

INTERACTION

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



Editorial

A New Role for ENYPAT?

One of the problems with smoking prevention programmes in the Europe against Cancer Programme has been that there were relatively small and isolated projects which offered little added value on a European level. ENYPAT's main function has been to facilitate the exchange of information between countries among programme planners, managers and researchers. This is one of the ways to build more coherent and extensive programmes in the future. However this is a slow process and there is no guarantee that better programmes can really be developed.

It has been proposed to ENYPAT that it should take the full responsibility including the financial responsibility of all the smoking prevention programmes for young people which are funded by the Europe against Cancer Programme. This should enable faster and easier regrouping of programmes presenting similarities. There are, however, several problems with this approach: on what basis would the programmes proposed for funding be selected and by whom? What is the

role of the present selection process in the future? Will this just double the bureaucracy? There will certainly be those who prefer not to go through the network. Will these groups be able to get funding?

It might also be possible for ENYPAT to have a role between these two extremes: information exchange and centralised management. In this approach the role of the network would be getting people together to plan joint programmes with similar interests. The leading team could be the contractor.

We have reviewed the ongoing, accepted and rejected programmes. It seems to be relatively easy to classify the programmes into different groups. School programmes are a clear and often well developed entity. There are not very many proposals for leisure time activities or policy level programmes. We are open to differ-

ent approaches. Whatever the final model will be, it must be accepted by the key players in this field. Otherwise there is a risk that the energy needed for smoking prevention is wasted in squabbles.

Erkki Vartiainen
ENYPAT Project Director



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Réseau Européen Jeunes et Tabac



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ANNOUNCEMENTS

COLLABORATIVE ACTIONS IN EUROPE

Scotland

Survey of Tobacco Advertising Sites

Lanarkshire Health Board, Scotland is looking for partners in a survey of Tobacco Advertising Sites in order to examine the links between smoking

prevalence rates, low income households, and tobacco advertising prevalence. Please contact:

contact:

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Strathclyde Hospital
Airbles Road
Motherwell ML1 3BW
Scotland

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France

Sportsmen and Women Attitudes Towards Smoking

In order to verify the findings presented at the IX World Conference on Tobacco and Health (Paris, 1994), indicating that people involved in sports tend to smoke less, l'APBCT carried out a survey among 6700 sportsmen and women involved in 56 sports. This survey showed the value of sport in smoking prevention and reveals that in France there is presently twice as many smokers in the general population than among sportsmen and women. People involved in sports who do smoke also tend to smoke two times less than smokers not involved in sports.

The results of this survey have been published during MEDEC 97 and will

be presented at: The French Society for Medicine and Sport (Caen, 19–21 June 1997)
10th World Conference on Tobacco and Health (Beijing, 24–28 August 1997)
4th Scientific Congress of the International Olympic Committee (Monaco, 22–25 October 1997).

The questionnaire for this survey, designed by Dr Jérôme Talmud, will be used in the future for a similar survey at the European level in collaboration with ENYPAT. Anyone who is interested in carrying out this survey in their country can contact either of the following people:

contact:

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France

Campaign for People With Learning Difficulties

Heads of organisations involved in better integrating adults with learning difficulties into society have contacted Besançon Non Fumeur with the view to raise the awareness of tobacco's effects. The information available is often too theoretical or too scientific, and thus not adequate for people with learning difficulties.

To tackle the issue, Besançon Non Fumeur has decided to develop a display of 10 boards that are deliberately

easy to understand and use essentially images. The images purposely portray exaggerated situations in order to get a reaction from the audience and encourage questions.

To complete the programme, an information session will be held. The information worker leading the session will answer the questions arising from the display and will deliver a real smoking prevention message.

Besançon Non Fumeur is interested in hearing from anyone or any organisation with experience of a similar project or field.

contact:

Catherine Aubailly/Christian Moreuille
15 rue Mégevand
25000 Besançon
France

Tel: +33 3 81 65 78 00
Fax: +33 3 81 82 31 05

United Kingdom

Caring for the Air We Share

An initiative called "Caring For The Air We Share" has recently been launched in Huddersfield with funding provided by the local health authority. The initiative aims to protect all children from passive smoking. A variety of materials have been produced including A3 posters, leaflets, mobiles and table tents. One of the most popular items is a pyramid table tent promoting smoke-free air for children to colour, cut out and display.

The materials were developed based on themes from Besançon, France; Brussels, Belgium; and the U.S. State of Minnesota. The theme is a penguin family looking at a red flower on a bright blue background representing

the sky. A cloud in the "sky" contains the words "Smoke-Free Air, good for me, my family, my world". The message at the bottom says: "The health of our children, like that of our friendly penguins, can be damaged by the chemicals we put into the air they breathe. Please care for the air we share with others on this earth". Simple tips on ways to protect children from passive smoking are given on various materials.

