

INTERACTION

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



SMOKING CESSATION IN THE YOUTH
 Nuorisot patea loppuun? Tumppea loppuizesti.
 Ungöemen atbränd? Fimpe för gott.

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Europe against cancer

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Editorial

Should Country Programmes be Funded with EU Money?

There seems to be two types of networks funded by the EU: networks that have only a European dimension without any funding for national programmes, and those where EU funding is used both for EU-level coordination and for national programmes.

People selected from the country level for these networks tend to have an administrator background. While this can improve the ability of the networks to deal with larger political issues, it creates the risk that the networking itself becomes comprised of superficial meetings producing no real output for the country level. In turn, the countries are not as strongly committed to the programmes as they could be because their own investments are minimal.

The second type of network, for which funding also goes to support national programme participants, tend to be comprised of people who work as professionals in their own field but are less influential on political issues. The participants are more committed when countries have to invest their own resources in a programme. In this way, the networking develops well and gradually builds an international community of specialists, which then supports human resource development at a European level.

True, attracting money hunters without a real interest in the programmes is a risk. However, during the three years I have directed ENYPAT, I have not found that behaviour in our programmes. Instead, all are committed to their work and are professionals in their own countries.

The timing of administrative decision-making is the main difficulty we have faced in running ENYPAT. This is especially the case in practical programmes funded by national and EU money. The national decisions for funding for the 1999 programmes were made in 1998, and the EU decisions will be made at the end of this year. We have already lost one – perhaps the most innovative – programme due to this problem. People are dissatisfied trying to solve unnecessary, time-consuming administrative problems. They face not only the risk of losing the European-level component but also their national programmes. Most countries cannot use money in the next fiscal year. Are we receiving “added loss” instead of added value?

The cooperation with Commission Services has been very good over the years, but it seems as if its administrative rules and regulations are unsuitable for its present duties. They are far too complicated and seem to be more appropriate for controlling the possible misuse of large agricultural subsidies. Instead, we need an administrative system that has been developed more to support actions and less to control them. Hopefully this problem will soon be solved, enabling the new Public Health Programme to run smoothly as we enter the next millennium.

Erkki Vartiainen
Director of ENYPAT

In the cover: Poster of the European Week against Cancer 1999

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In memoriam

Heikki J. Korhonen,
M.D., senior researcher,
died on July 12, 1999
in Espoo, Finland.

Dr. Korhonen was a 1981 graduate of the University of Kuopio. For most of his career he worked for the Department of Epidemiology and Health Promotion at the National Public Health Institute. He was one of the central members of the North Karelia Project team, concentrating his efforts on the theory and practice of chronic disease prevention in the population. He also authored many important publications in

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the field of smoking cessation as well as tobacco-related health education.

In addition to his scientific work, Dr. Korhonen actively contributed as an expert in numerous public health project initiatives. His expertise and knowledge benefited not only the National Public Health Institute but also a diverse array of public institutions, organizations and individuals. In the very important Finnish national risk factor surveys, realised in 1982 and 1987, serving the North Karelia Project and the WHO Monica Project, Dr. Korhonen worked as a co-ordinator. He played an active role in a number of international programmes such as the WHO CINDI Programme and European Union

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public health programmes. His contributions were especially important for the European Network on Young People and Tobacco where he was influential as a senior researcher. He often assisted health officials in the preparation and use of health allowances and was frequently consulted by the media.

Heikki J. Korhonen was an exceptional person; a highly appreciated colleague whom one could always trust when his expertise was needed, and a dear friend who very generously was always ready to help.

*Pekka Puska
Professor*

ENYPAT Framework Project Proposal for Year 2000

The application for ENYPAT Framework Project 2000 consists of five parts: The ENYPAT Secretariat,

Smokefree Class Competition, Smoke Free Partnerships, Quit and Win – Don't Start and Win Competition for

Young People, and ENYPAT Spring School – Capacity Building for the Development of Smoking Prevention Programmes.

Smokefree Class Competition – a European School-Based Anti-Smoking Campaign

School classes participating in the competition commit themselves to being a "Smoke free Class" for 6 months. At the end of the program there is a national prize draw as well as a European prize draw for the classes that have remained smoke free. The campaign will be carried out in 14 countries. The competition is flexible, enabling it to be developed to suit the needs and circumstances of individual countries. Read about the experiences of last year's competition on page 15 of this newsletter.

Smokefree Class Competition home page is at www.ift-nord.de/sfc/start.html

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Denmark: Danish Council on Smoking and Health, Copenhagen
Finland: Finnish Health Association, Helsinki

France: Association Institut coeur et vaisseaux, Paris
Greece: Hellenic Cancer Society, Athens
Iceland: Tobacco Control Task Force of Iceland, Icelandic Cancer Society, Reykjavik
Italy: Azienda ULSS 15 "Alta Padovana" Direzione Sanitaria, Comosampiero
Luxembourg: Fondation Luxembourgeoise contre le cancer
Portugal: The Portuguese Council for Smoking Prevention
Spain: Institut 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 and The Hague
Wales: Health Promotion Wales, Cardiff

Smoke Free Partnerships

This is the last year of a three-year programme. The overall aim of the project is to delay the onset of smoking, and to reduce the smoking prevalence among 9–15 year-olds. This project focuses on community support and out-of-school activity. Supportive educational material will be produced.

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Germany: Klasse 2000, Nürnberg
Spain: Direccion General de Salud Publica, Las Palmas de Gran Canaria
Denmark: The Danish Council on Smoking and Health and Danish Cancer Society, Copenhagen

Quit and Win – Don't Start and Win Competition for Young People

This is a European-wide smoking cessation initiative targeting young people. Those who do not smoke can also join the competition by promising not to start smoking. The competition will be carried out in nine countries and offer attractive prizes. Supportive materials, e.g. Quit guides, Helplines and Internet chatlines, will be published. An outcome evaluation will be done and its findings will be published and disseminated through ENYPAT.

An international Quit and Win Internet site is at
<http://www.eurohealth.org.uk/kickit/>

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Norway: Norwegian Cancer Society, Oslo
Portugal: Clube Gente Semm Cigarros, Lisboa
Spain: Grupo Empresarial Daesme, Valencia
Sweden: Nordvästra Skånes Sjukvårdsdistrikt, Helsingborg

ENYPAT Spring School – Capacity Building for the Development of Smoking Prevention Programmes

The project aims to organize a five-day workshop in order to provide information on

- Factors determining smoking onset
- Health promotion
- Behavioural, process and effect evaluation
- Programme implementation process

Interested people representing the 15 Member States will be invited and trained with the aim of developing effective projects and to disseminate knowledge on smoking prevention. Participants will be stimulated to write their own smoking prevention project and will obtain feedback from the international lecturers. The course book will be published in order to further stimulate the dissemination of current knowledge.

