational.

Mounting a tour of this scale, with appropriate technical support, was possible for the UCF only because outside finance was forthcoming. First of all, the Southern Health & Social Services Board had commissioned extra input from Smokebusters in their area. Convinced that drama can be a powerful tool in working with young people, the Board were happy that the show should go ahead, as part of the programme of additional Smokebusters activities. Further aid from Northern Ireland Electricity made it possible to extend the tour to include



the Belfast area, the north and the west of the province. In total, around 1,500 children saw the show. Press coverage was obtained at many of the performances. To conclude, it was a worthwhile investment, dealing with an important issue in an accessible way. It is hoped that it may be possible to revise and rehearse the production in the future.

contact:

Judith West
Ulster Cancer Foundation
40-42 Eglantine Avenue
Belfast, BT9 6DX
Tel. +44 1232 66 32 81
Fax +44 1232 66 00 81

Iceland in Action!

In Iceland, 27% of men and 28% of women ages 18-69 were smokers in 1998. According to these statistics, the percentage of male smokers decreased by 3% compared with the previous year, whereas the figure for female smokers remained unchanged. There is every indication that the number of young women smokers has increased over the last few years. This is one of the reasons the Tobacco Control Task Force of Iceland launched a special campaign in 1999 against female smoking. The campaign will include television commercials where well-known Icelanders and models express their opinions on women's smoking and other related issues. A poster

illustrating a smoking child in the mother's womb will be distributed at the health-care centres, the maternity wards and at other key locations. Another poster, illustrating some of Iceland's best known women athletes will be distributed at all young women sports meetings this year. Additionally, a special effort will be made to generate a fashion wave of T-shirts with witty drawings and slogans against smoking. An attempt will be made to clearly show how dangerous and insensible smoking is. Young girls' role models will be used to promote the T-shirts.

An agreement has been made with the Eskimo Models agency, which

represents the Elite model competition. Effective from this year and onwards only non-smoking girls will be allowed to participate. A special poster illustrating the finalists will be prepared and Eskimo Models will not allow its models to be photographed with cigarettes for any magazine, fashion publications, etc. Additionally, the Ford model competition this year will only allow non-smoking participants, and the Miss Iceland competition will be smoke free for the second consecutive year. This rule was welcomed last year and strengthened the competition's image. The same applies to the Mr. Iceland competition. The Tobacco Control Task Force of Iceland finds it very

important for such grassroots work to take place as the aforementioned events include a large number of role models for young girls in Iceland.

This spring, the Reykjavik police will launch an effort to fight the sale of cigarettes to youths under the age of 18. Before the campaign begins the youth centres in Reykjavik will have conducted a study, each in their district, on which stores and kiosks violate the law prohibiting the sale of tobacco to minors. These measures will facilitate the problem being tackled. This spring will also see the beginning of a cooperation project between the sports movement and the sports clubs on a nationwide effort to stop any use of tobacco and smoking at the sports halls and fields.

Over the last three years a major change has occurred in the education of primary school students ages 11-15 (grades 6-10). The materials for the 8th to 10th graders against smoking (Stay smoke-free) come from the Norwegian Cancer Society, whereas the curriculum for the 7th graders originates in Britain. The anti-smoking material for the 6th graders is called Tobacco and you. Much hope is attached to these new materials and a special booklet has been issued with guidelines on how to help youths stop smoking. Various other booklets have been published as well as several video programmes.

This year will see the beginning of preparations of special education materials for 8-10 year-olds. There is

much interest in launching propaganda measures among younger age groups than before against tobacco and smoking. Money has already been specially earmarked to fuel this project.

contact:

Thorgrímur Thráinsson
Manager
Tobacco Control Task Force of Iceland
E-mail: reyklus@reyklus.is

Belgian Federation against Cancer

Two Belgian cancer organisations (Association Belge contre le Cancer and Oeuvre Belge contre le Cancer) have become one: Belgian Federation against Cancer. The combined organisations hope to enlarge their strength and success in the battle against all kinds of cancer in society.

Currently under development is a CD-ROM on tobacco use. The tool is specifically intended for youth smoking prevention. It is an interactive and instructive way of drawing attention to the medical dangers of tobacco.