The materials are being distributed through community workers and school nurses. A student at the local university is evaluating the impact of the initiative on children's exposure to passive smoking. From our European

colleagues we welcome receiving information about their activities aimed at protecting children from passive smoking. If anyone would like a sample of the material, please contact:

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Fax: +44 1484 42 42 67

PUBLICATIONS AND MATERIAL

Russian Federation

Ondoendocrinology of Smoking

The book "Ondoendocrinology of Smoking" was written by Lev Bernstein, MD. PhD (Chief, Lab. Endocrinology, Prof. N.N. Petrov Research Institute of Oncology, St. Petersburg, Russia) and published by Nauka Publishers, St. Petersburg in

1995 (127 pages). In particular, differences in reaction of endocrine system to chronic smoking in young and old people are described. Organisations interested in translating this book into other languages (including English) could contact the author through:

contact:

Tel: +7 812 437 86 54
Fax: +7 812 437 89 47
E-mail: levmb@endocrin.spb.ru

United Kingdom

GASP: Inside Story

The Comic Company has just published a lively new poster magazine on the effects of smoking on the body. It is aimed at young people in schools, Smokebusters clubs and youth clubs. Copies are also being used in clinics and smoking cessation groups.

GASP: INSIDE STORY, the combined poster and magazine is currently available in English. Separate dual language editions have been produced in Welsh and English. Comic Com-

pany hopes to find partners elsewhere in Europe to publish GASP in other languages. A copy of the poster magazine is inserted in this edition of Interaction. For orders or further information contact:

contact:

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London SW12 8LW
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E-mail: philipboys@comiccompany.demon.co.uk

NETWORKING

GLOBALINK On the Web

Globalink: Information and Registration: <http://www.uicc.ch/globdemo/>

New Francophone Network on Internet – Tabacnet

Tabacnet, a new network of francophone smoking prevention organisations, has recently been launched on the Internet. Its address is: www.tabac-net.ap-paris-hop.fr. This network is open to all and aims to provide a French-speaking communication link between all concerned and interested in smoking prevention and the fight against tobacco. There are four main sections:

- reading and understanding
- speaking, speaking to one another

- caring
- knowing, knowing oneself

A lot of information on smoking can be found under the different sections, it is also possible to download images and use them for slides, posters etc. It also offers the opportunity to connect with the world smoking prevention activists. Step by step the database will grow with more important literature on tobacco. For further information, please contact:

contact:

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INTERNATIONAL AND EUROPEAN PROJECTS

Smokefree Class Competition

The “Europe against Cancer” programme will give financial support to the Smokefree Class Competition, which will be organized in seven Member States in 1997–98. The main idea of the competition is that school classes can participate in the competition by deciding not to smoke for a period of six months. The idea of this campaign was first developed in Finland, where the competition has been organized regularly since 1989 for 13–14 year old pupils. Classes in which all pupils abstained from smoking until the end of the programme are allowed to participate in a lottery. The lottery offers national prizes (usually money). In addition there will be a European lottery, where the main prize is a visit to one of the participating countries. The Internet will be used in order to enhance communication between the classes of the countries involved in the project (Internet address: <http://www.jyu.fi/no-smoking>).

The participants are:
Denmark, Danish Council on Smoking and Health, Copenhagen;
Finland, Terveystyö, Helsinki;
France, Fondation du coeur et des vaisseaux, Paris;
Germany, Ministry of Education of the Land Schleswig-Holstein, Kiel;
Teacher-training in-service institute of the Land Mecklenburg-Vorpommern, Schwerin German Cancer Research Center, Heidelberg,
Italy, Centro de educazione alla salute, Padova;
Spain, Institut Municipal de la Salut, Barcelona,
United Kingdom, Wales, Health Promotion Wales, Cardiff

The coordinator of the whole project:

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Cochrane Tobacco Addiction Review Group

The objective of the Cochrane Tobacco Addiction Review Group is to prepare and maintain systematic reviews of all aspects of tobacco control. With the help of a review group co-ordinator and a co-ordinating editor based at the University Department of Primary Healthcare in Oxford, researchers are writing reviews which, following editorial and peer review are submitted to the Cochrane Database of Systematic Reviews (CDSR). This forms a part of the Cochrane Library, an electronic publication (on CD-ROM or disk) issued quarterly. Once accepted each review remains in the database and can be updated and modified to take account of new evidence or the comments and criticisms of users. Reviews share a common format which emphasises the explicit description of search strategies, inclusion and exclusion criteria and methods of data extraction. The software used to prepare the reviews and to access them in electronic form incorporates a programme allowing statistical meta-analysis and graphical display of the results.

The core activities of the group, supported by a grant from the UK NHS National Cancer Research and Development Programme, include developing a register of controlled trials of methods to prevent and control tobacco use. This register is then used as a source of trials for individual reviews.

Eight completed reviews of aids to smoking cessation will appear in the next issue of the Cochrane Library (1997 Issue 3). These cover the effectiveness of nicotine replacement therapies, physician advice, physician training, acupuncture, clonidine, anxiolytics and antidepressants, loline and silver acetate.

Smoking prevention

Protocols have been developed and a start made to several reviews of smoking prevention methods for young people. The aim is to identify the types of programme for which there is good evidence of effectiveness. One review will look at school-based programmes, and one at mass

media led interventions. Many of the programmes were developed and evaluations conducted in North America, but the recent European Community review by de Vries and Chatrou will also be a valuable source.

The Cochrane Collaboration, of which the Tobacco Addiction Group is a part, is founded on six principles:

- Collaboration
- Building on people's existing enthusiasm and interests
- Minimising duplication of effort
- Avoidance of bias
- Keeping up to date
- Ensuring access

Collaboration, Building on people's existing enthusiasm and interests

At the moment the group of active reviewers is small, although we have authors in the USA, Australia, Canada and the UK. We would welcome more involvement from researchers in Europe who would be interested in contributing either as reviewers or by helping to search for relevant trials.