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Latest Developments of the European Commission Action in the Field of Tobacco Control

Community action on smoking prevention is mainly based in two fields:

1. Within the framework of the Europe against Cancer Programme, the Community promotes prevention activities aimed at reducing the health risks from smoking, informs and promotes smoking cessation.

In order to improve the coordination of activities in the fight against smoking, the Commission Services have supported the creation of two networks: the European Network for Smoking Prevention (ENSP) and the European Network on Young People and Tobacco (ENYPAT).

2. Public health protection is the main basis for the Commission in its proposals for Community legislation and in completion of the internal market.

Examples of such measures already adopted concerning tobacco consumption are the Directive banning tobacco advertising on television and the Directives on tobacco labeling, packaging and on tar content.

In its 1989 Resolution on smoking in public places, the Community sought to limit the exposure to tobacco smoke in public areas. This resolution is, unlike the others mentioned, of a non-binding nature and does not concern the internal market.

The latest measure adopted was the general Directive on direct and indirect advertising of tobacco products and sponsorship adopted in July 1998.¹

In 1996 the Commission published a Communication² in order to contribute to a review of existing and possible future anti-smoking strategies both at the Community and Member State levels. It outlined existing Community measures in this area and set out possible options for further action and improved co-operation between the Member States. This Communication, called the Green Paper, was substantially based on recommendations adopted by the High Level Cancer Experts Committee in Helsinki in October 1996.

In September 1999, the Commission presented a report³ to the European Parliament, the Council, the Economic and Social Committee and the Committee of Regions. This report serves to update other institutions about the work undertaken at the Community level since 1996. It also aims to provide policy makers across the Union with a synopsis of the various measures employed by the Member States to reduce smoking and disseminate examples of best practice in the area.

For the preparation of this document the Commission has requested information from the Member States on the following subjects:

- Additives in tobacco products
- Tar and nicotine content
- Sale of cigarettes and tobacco to minors
- Sales by automatic vending machines

- Sale of cigarettes in "Kiddy Packs" of less than 20
- Smoking in public places

The report describes the actions undertaken at the Community level in different areas such as:

- Priority groups (young people, women, smoking cessation)
- Tobacco Advertising Directive
- Labeling and content of tobacco products
- Non-smokers and smoking in public places
- Tobacco taxation
- Projects funded under the Third Action plan to combat cancer and the Community Fund for Research and Information on Tobacco
- 2nd European Conference on Tobacco or Health
- European Union Consumer Committee

The whole report is available on the Internet at:

http://europa.eu.int/comm/dg05/phealth/index_en.htm

Action at Community Level

The "European Week against Cancer," October 4–10, 1999 concentrated on smoking cessation among young people. The week increased the visibility of European-wide action in this area and enabled the organization of a pan-European cessation campaign. The week was carried out in close cooperation with the cancer leagues and associations. On this occasion, the Commission has created a web site (www.no-tobacco.org) which refers to the sites of non-governmental organizations working with this issue.

The European Commission plans to arrange a meeting in order to reach an agreement on scientific recommendations on the control and possible regulation of nicotine, tar and known carcinogens in tobacco and tobacco smoke. The recommendations will provide scientific support for future Community action. The meeting will take place under the auspices of the Commission's Advisory Committee for Cancer Prevention and will complete the advice developed in Helsinki in October 1996.

Future Developments

Several developments of interest are underway regarding statistical information on smoking at the Community level:

- In 1998 questions about smoking habits were included for the first time in the ECHP (European Community Household Panel). This source is of particular interest since it will enable the data to be analyzed according to a wide variety of social variables, such as income level, educational background and social relations. It is foreseen that the data from the 1998 ECHP will become available in 2001.
- In May 1999 Eurostat, in partnership with the OECD, wrote to all Member States requesting data on 12 health topics to be drawn from existing surveys. Two of these topics are concerned with present and former smoking habits. As with the ECHP data, the analysis will be based on a number of variables: gender, age, educational level and economic activity. Data are expected to be available by the end of 1999.
- In research, The Fifth Framework Programme of the European Community for Research, Technological Development and Demonstration Activities (1998 to 2002) covers research related to tobacco use under the themes of "Quality of life and management of living resources" and "Confirming the international role of Community research."
- Work with other international organizations: particular attention is paid to the work on smoking prevention by WHO. The 52nd World Health Assembly on 24.05.99 decided to establish an intergovernmental negotiating body to draft and negotiate a WHO framework convention on tobacco control and possible related protocols, open to the participation of regional economic integration organizations.
- EU legislation in preparation: the major objective of any new directive would be to further reduce tar content and to create a European Union ceiling for nicotine and carbon

monoxide. The proposal could also introduce new regulations concerning information (labeling and health warnings).

In conclusion, the various initiatives that take place at the Community level can be even more effective if they are made part of an overall global strategy. The wide range of measures undertaken in the Member States on tobacco control issues would indicate that there are excellent opportunities for sharing knowledge and experience. The added value of Community-level action would seem clear in this regard if best practices are identified, objectives agreed, and progresses evaluated. Recommendations made at the Community level would provide a basis for individual Member States to formulate more accurate strategies for smoking prevention tailored to their own individual needs.

J-L NOEL

References:

1 Council Directive banning tobacco advertising on television broadcasting activities Ref. 89/552/EEC

Council Directive concerning the labeling of tobacco products: Ref. 89/622/EEC + amendment 92/41/EEC

Council Directive concerning the maximum tar yield of cigarettes: Ref. 90/239/EEC

Council Resolution on smoking in public places Ref. OJ N° C 189 of July 26, 1989

Council Directive on tobacco advertising Ref. 98/43/EC

The full texts of the Council directives can be obtained from Office of Publications, 2, Rue Mercier, L-2985 Luxembourg, GD Luxembourg Tel: + 352 46 62 56 Fax: + 352 49 57 19 or from your local representation of the European Commission in the member states.

You can retrieve these addresses from http://europa.eu.int/comm/index_en.htm

2 COM (96) 609 final

3 COM (99) 407 final

Conferences

Kuwait First International Conference on Smoking Prevention and Control Towards a Smoke-Free Century April 17-19, 2000 in Kuwait

Conference Aims

- Increase state-of-art knowledge and skills for the prevention and control of smoking.
- Outline the psycho-social determinants of smoking.
- Underline the negative impact of smoking on socio-economic development.
- Reinforce the family, community and environment roles in smoking prevention and control.
- Exchange experiences in strategies and plans for smoking prevention and control.