Another prevention project for youth, but also adults, is the development of mobile information units. Through these units the organisation's message of prevention will be spread throughout Belgium, informing the public on tobacco, healthy food, self-examination, sunbathing, alcohol, exercise and other things that encourage or prevent cancer. The aim is to reduce the number of cancers in the country by influencing people to reject known cancer causing lifestyles.

The Belgian Federation against Cancer regularly publishes leaflets, books and prevention documents. The most recent examples are a book about healthy food and its link with cancer, a practical manual about different types of cancers for general practitioners, and information documents about breast cancer.

The newsletter "Cancerinfo" is published quarterly. The newsletter is sent to all members and discusses a range of cancer related subjects, the organisation's work, use of members' donations and other news.

A free phone number is available for questions relating to cancer.

Specialists try to give clear answers and spend some time with people who need a confidential chat. In May to June the Federation organises its annual "Sunflower Action," which has become a highly successful national event for children who are treated for cancer in the home.

In addition to its range of smoking prevention programmes and activities, the Federation sponsors medical research, gives social and financial support to patients, and finances symposiums and conferences on the local and national levels.

We hope that our work really helps people, in all ways and on all fronts, because the battle against cancer still has a long way to go. More and more people seem to be aware of the problem, and for that we are very grateful. Without the support of all these people our past achievements would not have been possible. It feels good to know that it is the people themselves who help each other. We are just a way to carry it out.

contact:

Walter Van Daele
E-mail: commu@acc-vkb.be

Internet News

Kick-it! with EuroHealth Smokenders



Smoking among young people continues to be a serious public health challenge in the EU. In order to prevent premature death and disability due to smoking, there is a pressing need to deliver smoke free messages that are interesting, attractive and useful to young people.

Use of the Internet is growing rapidly across Europe, and is proving to be a very popular medium for young people. Building on this interest, the EU is supporting the creation and management of the Kick-it! web service. Based at the London School of Hygiene and Tropical Medicine's Internet Production House, a team of

computer programmers, web designers and health educators work with others across the EU to create and deliver Kick-it!.

Kick-it! is designed with young people in mind. Kick-it! provides direct access to Europe's largest portfolio of smoke free graphics, animation, videos, and text targeted at young people. Available free, 24 hours a day, every day, Kick-it! adds value to a range of Europe Against Cancer services by transforming existing material developed by European partners - such as smoke free brochures and videos - so that they also work optimally on Internet platforms. This

partnership, which builds on strengths throughout Europe, enables Kick-it! to meet the following objectives:

- Raising awareness of health risks associated with active and passive smoking
- Motivating and supporting current smokers to quit and stay stopped
- Stimulating of activity and publicity through European alliances
- Influencing the climate of young people's opinion to be smoke free

As Internet use continues to grow across the EU, the need for smoke free content provided by Kick-it! will increase. Over the next year, demand for Kick-it! resources will be very strong, especially from emerging occupational, home, library, and school settings across the EU.

Please feel free to visit and become involved with Kick-it!, which is located at: www.eurohealth.org/kickit

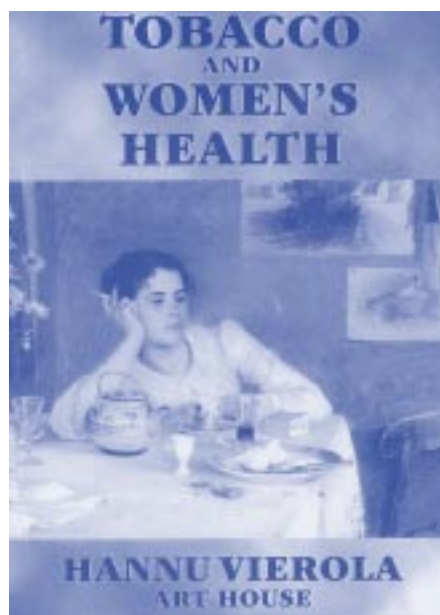
contact:

Lisa Grisolia
Kick-it! Administrator
CPG/LSHM
2 Taviton Street
London WC1H 0BT
Tel. +44 171 278 1225
Fax +44 171 278 2127
E-mail: cpg@lshtm.ac.uk

Announcements

Tobacco and Women's Health

By Dr Hannu Vierola



A new health manual for women previously published in Finnish and Swedish. Now available in English.