Minimising duplication of effort, Keeping up to date

We would welcome collaboration with groups already preparing systematic reviews with a view to making them available in the Cochrane Library. Some of the reviews already in the CDSR grew out of publications in printed journals. As electronic publications they can now be regularly updated to take account of new evidence.

Avoidance of bias

The methodological guidelines developed by the Cochrane Collaboration are intended to minimise bias of all types. Readers can also submit comments and criticisms, which will be considered and responded to by the authors and the editorial team.

Ensuring access

For more information about the Cochrane Library can be obtained from:

contact:

Update Software
PO Box 696
Oxford OX2 7YX
UK
Tel: +44 1865 513902
Fax: +44 1865 516918
E-mail: update@cochrane.co.uk
Web page: <http://www.cochrane.co.uk>

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First Conference of the European Network of Health Promoting Schools

"The Health Promoting School – An Investment in Education, Health and Democracy"
Thessaloniki-Halkidiki,
Greece, 1–5 May 1997

The European Network of Health Promoting Schools (ENHPS) is an innovative project with a true European perspective. The scope of the Network is remarkable for its breadth, bringing together a host of European partners representing international organisations, nongovernmental organisations, intergovernmental organisations, health and education ministries, universities and research centres, schools, their teachers and non-teaching staff, parents, and whole communities. All these individuals, groups, organisations and international institutions have combined their efforts for one purpose: to focus upon enhancing, protecting and sustaining the health and well-being of young people today and in the future. They have chosen the school as a setting to achieve this goal, and the creation of the ENHPS is evidence of their commitment.

This conference was the first opportunity for the ENHPS to bring together the results of the Network's successes and demonstrate the effectiveness of its work. It is hoped that the meeting

will be used as a springboard for the future development of the Health Promoting School by achieving the following objectives:

- to elaborate plans for comprehensive European policies for Health Promoting Schools
- to consolidate the conceptual framework of a Health Promoting School
- to position the ENHPS as an international forum for Health Promoting Schools
- to encourage European co-operation and exchange

The conference programme was designed to represent and describe examples of the Health Promoting School concept, the strategies for implementation and the outcomes. It was intended that the conference audience would be a combination of Health Promoting School practitioners, people who wanted to know more about the project, and people who could be advocates, opinion formers and supporters of the initiative, including:

- key policy and decision makers in the sectors of health and education
- academics, researchers and advocacy groups
- active partners in Health Promoting Schools
- international organisations
- media

Participants from more than 40 countries in Europe spent three days listening, learning and working hard discussing the concept of health promoting schools, and drawing future strategies for the project. The outcomes of the different sessions were incorporated in the conference resolution, which was endorsed by the participants on the last day.

The daily Newsflash of the conference and the resolution are both available on the Internet: <http://www.who.dk/tech/inv/hpsconf.htm>, or on request from:

contact:

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Greece – Portugal – Wales (United Kingdom)

Adolescents Against Cancer – Project update

"Adolescents Against Cancer: A Smoking Prevention Programme" funded by the DGV, Europe Against Cancer Programme in collaboration with projects undertaken by the Liga Portuguesa contra o Cancro (Portugal) and the University of Wales, Cardiff & Boo Taff Health Authority.

This school-based intervention has now been completed. The audio-visual material that was produced by the working team pupils (video tape and drawings) was presented to the rest of the pupils in the intervention schools. The comparison of the data from the experimental group, pre- and

post-intervention, showed an augmentation of anti-smoking attitudes as well as a decrease of the intent to smoke in the future when compared to the control group, which did not receive the intervention. The results were statistically significant. A small difference in the expected direction was also registered in the parameter of smoking behaviour and knowledge of health dangers as the school-based intervention had an effect in making pupils more sceptical about smoking. We hope to continue the project, aiming towards training of teachers and the implementation of similar training interventions. European partners

working in similar projects and interested in future collaboration are invited to contact us.

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United Kingdom – France – Portugal

Smoking Prevention

The Liverpool-based Lung Cancer charity, the Roy Castle Cause for Hope Foundation, has been awarded a grant from the "Europe Against Cancer" programme of the European Union. The grant of 176,945 ECU from the Public Health Directorate will be used for smoking prevention work with pre-adolescent schoolchildren in three European countries, the United Kingdom, France and Portugal. The grant covers 80% of the project costs, with the remaining costs being met by the Roy Castle Foundation. The project is also supported by "Healthy Cities 2000".

The project, entitled "A European Approach to Smoking Prevention Among Pre-adolescent Schoolchildren", uses the "Shared Learning in Action" approach to Health Education. It aims to help children develop the skills that will help them to resist smoking pressures in later life.

Schoolchildren in three cities will follow a planned programme of activities that focuses on behaviour and attitudes rather than a purely factual knowledge of the dangers of smoking. The children will be encouraged to share their ideas with peers, younger children and adults.

The project builds on the success of two earlier programmes in Merseyside, U.K. and aims to discover whether the programme can be used with equal success in other European countries. Project Leaders in Paris and Lisbon will come to Liverpool for training and will then organise training for teachers, parents and others in their own areas. The programme will be carried out simultaneously in the three nominated areas. The research activities will be co-ordinated and the results published in a report at the end of the project.