Conference Topics

Health-related Issues

- The epidemiology of smoking
- The association between smoking and
 - Respiratory and cardio-vascular disease
 - Cancer
 - Oral health and dental hygiene
- Smoking and sports
- Smoking in reproductive health
- Smoking: habit or addiction
- Treatment and rehabilitation

Social, Psychological and Religious Issues

- The impact of psychological distress and family problems on smoking.
- Smoking and behavioral deviance.
- The role of educational, governmental and civil organizations in smoking prevention and control.

- Motives, attitudes and beliefs related to smoking.
- The role of mass-media in promoting and preventing smoking.
- The role of religion in confronting smoking.

Abstract deadline is January 5.
Participation fee is 100 US\$.

For more information, please contact the Conference secretariat at

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V European Conference on Health Promotion and Health Education (IUHPE) **Towards a Healthy Europe for the Year 2010** *May 10–13, 2000 in Santander, Spain*

The theme of cultural diversity will be the main issue of this conference, which will deal with professional practices, communication in social settings and health policies which should be developed in order to achieve a healthy Europe for the next millenium.

Coexistence of different cultures is sometimes a cause of health problems, but it is believed to be also a source of solutions and opportunities for health promotion.

Issues related to the central theme will be addressed in plenary sessions, open debates, oral presentations and poster sessions. There will also be workshops which will serve as a meeting forum for professionals with common interests in specific areas.

Intended for

- IUHPE partners
- Social and cultural institutions
- Health institutions
- Professionals working in different social sectors and public health
- Health professionals
- Researchers
- NGOs
- Members and coordinators of the Health Promotion Networks
- Media professionals

Conference themes

Problems

- Migration
- Inequalities
- Gender
- Drugs
- Risk behaviour
- Consumption

Opportunities

- Culture
- Leisure
- Education
- Public Health
- Communication

Solutions

- Healthy policies
- Health promotion networks
- Service reorientation
- Integration
- Equity

Deadline for abstract submission is expected to be around January 30.

More information at

<http://www.easp.es/iuhpe.htm>

3rd Nordic Health Promotion Research Conference

Health Promotion Outcome – Key Questions for Research and Policy *September 6–9, 2000 in Tampere, Finland*

Two views on Health Promotion Outcome

There are basically two contrasting views on the issue of health promotion outcome. On one side, many modern texts continue to emphasize traditional outcomes related to individuals' health and behaviour: prevalence of disease, smoking, diet, physical activity, etc.

The other view emphasizes outcomes oriented towards enabling and protection factors. The aim is to improve health literacy (knowledge, self-empowerment, participation), social mobilization (community competency and empowerment, social capital) or to improve public and private policy and structures promoting health.

How to measure?

The second key question in health promotion is how to measure health promotion outcome, how to evaluate programmes and policies, and how to show effectiveness.

Several issues from the current debate in health promotion evaluation will be examined in the conference. These include the definition and measurement of relevant outcomes of health promotion and the use of methodologies that assess both the outcome achieved and the process by which it is achieved.

Considerable progress is being made in understanding the complexity of health promotion activity and correspondingly, in the use of sophisticated

measures and evaluation research designs which reflect this complexity.

Researchers and other parties interested in health promotion are welcomed to join us to discuss, debate and learn.

The conference is organized by Tampere School of Public Health, Tampere University and the UKK Institute for Health Promotion Research in collaboration with the institutions in the Nordic Programme Committee.

Deadline for abstracts will be in March 2000.

More information at:

<http://www.uta.fi/laitokset/tsph/nhprc>

ENYPAT Seminar

March 9–11, 2000 in Helsinki

ENYPAT will organize a three-day seminar in March. The draft programme is the following:

March 9th:

ENYPAT Advisory Board meeting

March 10th:

Invited high-level expert presentations on tobacco issues (exact programme to be confirmed) and ENYPAT Framework Project presentations

March 11th:

Framework Project meetings

Friday, March 10, is open to all interested parties at their own cost.

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11th World Conference on Tobacco OR Health

August 6-11, 2000 in Chicago, USA

A web site <http://www.WCTOH.org> is now available for information on registration, abstract submission, housing, etc.

From Ripples to Waves

1st International Conference on Mental Health Promotion at School – The Conference Resolution

The “From Ripples to Waves” conference took place in sunny Helsinki on September 13–14, 1999 and was organized by the Finnish Centre for Health Promotion, Stakes, Ministry of Social Affairs and Health, Ministry of Education, National Board of Education, City of Helsinki, Finnish Mental Health Association and the school Suomalainen yhteiskoulu.

The conference brought together over 200 participants from different organisations and 300 pupils and teachers from the school that served as a conference venue.

A group of pupils from Greece, Germany and Finland gave an interactive drama performance at the conference opening. The audience told stories and pupils acted them out spontaneously on stage. Pupils from Europe participated in the conference through an Internet chat box.

Parallel conferences were organized in several parts of Finland, Ireland (at Ballinode Municipal College, Sligo), and Belgium (at BuSo Ter Strepe school for special education, Middelkerke). These parallel events were linked to the Helsinki conference by telecommunications technology.

Sixteen workshops of different themes were organized. A conference resolution was created during the conference and agreed by all who attended.

The conference resolution has been forwarded to the European Conference on Mental Health Promotion and Social Inclusion, which was held in Tampere, Finland on October 10–13, 1999 as part of the Finnish EU Presidency.

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Promotion of Mental Health of Children and Young People at School

The promotion of mental health at school seeks to do much more than prevent mental illness. It aims to help children and young people increase their self-esteem, create a secure identity for themselves, develop their social skills and learn to cope with unavoidable adversities.

School environments that take into account individual differences, such as socioeconomic differences, ethnicity and gender, and encourage learning and creativity, are profoundly important for the promotion of mental health.

The mental health promotion of school staff is also essential. Both supervision and in-service teacher training

serve the needs of teachers, and these should be included in every school's programme of activities.

The conference “From Ripples to Waves” calls upon all European governments to take action to promote the mental health of children and young people by including this topic in their political agendas. The conference calls upon participating countries to address the following issues:

1. Supportive Schools

Young people have clearly told us that their mental health and emotional security is best promoted in schools

which are perceived as safe and fair; which have supportive teachers; where there is strong social support from their peers and in which the pressure to achieve is not excessive.