The objective of the publication Tobacco and Women's Health is to provide comprehensive insight into the effects of cigarette smoking, especially on women's health. This manual on tobacco use provides the unfiltered facts and dozens of reasons to motivate smokers who want to quit permanently. These data also alert health care providers, teachers and parents of the importance of persuading women and young girls who smoke to break the habit not only when they are pregnant but

throughout their lives. The book also serves as a training aid for health care professionals.

Dr. Hannu Vierola, the author and a specialist on obstetrics and gynaecology, has prepared this book collating the best of current thinking with his daily hospital work as a practising gynaecologist. The topics have been discussed with leading research workers and clinicians in Europe and in the United States. The introduction is written by Margaretha Haglund, President of INWAT.

This women-tailored health manual covers all aspects of tobacco and women's health including heart disease, cancer, lung disease, osteoporosis, skin and oral health, passive smoking, fertility and pregnancy, and the side effects of cessation.

Why do young girls start smoking? Is it better to tell them more about tobacco and the environment than cancer? Did you know that the world's 1.1 billion smokers put out 5.3 trillion butts a year and create 25 million tons of butts? How about smoking and beauty? Did you know that you can give yourself a low-cost facelift by kicking the smoking habit? Timing is everything!

If we want to cut teen smoking we have to minimise adult smoking. Mothers are "gatekeepers" and the ones who have access to health care

in the family. The importance of educating women about principles of health risk reduction is obvious.

Tobacco and Women's Health

320 pages, Contents

1. Smoking Frequency Among Women
2. Starting to Smoke
3. Tobacco and Women's Heart
4. Smoking and Cancer
5. Smoking and Lung Disease
6. Smoking and Osteoporosis
7. Smoking and Skin Health
8. Tobacco and Oral Health
9. Did You Know This About Tobacco?
10. Women and Passive Smoking
11. Smoking and Women's Fertility
12. Quitting Smoking
13. Tobacco and Health Professionals
14. Tobacco on the Internet

contact:

Editor: Art House
Bulevardi 19C
00120 Helsinki
Finland
Fax +358 9 693 37 62
E-mail: arthouse@cultnet.fi

Courses Offered by the Amsterdam/Maastricht Summer University

28 June - 2 July

Health Education and Promotion

An overview of theoretical perspectives for planning health promotion, motivating stakeholders to participate, designing interventions to change health risk behaviour and evaluating their effectiveness. Designed for health professionals working in the field of health education and promotion.

5 - 9 July

Healthy Cities: Research and Development

This course acquaints urban health workers and policy makers with the idea of the Healthy Cities Movement and provides a sound theoretical foundation in urban health issues, health inequities, ecological issues and sustainable development, and local health policy development problems.

5 - 9 July

Intervention Mapping

The course focuses on developing theory-based and data-based health education and health promotion interventions. Intervention mapping is a new process for the creation of health education programmes. The course emphasises how to apply this process to the real life health education programmes of the course participants.

5 - 9 July

Continuous Quality Improvement in Health Care Institutions: An Advanced Training Course for Health Care Providers

This course focuses on current issues in Quality Management in health care institutions and the assessment and continuous improvement of the performance of health care professionals.

contact:

Annie Simon
Tel. +31 43 38 81 874
Fax +31 43 36 14 421
E-mail: annie.simon@facburfdgw.unimaas.nl

World No-Tobacco Day

The theme for World No-Tobacco Day 1999 is cessation of tobacco use and the slogan chosen for this year is: **Leave the pack behind!**

An advisory kit containing helpful information on tobacco use cessation for planning celebrations of World No-Tobacco Day 1999, is now available on the web site of the Tobacco Free Initiative at www.who.int/toh/



"Care for Kids Is Care for Future"

Passive Smoking & Children

An international academic symposium was held on August 24-25, 1998 at the Medical School of Essen University, Germany. The symposium was devoted to clinical and experimental studies on toxicological/paediatric aspects of involuntary exposure to tobacco smoke. The main organiser of the symposium was

Professor Ed Nelson, head of the toxicology group at the Institute of Hygiene & Occupational Medicine of the Medical School. Over one hundred participants from Canada, China, England, Estonia, France, Germany, Hong Kong, Holland, Ireland, Norway, Poland, Scotland and the United States presented scientific data on

health hazards of cigarette smoke during the early infancy and childhood.