An international conference is planned in Liverpool in late June or early July 1998 to disseminate information and exchange ideas. Further information about the conference or other aspects of the programme can be obtained from:

contact:

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Netherlands – Denmark – Finland – Portugal – Spain – United Kingdom

ESFA in Progress (European Smoking Prevention Framework Approach)

In the March edition of "Interaction" the ESFA project was introduced. This project started in February 1997 and is being executed in six member states of the European Community: Denmark, Finland, the Netherlands, Portugal, Spain and the United Kingdom.

The aim of the ESFA project is to develop, implement and evaluate a comprehensive smoking prevention programme on three levels: individual, school and community level. For this purpose a planning and evaluation framework is being developed. Following one year of preparation, the next four years will be devoted to the development and execution of interventions. A comprehensive evaluation study is part of the project. In this study evaluations of process, effect and cost-effectiveness are being carried out. If proved successful the approach can then be implemented in the other European member states as well.

Between February and June, National Project Managers were appointed in every country to carry out the ESFA project in his/her country under supervision of the contractor. The first five months can be characterised as preparatory. The ESFA staff developed a general outline of the project and prepared the first consensus meeting in March 1997. This meeting was held in Maastricht, the Netherlands, March 13–16, 1997. All participating countries and organisations were represented, as well as the European Commission. During this meeting consensus was reached on various issues. It was decided that a year of preparation is needed to properly design and prepare the ESFA project in each participating country and to obtain support from various stakeholders. Therefore interventions will start in February 1998 with training for intermediaries. The baseline survey for the evaluation study will be carried out in September/October 1998.

After the consensus meeting the ESFA staff provided the National Project Managers with the necessary tools to begin the preparatory research. In addition to this, the National Project Managers have started to take an inventory of existing smoking prevention materials and of potential sources for additional funding. Contacts are being made in order to investigate which organisations can become members of the national advisory board and which regions can be included in the experimental and control groups.

On invitation of the ESFA staff, all National Project Managers attended the Maastricht University summer course "Health Education and Health Promotion, Theory and Practice" in June. The ESFA staff are preparing a special training for all National Project Managers in September 1997, which will elaborate the principles of project management and a detailed outline of

the ESFA interventions on the individual, school and community levels.

The ESFA staff developed an ESFA logo and a brochure with general information about the ESFA project. To obtain this brochure, please contact:

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Spain – Belgium

European Initiative for Smoking Prevention

The Directorate General V of the European Commission and the Secretariat of Drogodependencias of the Basque Government have decided to support a programme of prevention against first tobacco consumption among secondary school pupils aged 12 to 16. The programme will be carried out parallelly in Brussels, Belgium and in the Basque region of Spain. The organisations responsible for the projects are EDEX for the Basque programme and FARES for Belgium.

Prevention at school: No age is particularly appropriate to prevent tobacco consumption.

Each age group, each educational level demands a different intervention. Experts and international organisations indicate that smoking prevention should start as early as possible and should accompany the child throughout his/her school life. Adolescence seems the best period since it is during this phase that lifestyles are adopted and psycho-social dynamics (peer pressure, etc.) are more likely to destroy previously adopted health commitments.

The aims of the projects: To contribute to the targeted young people's discovery and assimilation of appropriate information on smoking that will

be very valuable to them in making rational decisions. Train young people in skills that will allow them to resist social pressure in terms of tobacco consumption (should it be peer, advertising pressure, etc.).

A tested tool: In 1993, EDEX Kolektiboa and the Basque government developed a tool for smoking prevention among young people at school. The title was Didactic Unit on Tobacco. The material for compulsory secondary teaching consisted of the following elements:

- Smoking and its prevention information pack: basic information on the possibilities of preventing smoking at school.
- Exercise/activity book for teachers: 10 activities encouraging pupils to think about tobacco. Truthful and appropriate information on the negative short term consequences of smoking, on marketing strategies, on resistance to social pressure, saying no to friends, etc.
- Cards for the pupils: working tools for reflecting on the theme and exchanging comments with others.

- Have you thought of stopping smoking? A practical guide targeting teachers and parents who wish to stop smoking.

The support from both the community and the Basque government will serve to evaluate the implementation of this programme in two different areas of the European Union, and will contribute towards refining a prevention tool that can be used in different socio-cultural communities. The Spanish and the French didactic material, 2000 copies of each, will be used for the implementation of the programme, which will be carried out rigorously and scientifically (with random experimental groups and control groups, pre- and post- questionnaires, etc.). The teachers will participate in a training seminar that will enable them to use the material with their pupils.

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NATIONAL PROJECTS

France

"Esti dans les coulisses de l'image... histoire de voir"

The best educational quality award was given to ADESSI at the VI International Festival of Medical and Health Film held in Mauriac, France for its video "Esti dans les coulisses de l'image... histoire de voir". Aimed at adolescents, this 22-minute film is part of an innovative smoking prevention programme focusing on an analysis of the smoker's image, which is known to be one of the most powerful determinants of smoking in young people. The programme tackles the publicity marketing techniques used by the tobacco firms in order to give to their product an image which integrates the values most sought by these young people.

This video was developed for teachers, those promoting health among school children, health educators and anyone wishing to develop a smoking prevention initiative for young people. The video consists of four distinct parts:

1. Reading an Image: Through a concrete example (a detailed analysis of an ad for something other than a tobacco product) the film provides a few basic facts necessary for the reading of an image.