2. Participation and Partnership and the Development of Social Skills

True pupil participation and partnership requires the availability of, and access to, open communication. Education should provide this. Such participation and partnership will facilitate the promotion of young peoples' mental health. Channels of communication are required to ensure that the voice of young people can be heard and respected.

“Schools need to reach out to their pupils and to like them too.”

The close involvement of parents with their children’s education while at school should be encouraged. Open communication between home and school enhances the shared understanding of the child at each developmental stage.

3. Social Competence

Social competence, confidence and emotional literacy are essential for the development of citizenship. This includes the acquisition of problem-solving and communication skills, the capacity for making informed choices and the development of self-esteem and a secure identity.

“Learning to cooperate, share and understand the feelings of others are essential life skills.”

All aspects of school life are important in helping children and young people to achieve these goals. The entire school community must contribute to the development of a positive ethos within the school.

4. Safe School Environments

An increasing number of children are confronted with violence of all types, whether it is within the family, school or neighbourhood. Likewise we are seeing increasing violence amongst girls and boys and this is becoming a serious problem. All children are vulnerable but particularly those who are disadvantaged for other reasons.

5. The Curriculum

Curriculum guidelines for children and young people should give greater emphasis to the acquisition of learning and life skills. Both the content and the delivery of the curriculum should be sensitive to pupils’ individual learning and special educational needs, and offer inspiration to teachers and others working in the school. Achieving this will act as a stimulus for their own personal and professional development.

6. Teacher Education

Both initial and in-service teacher training need greater emphasis placed upon the development of skills to understand the children’s developmental needs. All children, but especially those with special needs or

in distress, need teachers with good interpersonal skills, empathy and the capacity to cope with stress and change.

7. Evaluation

All programmes to promote children’s mental health should be based upon the best available evidence of effectiveness and should be evaluated. More research is required in this complex field and international cooperation to achieve this is necessary.

The “From Ripples to Waves” conference included representatives from the World Health Organisation, European Commission and Council of Europe, as well as from a wide range of different networks: The European Network of Health Promoting Schools, European Network of Healthy Cities, Violence at School network and Mental Health Europe. The conference also brought together educators and teachers, pupils and parents, mental health professionals, health promoters and community representatives. Pupils contributed to the dialogue during the conference workshops. This resolution was agreed by all who attended. **THERE IS NO HEALTH WITHOUT MENTAL HEALTH.**

News in Science

Summaries of Recent Research Results

Passive Smoking in Teenage Years Increases Heart Disease Risk

Teenagers with long-term passive cigarette smoke exposure have lower HDL cholesterol levels. HDL cholesterol is “good cholesterol” which dislodges extra cholesterol in the arteries, allowing it progress to the liver to be recycled. The higher a person’s

HDL cholesterol is, the lower the heart disease risk. It is easy to agree with the Editor’s Note on this: “The results of this intriguing study should be discussed with all parents who smoke. If they’re going to light up near their children, they might as well feel guilty.”

Moskowitz et al: Childhood Passive Smoking, Race, and Coronary Artery Disease Risk. The MCV Twin Study. Arch Pediatr Adolesc Med. 1999;153:446–453

Smoking May Permanently Damage DNA Already in Youth

Tobacco smoke contains a complex mixture of carcinogens that may damage DNA. Wiencke et al reported on a study where they compared DNA

adducts in ex-smokers according to the age of smoking onset. The earlier they had started smoking, the greater the amount of DNA adducts found.

Wiencke et al: Early Age at Smoking Initiation and Tobacco Carcinogen DNA Damage in the Lung. J Natl Cancer Inst 1999;91:614–619

Smoking Damaged Arteries Permanently in Young Adulthood

Although heart diseases occurred among the middle aged and elderly, the development of atherosclerosis in blood vessels was found to start already in the teenage years. Zieske

et al studied 25–34 year-old men who had died from accidents. Smokers had twice as much serious arterial damage than non-smokers.

Zieske et al: Smoking and Atherosclerosis in Youth. Atherosclerosis 1999;144: 403–408

Tobacco Prevention Programme Was More Efficient among Adolescents Involved in Tobacco Production

The study investigates the efficacy of a social-influences tobacco prevention program conducted with adolescents living in a high tobacco production area.

Ten experimental and nine control schools were randomly selected. The participants numbered 3,072 students of 12.4 years of mean age in the beginning of the study. Smoking was measured as lifetime, 30-day, 7-day

and 24-hour smoking. In the 8th grade follow up the program effects could be seen in 7- and 30-day smoking. In 9th grade the effects could be found also in 24-hour smoking. In analyzing the program effects on young people involved in tobacco raising itself, these effects had the same trends, but were more significant. Thus, the intervention appeared to have more impact on students involved in growing tobacco.

Powers Noland, M., Krysis, R. J., Riggs, R.S., Linville, L.H., Ford, V.Y., Tucker, T.C. The Effectiveness of a Tobacco Prevention Program with Adolescents Living in a Tobacco-Producing Region. American Journal of Public Health. Dec 1999, Vol. 88, No 12.

Risk Taking More Common among Males than Females

The authors conducted a meta-analysis of 150 studies in which the risk-taking tendencies of male and female participants were compared. Studies were coded with respect to type of task, task content, and five age levels. The results showed that the average effects for 14 out of 16 types of risk taking indicated significantly

greater risk taking among male participants. However, certain topics (e.g. intellectual risk taking and physical skills) produced larger gender differences than others (e.g. smoking). In addition, the authors found that there were significant shifts in the size of the gender gap between successive age levels, and the gender

gap seems to be growing smaller over time. There is a need for additional studies to clarify age trends.

Byrnes, J.B., Miller, D.C. and Schafer, W.D. 1999. Gender Differences in Risk Taking: A Meta-Analysis. Psychological Bulletin. Vol. 125, No. 3, 367–383.

Peer Education: A Method in Search of a Theory

Peer education has grown in popularity and practice in recent years in the field of health promotion. However, advocates of peer education rarely make reference to theories in their rationale for particular projects. The authors review a selection of commonly cited theories (Social Learning Theory, Social Inoculation Theory, Role Theory, Differential Association

Theory, Subculture theories, and Communication of Innovations Theory). The authors identified 10 frequently used justifications for adopting peer education. Having examined each theory in terms of the scope of the theory and evidence to support it in practice, the authors conclude that most theories are limited in scope and there is little empirical

evidence in health promotion practice to support them. Peer education would seem to be a method in search of theory rather than the application of theory to practice.