For further information, see on the Internet:

members.aol.com/toxicol98/report/page1.htm

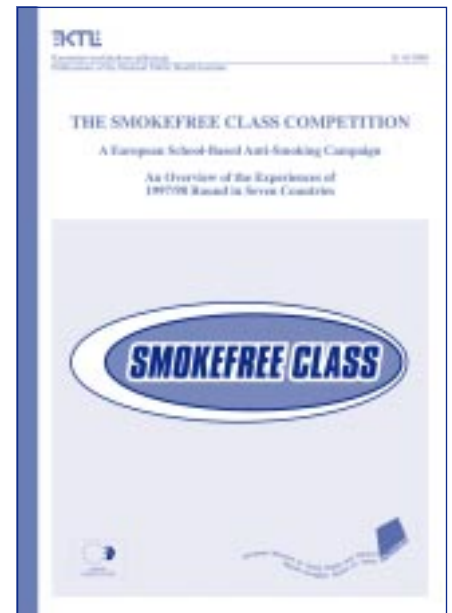
The Smokefree Class Competition

A European School-Based Anti-Smoking Campaign An Overview of the Experiences of 1997/98 Round in Seven Countries

Report has been published! It gives useful information to everyone planning to set up a European project. The organisers of the competition in Denmark, Finland, France, Germany, Italy,

Spain and Wales describe the first year of a project which is currently in its second year and organised in 11 countries. Next year Iceland will join as a 12th partner.

The report will soon be available at www.ktl.fi/enypat or can be ordered for free at ENYPAT Secretariat.



Measurements of Smoking among Young

Questions used in smoking prevalence studies in Europe and in the USA are now gathered together

by ENYPAT, and will soon be available at www.ktl.fi/enypat or at the ENYPAT Secretariat.

The European Week against Cancer 1999

- Theme: Smoking Cessation in Youth
- Time: October 4-10, 1999
- Target group: Young smokers in the age of 16-21
- Material of the campaign: Postcards, posters, leaflets (different in different countries)
- Coordinator: The Association of European Cancer Leagues (ECL) Secretariat

More information:

contact:

Ms Mervi Perkinen
ECL Coordinator
Cancer Society of Finland
Liisankatu 21 B, PL 169
00171 Helsinki
Tel. +358 9 13 53 32 38
Fax +358 9 135 10 93
E-mail: mervi.perkinen@cancer.fi

ENYPAT Workshop in Las Palmas

The workshop "European Level Smoking Prevention Programmes Among Young People" was held by ENYPAT on February 23, 1999. The workshop was moderated by Dr Erkki Vartiainen and Ms Meri Paavola from ENYPAT Secretariat.

The 1999 ENYPAT Framework Project was presented: Ms Gudrun Wiborg from IFT-Nord, Germany; Mr Jorgen Falk and Ms Lotte Baelum Mortensen from Danish Council on Smoking and Health, and Ms Heli Tyrväinen from the Finnish Health Association presented the Smokefree Class Competition, which will be run

in 12 European countries during the 1999/2000 school year. In addition the Saint Petersburg School District began running the competition as its own project without European funding in autumn 1998.

Ms Anne Sheridan from North Western Health Board, Ireland presented the Smoke Free Partnerships project, which has entered its second year with five separate school projects.

Mr Gerry McElwee from Ulster Cancer Foundation, Northern Ireland presented the "Quit and Win - Don't

Start and Win" competition for young people, which will be run during autumn 1999 in seven Member States for young people ages 15 to 25.

Ms Jenny Engblom from the National Institute of Public Health, Sweden and Ms Maria Nilsson from Västerbotten County Council, Sweden presented "RETIA - Involving Young People in Smoking Prevention." This two-year project will be run in Sweden, UK, Portugal and Greece starting in July 1999.

Looking for partners

"For a Youth Without Tobacco"

Multimedia CD-ROM with audio, video and text.

The aim of the project is to make young smokers, between 14-18 years old, aware about dangers of smoking and encourage them to quit smoking. A CD-ROM and the Internet will be

used to achieve this goal, as well as messages from well-known singers, actors and sportsmen, admired by the young. If you are interested, please contact

contact:

David Escribano
Fernando Perez de Tudela
Antonio Woodward
Grupo Empresarial Daesme
Valencia
Spain
Tel. +34 96 39 57 143