2. Tobacco Advertising and the 1976 Law: The techniques used by the advertisers to avoid the law and highlight the tobacco product are highlighted through two examples. In the second example, the support for the analysis is solely visual. Without oral commentary, the audience is forced to become active when faced with the image.

3. Tobacco Advertising and the 1991 Law: Different ads, different laws... however, the techniques of reading an image remain the same!

4. Cigarette Packaging...Is It Advertising?: If tobacco advertising is banned in France, the packaging is liberal. Each cigarette packet has its own colours and logo and the choice of these is not just left to chance. A cigarette packet is also an image that should be analysed. Interviews of young people underpin the film and link it to concrete issues and the real life of young people.

This videotape is part of an educational package containing, among other things, a guide and 60 leaflets.

The package is disseminated by ADESSI, either alone or within the framework of a two-day training programme developed for professionals working with young people. It is offered in collaboration with the Audio-Visual Centre.

This project has been supported by The Europe Against Cancer Programme of the European Commission, The Comité Français d'Education pour la Santé, The Direction Régionale des Affaires Sanitaires et Sociales, The Comité National contre le Tabagisme, The Mutuelle Générale de l'Education Nationale, and The Association pour l'Education Sanitaire et le Don Solidaire dans l'Education Nationale. For further information please contact:

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United Kingdom

Roy Castle Good Air Awards

Leeds Health Promotion Service recently launched the Roy Castle Good Air Award for around 430 schools, colleges, youth premises and nurseries around Leeds. The award is an initiative of the West Yorkshire Smoking and Health (WYSH) alliance of health services and is based on a similar initiative for eating and drinking establishments. It has been developed with the co-operation of Roy Castle, the Yorkshire-born entertainer who recently died of lung cancer due to passive smoking.

Gill Foster, Senior Health Promotion Specialist, says "the aim of this award is to honour schools, colleges and youth premises working toward a smoke-free environment for young people from the ill effects of smoking and to promote non-smoking as the norm."

Resources to develop this initiative include an application form, guidelines on developing a school/college smoking policy and two types of awards: a silver award for places that have only

one room designated for smoking, and a gold award for places that are totally smoke free. For further information, please contact:

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Sweden

Health Adventure

Since 1995 more than 15,000 children aged from 7 to 19 years have participated in the different lessons of the Stockholm Health Adventure. The lessons consist of several different topics, tobacco being one of them.

The Health Adventure is part of a public health programme in the Western Stockholm Area of the Stockholm County Council. The most important issue of the public health programme is to create supportive environments for health. The programme is carried out in different arenas. School, both compulsory and comprehensive, is one of these arenas.

The teachers of the schools in the area of 200,000 inhabitants reserve a special lesson for their classes. One of the available lessons is "The Tobacco Programme". This lesson is divided in two parts.

In the first part we emphasise the role of attitudes and one's own set of values regarding tobacco, smoking and

smokers. The method of values clarification has a dominant role in this session, with the aim of building up self-confidence. Being self-confident is essential for the ability to say "yes" or "no" at the right time of your life, whether the choice is about smoking, alcohol, love relationships or friendship. Value exercises offer the participants a chance to reflect and take a stand. They can also express their opinions and get the chance to justify their standpoints. In short, working with value exercises makes you aware of your own thoughts and feelings. The leader of these exercises conducts her/himself in a very respectful and encouraging way without lecturing. There certainly is no "right" or "wrong" during this part of the programme.

The second part is built upon knowledge and facts about the negative aspects of tobacco and smoking. To strengthen the message, different materials are used to construct large-scale props of cigarette butts, tar that

passes the lungs, the amount of money a smoker uses during one year, and so on. The whole approach is based on dialogue, experiments and learning by doing.

The evaluation so far indicates that both teachers and students are very satisfied with the lessons. Finally, for the results to be long-lasting it is of great importance that all the other participants of the public health programme work in the same direction as we do. They are.

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Belgium

World No-Tobacco Day in Belgium

This year the Belgian National Coalition against Tobacco took an original initiative, instead of the traditional press conference on 31 May.

Four hundred young people from all over the country were invited to attend an exciting event in the Brussels Kinepolis. It was Saturday so this presented no problem. There was a healthy breakfast (completely sponsored), a contest, and last but not least the presentation of the sensational IMAX-film "To the Limit".

This film celebrates our understanding of the human body in performance. Science has helped us to understand more about how training improves performance and how the body adapts to master any task. We follow three exceptional sportsmen and women who go to the limit of their own limits: Tony Walliser, a well-known American climber, Maria Walliser, a Swiss Olympic-champion skier, and Nina Ananiashvili, a prima ballerina

with Moscow's Bolshoi Ballet Company. The camera also takes us inside the body, showing the biological changes that allow these performers to excel. An amazing sensation!

The National Coalition thus wanted to stress the link between a smokefree, healthy lifestyle and physical condition and sports performance. The Belgian Olympic Committee, delegated two Olympic champions: Annelies Bredael, a famous rower and Cedric Matthy, a racing cyclist. They both stated that smoking is simply out of the question for any sports performer. After the film there was a question-time which gave the teenagers a chance to chat with the champions.

The events were presented by two popular radio speakers of Radio Donna and Radio Bruxelles Capitale. These two radio channels had also distributed free tickets for the special event.