Turner, G. & Shepherd, J. 1999. A Method in Search of a Theory: Peer Education and Health Promotion. Health Education Research: Theory & Practice. Vol. 14, No.2, 235–247.

Increased Substance Use During the 90's

The paper reviews the epidemiology of tobacco, alcohol and illicit drug use among adolescents. Overall, substance use has shown consistent increases in prevalence since about 1990 in most developed countries. Interventions to reduce or prevent substance use have shown mixed results, with those focusing on the

adolescents' social environment showing the most promising results. Broader public health approaches, including the linkage to community-wide prevention, and legislative approaches to tobacco and alcohol access are future directions for research and practice.

Bauman A, Phongsavan P: Epidemiology and Substance Use in Adolescence: Prevalence, Trends and Policy Implications. Drug and Alcohol Dependence 1999;55: 187–207.

Smoking – a Risk to Health and Studies

This research studies the changes in smoking among first-year students (n = 2512) in vocational schools, business institutions, health and welfare institutions and upper secondary schools in Finland. The results of 1998 were compared with the results of 1987 in the same educational institutions.

Daily Smoking Increased in All Educational Institutions

The Act on Measures to Reduce Smoking (1995) does not seem to have had any effect on the smoking of vocational students; smoking increased in all educational institutions during the period 1987–1998. Smoking increased more among girls than among boys. In 1998, 36.3% of students smoked daily, which means an increase of 3.3% in smoking by boys and 7.6% in smoking by girls compared with 1987. Differences between educational institutions were important. Boys in upper secondary schools smoked least (13.5%) and girls in vocational schools most (46.5%). There was a remarkable increase of over 9% in daily smoking by the girls in upper secondary schools and over 17% in daily smoking by the girls in health and welfare institutions. In business institutions smoking by girls had remained almost unchanged, smoking by boys had increased by 13%. However, the daily consumption of cigarettes had decreased. The restrictions of the tobacco law on the sales and supervision of tobacco products were not respected; according to students' answers it was evident that cigarettes were sold to those under 18.

Motives for Smoking

Habit was named by students as the main reason for smoking, but they stressed more than before the calming and pleasure-producing effect of smoking as well as dependence on nicotine. The importance of friends and environment was not considered significant. However, 84% of smokers had a smoking best friend, while 71%

of non-smokers had a non-smoking best friend. Instead, smoking by parents or siblings did not have as clear connection with the students' smoking behaviour.

Attitudes on Smoking and Anti-Smoking Health Education

Positive attitudes towards smoking were related to smoking. There were differences between educational institutions: 15% of the students in upper secondary schools believed there would be hardly any smoking in their future occupation, while only 1% of the students in health and welfare institutions believed so. More than half of the students in upper secondary schools and a third of the students in other educational institutions intended not to smoke in their future occupation.

The students estimated that the amount of health education had decreased by 10% since 1987. One fourth did not remember having received any anti-smoking health education during any class. Students reported that they were more willing than before to listen to instruction about the risks of smoking, but they did not believe it had any effect on their smoking behaviour. Most students (67%) thought they should be told more than at present about the connections between occupation and smoking.

Headmasters and Health Education

The new tobacco law, the Act on Measures to Reduce Smoking (1995), prohibited smoking on school premises. In spite of this smoking on school premises increased. In addition, students moved to smoke outside school premises, which caused problems between the educational institution and surroundings. Estimations by headmasters of student smoking in their educational institutions were clearly lower than what the students themselves reported. However, estimations by headmasters and students of smoking

on school premises were parallel. Headmasters emphasized the significance of homes in learning and preventing the habit of smoking. Educational institutions had become more vigorous with health education even though the amount of health education had decreased.

Students' Values and Smoking

According to this research it seems that the stiffer regulations of tobacco law have had no influence on changing the smoking habits among the students of educational institutions. Students appreciate work and professional skills, security and human relations. 93.5% appreciate health and most of them know the health risks of smoking. One can wonder why the appreciation of health and one's own responsibility for health do not meet in the behaviour of young people.

Another question is on what students base their opinions of the smoking permissive working culture in their future occupations. There is a conflict in this because working life generally follows smoking restrictions. Therefore one can presume that learning at work, more and more common in vocational education, will support educational institutions in the practical implementation of health education.

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"Burning Issues"

- New Materials to Teach about Smoking

The national health promotion agency in Wales, Health Promotion Wales (HPW) commissioned a review¹ of the effectiveness of smoking interventions with young people. This review indicated that action should be taken in a coordinated way to:

- implement smoke-free policies in schools
- teach about the effects of advertising
- reduce underage sales
- make it clear that non-smoking is the norm
- generate publicity about tobacco marketing

Collaborative work between HPW and education, environmental protection and trading standards departments in two areas of Wales, Gwynedd and Swansea, has resulted in the implementation of the majority of these recommendations in these two areas.

In response to the recommendation to teach about the effects of advertising, a group met to devise new teaching materials. Following the government's decision to ban tobacco advertising it was decided to expand the materials to include a range of

social issues related to smoking, rather than just dealing with advertising.

As a result the group produced an exciting new resource pack – "Burning Issues" – for teachers of Personal and Social Education (PSE), in English and Welsh to use with pupils aged 11–18.

The pack contains four distinct sections, targeted at different age groups:

1. Past, Present and Future, which encourages pupils aged 11–14 to look at the history of tobacco use and to understand the very short period of concern regarding tobacco and health.
2. Powers of Persuasion, for use with 11–14 year olds, looks at how advertisements work and uses tobacco advertising and the imminent ban, as a specific example of the power of advertising.
3. Two Sides to Every Story, presents pupils aged 13–15 with contrasting opinions on a number of tobacco-related issues such as smoke-free

environments and sports sponsorship, and asks them to draw their own conclusions.

4. Current Debate, provides background information to start discussion with 14–18 year olds on a number of social issues related to tobacco use, such as the glamorization of smoking and the effect on developing nations.

Trialling indicated that teachers find the resource useful. It is our intention to distribute the pack free of charge to secondary schools in Wales, following an autumn launch.

1. Stead M and Hastings G B. (1995) *Developing Options for a Programme on Adolescent Smoking in Wales. Health Promotion Wales. Technical Report No 16. Cardiff.*

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"Schools, Internet & Nonsmoking"

- Using the Internet in the Field of Smoking Prevention



Despite the growing importance of the Internet in today's society, only a few attempts have been made to involve this medium in the field of smoking prevention.