This was the first initiative of this kind ever taken in Belgium. The Belgian Coalition's objectives are: a total ban of publicity for tobacco products, control of smoking prohibition laws in public places, an adapted pricing policy for tobacco products, and more financial resources for an effective policy of smoking prevention.

Six health organisations are members of the Belgian National Coalition against Tobacco, which was created in 1995. In 1997 the coalition presidency is held by the Flemish Cancer League. For more information, please contact:

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Finland

A Smokefree Culture – The Nonsmoking Pupil

“A Smokefree Culture – The Nonsmoking Pupil” was established by the Provincial State Office of Vaasa, Finland in 1994. The project is steered by a committee of youth culture researchers from the health education and education department of the local authority, Tampere and Vaasa Universities, and the Regional Council of Ostrobothnia.

The aim of the three-year project was to gain greater understanding of a youth culture within which smoking originates and to make use of that knowledge for tobacco education in schools.

The project had three stages :

1. A sample study was carried out in all the comprehensive schools of Vaasa (over 2000 13 year-old pupils) to help clarify the reasons for smoking. The study results were as follows: 4.2% of students smoked daily, boys more frequently than girls and Finnish pupils more than Swedish pupils; 76.5% did not smoke at all.
2. At the end of 1995 a sample study targeting 14 year-olds was carried out in five Finnish and four Swedish comprehensive schools, which aimed to deepen the knowledge of the reasons for smoking and of tobacco's role in youth culture. The survey, which used questionnaires and interviews, was carried out by

the Faculty of Pedagogy in Åbo Akademi and financed by the Social Affairs and Health Ministry and the Regional Council of Ostrobothnia. The proportion of daily smokers had increased to 11.4%. Curiosity was the most common reason given for experimenting with tobacco, and the great majority stated that their smoking began with friends. The main reasons given for continuing the habit were because friends smoke, because it is calming, and because it is popular.

3. The third stage of the project began in May 1996. Its purpose was to develop, as the result of school community's autonomous innovation policy, new and efficient means to health education. During the autumn term an intervention was implemented in three schools based on the earlier studies. The intervention was aimed at pupils, homes and reference groups. Each school was responsible for designing the project autonomously, following guidelines laid down by the steering group. The Provincial State Office granted each school an appropriation for the costs of the project.

All schools implemented different kinds of campaigns and integrated the topic into separate subjects, especially into expression and art subjects. In

addition, schools tested how easy it was for young people to buy cigarettes in shops and arranged parents' meetings, plays, and radio programmes. School dentists made a mini-intervention in all schools. No support groups for cessation, however, were formed.

In conclusion, the intervention was productive firstly because the number of non-smokers increased in one school and reduced slowly in two others in comparison with the control schools. It is true that the share of those who smoked daily increased, but less than in control schools. The intention to postpone the start of smoking succeeded in all schools. The long-term results of the intervention cannot be clear. However, there are grounds to continue the intervention. Home must also be linked to this education more tightly than before. The myth that tobacco improves identity which exists among youngsters must be replaced by the knowledge that being connected to tobacco is losing out.

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Norway

The Norwegian Smokeline

The Smokeline was opened on the World No-Tobacco Day 1996. The phone-line is a four-year project at the National Council on Tobacco and Health. The smokeline is free of charge and staffed by 20 graduate students trained by experts in the field through a three-week evening course. The lines are open on weekdays between 9 a.m. and 6 p.m., but the opening hours are extended during campaigns. Nine lines are available, but usually only two or three lines are operated.

Promotional material is free of charge. A non-smoking diary costs the price of a packet of cigarettes. The smokeline reaches both young people and adults. More teenagers are calling than was originally expected. The average length of a phone call is 5–6 minutes. Approximately 80,000 people called the smokeline during the first year, including those who called after closing hours, and those who waited in line and hung up before being answered. Every phone call is registered (male/female, age, where they

call from, etc.) and every fifth person is asked if he or she wants to participate in an evaluation programme containing a follow-up after 3, 6 and 12 months. An evaluation report will be available in late 1998 to early 1999. For more information, please contact:

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Spain

Teenagers and Tobacco Use: Survey in Madrid

The Asociación Española contra el Cáncer has carried out in 1997 a survey on two samples of 212 13–14 year-olds, and 669 15–18 year-olds from state schools in Madrid. This study gave the following results.

In the younger age group (13–14 year-olds), 49% of respondents were male and 51% were female. 11% claimed to be smokers, 84% non-smokers and 5% did not answer. The smokers smoked on average 11 cigarettes on the weekend and 61% of smokers would like to quit. In terms of beliefs, 13% thought that tobacco use makes one more interesting, 26% considered that smoking helps weight control, 42% thought that tobacco use makes you look older. In terms of peer pres-

sure, 41% said their friends usually offer them cigarettes and 22% said they were unable to refuse cigarettes offered to them when among friends.

In the older age group (15–18 years old) 78% were male and 22% were female. The total sample showed that 39% were smokers and 58% non-smokers. 3% did not answer the question. The average number of cigarettes smoked on the weekend was 7.8% thought that tobacco use gives self-confidence. 16% considered that smoking helps with weight control, 9% thought that smoking makes you look older, and 21% could not refuse cigarettes offered to them when among friends.

The results tend to point out that adolescents between 13 to 14 years old are confused in their beliefs about tobacco and that they are vulnerable in the face of peer pressure. This seems to be the case up to the age of 18. For more information, please contact:

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Germany

Primary Prevention of Substance Abuse

Since 1995 the IFT has carried out a primary prevention school project concerning the abuse of legal and illegal drugs. The project can be described as a three-year longitudinal study with a quasi-experimental control-group design at intermediate schools.

In this project a prevention programme called ALF (Allgemeine Lebenskompetenzen und Fertigkeiten), which is based on the life skills approach, was developed at the IFT. It consists of twelve 90-minute units for pupils in the grade 5 (age 10–11). Two different versions of the ALF curriculum were compared (version E2 without any substance-specific contents vs. version E1 with partly substance-specific components). Six booster sessions will be carried out in both grade 6 and grade 7.

A total of 675 pupils from 29 classes in 12 schools in the city of Munich and its surroundings took part in the study. The first experimental group comprised 230 pupils, the second 239, and the control group 206. The three

samples were mostly equivalent. Eighteen teachers were intensively trained before teaching the ALF-curriculum. Results of the process evaluation, the effects on life skills, and the use of psychoactive substances at the end of grade 5 have been available since June 1997.

The different implementation measures showed very positive ratings by pupils and teachers. At the end of the 12th session 90% of the experimental pupils wished a prolongation of the ALF lessons. The ALF version with substance-specific contents was assessed more positively.

Concerning the 30-day smoking prevalence, the experimental groups showed a significantly lower smoking rate than the control group at the end of grade 5. After the intervention in grade 5 the smoking rate in the experimental groups stayed at 6.4%, while it doubled to 11.4% in the control group. There were no significant group differences concerning the lifetime prevalence of smoking and alco-

hol consumption, or concerning most of the assumed mediating life skills variables. Only the assertiveness scale showed a more positive development among the experimental pupils. More differences are expected to arise after a latency period during the course of the project.

This project is supported by the German Federal Ministry for Education, Science, Research and Technology (BMBF). For more information, please contact:

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United Kingdom

Smokefree School Awards in Gateshead and South Tyneside Schools

It is usual for schools to have some kind of written policy on smoking, either relating to substance use, health and safety, or a stand-alone policy restricting smoking on the school premises. Yet a recent audit of smoking policies in secondary schools in Gateshead and South Tyneside defined themselves as "smokefree".

A growing number of primary, secondary and special schools in Gateshead and South Tyneside are involved in working for the Healthy School Award. This asks schools to work towards a total smokefree environment over a maximum three-year period, in the interests of the health of children, staff, and visitors. Through this work, it became evident that, although for some schools this presented a huge challenge, for others (mainly smaller primary schools) it was a much smaller step to take. The idea of rewarding schools for setting the example of being smokefree (already in practice in Morecambe Bay Health Authority in the north-west of England) took shape as fitting in well with the Healthy School Award, and the Health Authority's smoking strategy. A proposal was drawn up, consultation took place, and Gateshead and South Tyneside Health Authority agreed to fund the scheme.

In January 1997, letters were sent to all schools clearly setting out the scale of the smoking problem in Gateshead and South Tyneside, the importance of adults as role models for children and young people, and the influence of the school as a key organisation

within the community. The term "smokefree school" was clearly defined as follows:

1. The school has a written policy of no smoking at all, at any time, by anyone on school premises. This includes teaching and non-teaching staff, students, governors, parents and community groups. The premises include all school buildings and social facilities and the surrounding playground and sports fields.
2. As new teaching and non-teaching staff are recruited, they are informed about the policy. The policy is approved by the governing body (and the community centre management committee where appropriate).
3. The policy is regularly reviewed. The rationale for the policy is linked with the promotion of health by the school as an organisation and does not give the impression of discriminating against the behaviour of individuals.

Schools which were eligible were invited to apply for the award in the shape of a large board for internal display, with the school's logo and the words "Welcome toSchool. We are a health promoting, smokefree school. Please do not smoke". All applications were followed up, and a total of 33 schools were presented with their display boards in May 1997.

The applications highlighted several issues. Clearly, it is more difficult for a large school to reach agreement on a

total smoking ban since there are sometimes 60 or more teaching and non-teaching staff, and the facilities are well used by the community. This presents a very different picture from a small staff and school premises used mainly for teaching. Sometimes no-smoking agreements are informal rather than being agreed as formal written policies, with the clarity of guidance that these offer. Firm co-operation was gained from school caterers, and their staff were urged to comply with school policy. School governors were invited to the presentation, to acknowledge their responsibility towards policies, and to keep the profile of health promotion high.

It is intended to repeat the initiative over the next few years until all schools are committed to being smoke free. This first round of applications has identified the need to work with larger schools in particular, and to encourage formal policy development in all schools to guide and support this important health-promoting step forward. For more information, please contact:

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Portugal

Smoking Cessation Consultation

The Instituto de Clinica Geral da Zona Centro has developed since 1994 a smoking cessation consultation protocol. The aims are:

- to identify the smoking status and socio-economic background of patients
- to monitor patients, who are smokers, opinions about cessation and evaluate the help provided by GP's on the matter
- to analyse GP's intervention in relation to their patients to measure the openness of the smokers to smoking cessation
- to measure and quantify the patient's attempt at stopping and to analyse the main reasons for failure to succeed
- to evaluate GP's knowledge concerning cessation consultation at the Coimbra Hospital.