The basic idea of the project "Schools, Internet & Nonsmoking" is to associate an appealing activity with the issue of nonsmoking. For this purpose, young people between 12 and 16 are invited to enter an Internet competition, in which they create web pages presenting their ideas for an attractive nonsmoking lifestyle (paintings, songs, writings, etc.). They can also introduce classroom or school activities related to smoking prevention. The competition aims to foster creativity, to stimulate the use of the Internet and to promote a healthy lifestyle.

Another goal of the project is to establish and promote a school-oriented web site for smoking prevention. This site can be found at www.ift-nord.de/in. It contains pages directly related to the competition, such as an online registration form and a list of participants, as well as more general pages. Up to now, these include a guest book, facts about smoking and quitting, a knowledge quiz on smoking, proposals for school-based prevention programmes, and a collection of national and international links. The site is updated regularly to provide schools and teachers with the

latest information, programmes and materials for use in prevention activities.

The competition is open to schools in Germany and the United Kingdom. It is financially supported by the Community Fund for Tobacco Research and Information of the European Commission.

The first round of the three-year competition was completed in July 1999. Twenty teams of German and 29 teams of British students submitted entries, which were rated by a jury of experts. In Germany, the first prize (2,500 EUR) was won by the team "Rauchmelder" for their bilingual interactive foto-lovestory (www.ift-nord.de/in/win_winner.html). In Great Britain the winners were a 12-year-old boy from East Yorkshire and the team "Interglen" from Scotland (www.ift-nord.de/in/eng_beitraege/start.html).

In order to evaluate the practical impact and effectiveness of the project, a process and outcome evaluation of it is in progress. In Germany,

evaluation questionnaires were sent to all participants. Another questionnaire was sent to the teams on completion of their web pages. The questionnaires included consuming variables, attitudes and interests of the participants and questions on the implementation of the competition. Additional qualitative interviews with several students and teachers added further information about the implementation.

The first results indicate that the project was judged as very useful by pupils and teachers in terms of making nonsmoking more popular and increasing computer competencies. Pupils generally enjoyed creating their own web sites.

The second round of the competition starts in January 2000. One of the teething problems of the first year was the relatively small number of registrations. Thus, a main target of the second year is to make more schools aware about the project. In Germany, posters and brochures will be sent to a substantial amount of schools and

each school with an e-mail address will be informed by e-mail. In addition, announcements will be made in different newspapers and school magazines.

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Smokefree Class Competition

- A School-Based Prevention Programme in Europe

The Smokefree Class Competition is a school-based prevention programme for pupils, which pursues two principle goals:

- Prevention or delay of the onset of smoking
- Cessation of cigarette consumption among pupils who have already experimented with smoking so that they do not become regular smokers

The target group of the competition is pupils aged 11–14 years.

The rules of the competition are simple and generally the same for each country:

- Classes decide to be a non-smoking class for six months.

- The classes, with the help of teachers, self-monitor their smoking status and report on it regularly. Regular smoking is not accepted.
- The classes in which pupils refrain from smoking can participate in a national prize draw.
- The classes have the possibility to participate in a European prize draw, where they can win a trip to one of the other participating countries. The European prize draw takes place on the WHO International World No Tobacco Day on May 31.

The competition takes into account cultural differences and allows some flexibility so that its details can be developed to suit the needs and circumstances of individual countries. One major advantage of the competition is the fact that it can be easily

integrated into a variety of school subjects as well as a number of different prevention activities at school. It takes into account the fact that teachers often have limited time at their disposal to carry out preventive activities that go beyond their normal school lessons.

In the 1998/99 school year the competition was carried out for the second time on a European level. More than 150,000 pupils from 6,058 classes in Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Spain, the Netherlands and the United Kingdom participated. Table 1 shows the number of classes that registered for the competition and the number that dropped out by country.

Table 1: Number of classes in the Smokefree Class Competition 98/99

Country	Classes Registered at Beginning	Classes Remaining at End
Austria	544	256 (47.0%)
Belgium (Flanders)	216	107 (49.5%)
Denmark	557	250 (45.0%)
Finland	2,578	874 (34.0%)
France	147	124 (84.4%)
Germany	780	428 (54.9%)
Greece	135	122 (90.4%)
Italy	357	202 (56.6%)
Spain	147	116 (78.9%)
The Netherlands	61	18 (30.0%)
UK (Wales)	536	320 (59.7%)
Total	6,058	2,865 (47.2%)

In the 1999/2000 school year, Iceland and Luxembourg will join the competition, increasing the number of participating countries to 13.

Moreover, in June 2000 an international youth conference will be held in Berlin. Pupils from the participating countries will be invited to present and

discuss the non-smoking activities that they have carried out during the competition.

The Smokefree Class Competition is carried out in cooperation with ENYPAT and financially supported by the European Commission.

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Tobacco Prevention at Primary School Level:

Tobacco – No Thank You

by Association Mayenne Air Pur

Why This Theme?

- Increase of mortality and morbidity due to smoking
- Increased smoking prevalence by the young, and the fact that they start smoking earlier than before

Main Aims of the Project

- Inform young people about the dangers of tobacco and advantages of sports to health
- Smoking prevention should become an integral part of health education in schools
- Promote healthy lifestyles and responsible behaviour towards oneself, towards family and community

Target Population

It is important to offer smoking prevention activities at the primary school level in order to prevent the

uptake of smoking, which often happens at 12–13 years of age. Thus, this programme is directed to children from 9 to 11 years of age.

Follow Up of the Programme

A five-year survey from primary school (beginning of the project) until the beginning of junior high school (end of project). The project was started in 1996 and will end in November 1999.

Method

In order to be efficient, a smoking prevention programme should have two characteristics: be integrated in a long-term programme and involve as many as possible of the surrounding communities that constitute the environment of the target population (teachers, schools directors, school nurses and doctors and parents).

Programme Characteristics

The programme includes 12 interventions over two years, meaning two interventions per trimester. The content of interventions is the following:

1st year

- Presentation of tobacco as “activity”; what is tobacco, tobacco as a plant and its history
- Breathing system and its function
- Circulatory system; heart and circulation
- Path of the smoke
- Evaluation

2nd year

- Tobacco’s effects on breathing system
- Tobacco’s effects on cardiovascular system
- Economy and tobacco

- Sport and tobacco
- Law and tobacco
- Evaluation; interactive plays, role games

Comparison of Results

The intervention schools are re-grouped and attached to two secondary schools. A comparative study will be done between the two secondary schools, as well as with one secondary school in which the primary schools did not receive any intervention. A survey is done every year among primary and secondary year pupils. This survey is distributed either by school nurses or youth leaders.

Another comparison of survey results will be done every year concerning smoking between pupils who participated in the intervention, and those who did not do so at the same secondary school.

Evaluation of the method will be done over six years, at which time the primary school pupils will be entering the third level of the secondary school. This occasion will show the effect of this project on smoking prevention.

Results

The first results are encouraging and the third year results are now expected. What is known already is that the smoking rate of those pupils who received the intervention is 16.2% compared to 22.6% for those who did not receive the intervention. The first cigarette is usually smoked at the age of 12 for both sexes. 68% have initiated smoking with friends. When asked if they plan to smoke later in life, only 10% of the pupils answered yes. There is an obvious need for information and tools that enable children to refuse and avoid tobacco.

Our action continues and we hope to involve other classes in this informative programme. The teachers deserve a big thank-you for the way they have welcomed this programme into their classes. Problems have been experienced from the financial point of view, and hence the disengagement of the authorities is regrettable.

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Recent Efforts to Reduce Smoking among Young People in Guernsey

In 1996 "States of Liberation," the Guernsey Parliament, was persuaded to introduce a package of measures designed to make smoking less attractive, less accessible and less affordable to young people. These measures included:

- A "year-on-year" rise in tobacco excise tax
- Raising the legal age of purchase from 16 to 18
- A ban on all local tobacco advertising and promotion
- Specific programmes to persuade young people not to start smoking
- Specific programmes (free patches and inhalators, Guernsey Quitline, etc.) to help addicted smokers to quit

Community-based youth activities are known as GASP (Guernsey Adolescent Non-Smoking Project), "Smokebusters" run through the schools for younger children, and "Breathe" for adolescents.

Annual surveys of self-reported smoking status of all children attending Guernsey schools are intended to be carried out to evaluate the effectiveness of the programmes. The most recent results suggest that some success has been achieved:

Smoking Levels – School Year 8 (Age 12–13 years)

	1992	1998
Guernsey Boys	9%	6%
Guernsey Girls	13%	5%
UK Boys	7%	8%
UK Girls	9%	13%

Smoking Levels – School Year 10 (Age 14–15 years)

	1992	1998
Guernsey Boys	23%	21%
Guernsey Girls	28%	30%
UK Boys	22%	25%
UK Girls	30%	34%

(The 1998 UK figures are provisional only.)

The survey was carried out in both Year 8 (577 children) and Year 10 (529 children) spread across eight secondary schools. It was collated by an external agency, the Schools Health Education Unit, using the same methodology as used in English schools.

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Sportsmen and Smoking: A European Study of Smoking Behaviour

This study continues a previous one for which a questionnaire was distributed to over 7000 sportsmen of 56 disciplines, resulting in the conclusion that the number of smokers is two times smaller – and the individual consumption of tobacco two times less – among sportsmen than in the population in general.

The scope of the actual study spreads to 12 European countries. The number of participants is 12,616 licensed sport club members. Dr. Annie Sasco from CIRCUM in Lyon has enabled

our data to be compared with the smoking habits of the respective general populations in each country.

Countries included in this study are the following: Austria, Belgium, Switzerland, Denmark, France, United Kingdom, Ireland, Norway, Portugal, Spain and Hungary.

The number of sportsmen who smoke is 2,703, or 21.4% of the whole sample. The number of smoking sportswomen is 698, or 20.5%. As a conclusion, Spanish sportsmen

smoke most, and the Norwegians least. Most smoking is found in classic team disciplines.

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Regina Elena Institute Informs



As prevention is better than treatment, the Service of Respiratory Pathologies of the Regina Elena Institute of Rome, has been increasingly involved in the field of smoking. Tobacco is the cause of about 25 pathologies that could be avoided, delayed or mitigated by simply giving up smoking.

The WHO states that "If only a small part of the 1.1 billion smokers (around the world) was able to stop smoking, the long-term economical and/or health-related benefits would be enormous."

For the first time in Italy, the National Health Plan 1998–2000 encourages behaviours and lifestyles aimed at improving health. It also envisages the reduction of smoking prevalence, both among young people and adults, as

well as the reduction of the number of cigarettes smoked. In order to reach these goals, the Service of Respiratory Pathologies of the Regina Elena National Cancer Institute has launched the following initiatives:

- a) Involving General Practitioners in the prevention and treatment of smoking-related pulmonary pathologies.
- b) Starting up of a survey on tobacco-related attitudes of health workers at the Institute. This study is part of the national project "Non Smoking Hospitals," which envisages a further educational stage. This is an important project as the high rate of smokers among health personnel exceeds the national average.

c) Promotion of a "Committee for Rome without Smoke," a medical and scientific cooperation with the Municipality of Rome, in order to start a programme of initiatives for fighting smoking. Some of these will be carried out in schools.

d) During the European Week against Cancer 1999, preventive actions against smoking were taken in two Roman high schools which are different in socioeconomic terms, in order to address questions related to different realities.

e) Proposal of a European Project: "New Information Technologies for Smoking Prevention in Young People: Creation of a CD-ROM."

With this article we want to inform readers of the Interaction about the activities carried out by the Service of Respiratory Pathologies with the support of the Scientific Direction of the Institute. We hope that people interested in the above-mentioned initiatives will make remarks and suggestions, and cooperate with us, as we are aware of the fact that only

wide synergies can lead to positive results in the very hard fight against tobacco.

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Awareness of Health Consequences of Smoking among Pregnant Women

- Poznan Research

Smoking is the major habitual health problem in Poland. Epidemiological data show that close to 30% of pregnant women in Poland smoke. Research reports confirm the consequences of smoking on mother and foetus: low birth weight (LBW), preterm delivery, small gestational age (SGA). Passive smoking has the same effects. The risk of these effects increases together with the number of cigarettes smoked per day and consumption of caffeine and alcohol.

American research done in 1994-95 showed that babies whose mothers did not consume any substances like tobacco, caffeine and alcohol receive the maximum score on the Upgar scale. Another research study conducted in Norway found that reducing tobacco smoking three months before pregnancy provides the best results. Other factors influencing the health of a pregnant

woman and her child are socio-economic in nature, e.g. educational background, age, marital status. These factors play the main role in creating and developing awareness of smoking's health consequences.

The aim of the project undertaken by the Department of Toxicology is to explore and assess the awareness of health consequences of cigarette smoking among pregnant women in the Poznan area. Women are investigated just after delivery using a three-part questionnaire: social-economic and demographic questions, questions about health, and questions for the physician.

The project is financially supported by the State Committee for Scientific Research. The survey is expected to close by May 2000. The data will be used in preparing future community health promotion and education

programmes. Moreover, a guide for pregnant women will be published.

The project theme is compatible with the Polish National Health Programme 1996-2005, goals 6 and 13: "Increasing the effectiveness of activities in the area of health education and health promotion" and "Prevention of low birth weight and preterm deliveries."

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Announcements

European Federation of Asthma and Allergy Associations (EFA) Youth Exchange

In June 1998, 28 young people from seven European countries (Finland, Germany, Italy, the Netherlands, Norway, Sweden and the United Kingdom) met in Sweden to highlight the main problems that young Europeans with asthma and allergy face in their daily lives. From that point of view they made a statement about the main preventive measures needed. Out of seven most important measures to be taken, three concerned tobacco. These were:

- An effective ban on smoking in all public places and in all forms of public transportation
- A campaign of public awareness and education
- Legislation for separate, enclosed, ventilated areas for smoking

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Social Sanitary District Number 8 - Conselve, in Padova, Italy informs about their anti-smoking actions of the past ten years. These include the following:

- Courses for generalists
- Creation of smoke-free hospitals and restaurants
- Cessation courses
- Prevention actions in schools
- Interactive interventions with associations for the handicapped
- Actions during the World No-Tobacco Day
- Collection of statistics on epidemiological data on smoking and mortality on the regional level

- Participation in the anti-smoking declaration of INGAT. 10,000 brochures have been printed and distributed in bars, discos, shops, sports facilities, etc.

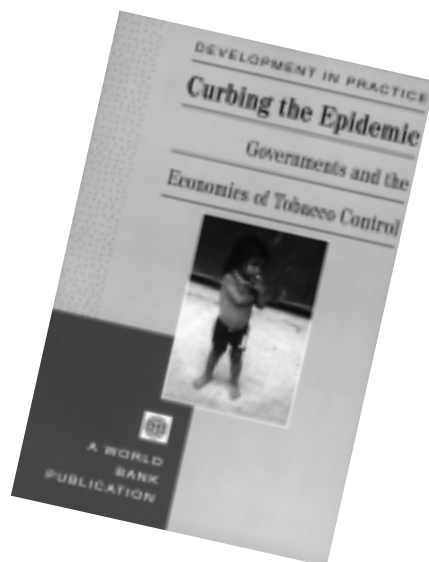
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Curbing the Epidemic Governments and the Economics of Tobacco Control

World Bank has published a very comprehensive book on tobacco control, written by a team of high level experts led by Prabhat Jha.

The book can be ordered from <http://www.worldbank.org> at 25US\$.



A new Internet site has been created to promote the European Cancer Week: www.no-tobacco.org

2nd European Health Promotion Award (1999-2000)

The 2nd European Health Promotion Award has the objective to encourage people working in health promotion to write about and share their actions and experiences. Three actions will receive 14,000 Euro each to continue their actions. A catalogue of "good practices" will be edited, containing information about the three actions as well as selected health promotion actions across Europe.

In each member state, people working in the field of health promotion are encouraged to fill in an application form. A health education/promotion body is in charge of selecting the applications that will be sent on to the European jury, which will choose the winners as well as one action from each member state to be included in a catalogue of good practices. The catalogue includes summaries of different actions written by the relevant project manager, published by the award office and distributed to health workers, public health schools, associations and organizations free of charge.

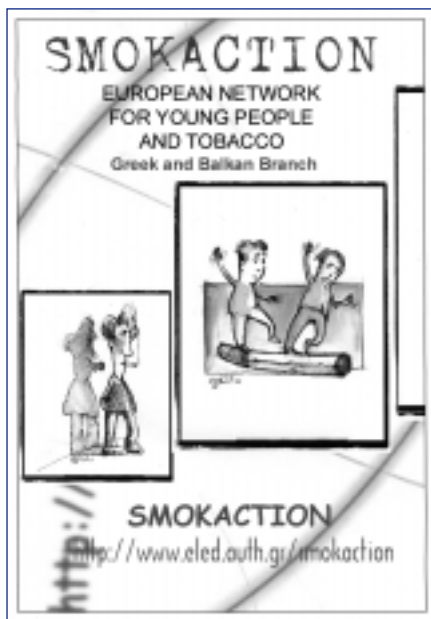
If you wish to participate in the second edition of the award, please contact the pre-selectioner in your country.

The deadline for applications is November 30, 1999.

For further information go to www.adesr.asso.fr

The 1999 European Commission report on tobacco is available in paper version at ENYPAT or at http://europa.eu.int/comm/dg05/phealth/index_en.htm

Smokaction – a Greek and Balkan network for young people and tobacco is now in operation. Go to www.eled.auth.gr/smokaction for more information.



The Smokefree Class Competition International Winner 1999 is class 6 of the Schule am Altonaer Volkspark from Hamburg, Germany. The prize was a trip to London for whole class.



A Frenchman, Lionel Guesnet, has written and published his first book, **The Last Pack**. The book, the size of a cigarette pack, tells about Borrow's troubles as he tries to quit smoking and start living. The book has no ambition of a method for quitting, but invites the reader to think about the addiction in a larger sense. More information about The Last Pack is available at www.fourmi.com/ldp.

New Arena for Smoking Prevention Sponsored by ENYPAT "The Non-Smoking Team" in Nürburg

Team Finland/Team Flash Around the Clock at the Ring was like no other: NHL-superstar Teemu Selänne, Formula Karting World Championship runner-up and Formula 3 driver Miku Santavirta, star promoter and race driver Alec Arho and many-times Champion in different classes Heikki Salmenautio. Team Flash Around the Clock participated in the race in a BMW M3 and had a fantastic race. It took the lead twice during the 24-hour race. Unfortunately, a technical failure forced the team out of the race, but they'll be back next year!!!

"Motor sport is one of my favorite hobbies. I have taken part in various races and rallies over the years, in 1998 I drove the 1000 Lakes Rally with a Toyota Corolla WRC – and finished 24th in the overall classification. One of my goals is to win the 24-hour races at Nürburg ring and in Le Mans – I guess I will start with the Ring!" says the Finnish Flash with a big smile on his face.

Teemu and his friends live a healthy and sportive life, they appreciate quality in life and are smoke free!

Teemu Selänne, the "Finnish Flash," shot (once again) most goals in the NHL this season and was chosen the most valuable player at the Ice Hockey World Championships in Norway – what was he doing there on the Ring?