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Finland

Effects of the enforcement of the ban on selling tobacco products to minors: Evaluation of legislative actions in Finland, Sweden and some other European countries

Prohibition of sales of tobacco products to minors has been one of the legislative strategies to support non-smoking among young people. In Finland the ban on selling tobacco products to minors was enforced in 1977 as a part of a comprehensive tobacco act. The minimum age to tobacco products was set at 16 years, which was raised to 18 in 1995. The Adolescent Health and Lifestyle Survey was established in 1977 to follow-up the effects of the tobacco legislation. The monitoring of the ban was included. The surveys were conducted every second year. The School Health Study, which is based on school surveys, was started in 1995 and gives more thorough information about regional differences in the implementation of the ban as well as young people's perceptions of how easy it is to buy tobacco products. As a part of the research programme a compliance test method was developed in the county of Middle Finland to show how illegal sales could be tested.

Sweden introduced the ban in early 1997, setting the minimum age at 18 as in Finland. Already during the previous year some shops and stores had adopted a voluntary ban on sales of tobacco to minors. A need to evaluate the effects was expressed when enforcing the ban. Collaboration with Tampere School of Public Health and Stakes, Finland and with the Center for Public Health Research, Karlstad Sweden was started. A before-after design was planned concerning both school surveys and compliance tests to merchants. The study was designed to draw comparisons between Finland and Sweden. The first report showed that the effects of a voluntary ban were not sufficient. The study was complemented with an observation method in the shops by researchers from the Department of Public Health Sciences, Division of Social Medicine from Karolinska Institutet.

The effects of the ban, as well as its implementation and compliance, can

be evaluated in Finland from 1977 with some indicators. The before-after design in Sweden will provide data on immediate changes as early as this year. The comparison of the countries is valuable since legislative efforts have occurred at different times and in different cultures. The cross-fertilisation between the research groups has proved to be useful. In order to test the effects in a different culture in southern Europe, the same experiment is under planning in Spain.

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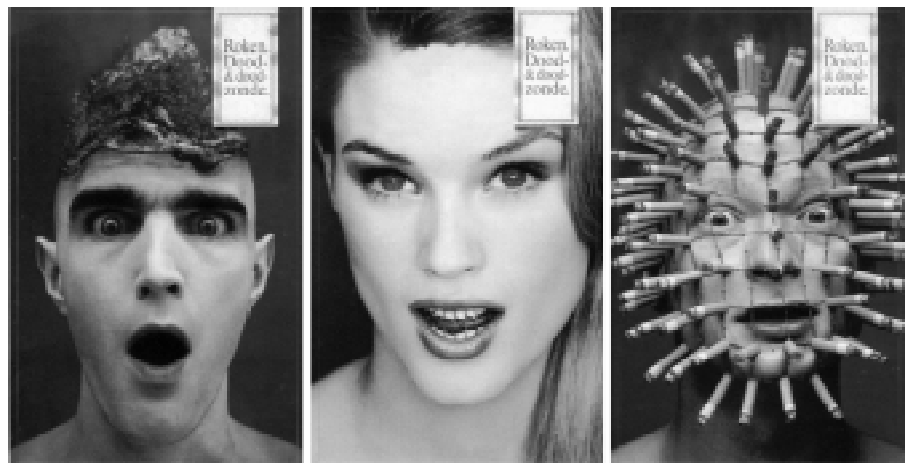
The Netherlands

Youth Campaign: "Smoking. A Dead and Dead Shame".

The youth campaign "Smoking. A Dead and Dead Shame" started in September 1995. In March 1997 five new campaign posters were developed. The new advertisements are tougher than the previous one. They emphasise the immediate effects of smoking, such as bad breath, ugly teeth, and the addictive element of smoking.

The posters have been pre-tested. The surveyed youngsters describe the posters as scary and creepy, but not too tough. They indicate that reality is tough and that this subject justifies such radical communication.

The posters were placed on approx. 6000 bus shelters throughout the country, in youth magazines, school agendas, on schoolboards (billboards in school buildings), scopi (billboards in cinemas) and billboards at railway stations. Posters, postcards and stickers have been distributed. Commer-



cials on TV and in cinemas have been broadcast to reach adolescents.

The evaluation of the media campaign will take place in 1998. For more information, please contact:

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Market research on development and evaluation of smoking prevention campaigns

Lanarkshire Health Board area has 500,000 residents and smoking prevalence rates are 38% amongst men and 33% amongst women, Lanarkshire Health Board Health & Lifestyle Survey, 1996. Amongst young people, 29% of fourth-year males and 43% of fourth-year females smoke every day or some days, (see Fig.1 “Teen Health Report”, Lanarkshire Health Board 1994).

Information from focus group interviews held in 1996 tells us that pupils in the first and second years of secondary school feel strongly that existing smoking restrictions should be enforced, e.g. smoking bans on school buses, illegal sales of ciga-

rettes to children. They experience a dilemma caused by the disparity between health education messages on the one hand and the reality of smoking restrictions being flouted, cigarette advertising being permitted by government, etc.

The latest research to be commissioned by Lanarkshire Health Board is market research in the following areas:

1. to provide understanding and guidance as to types of campaigns, programmes, messages or other interventions which have the greatest potential to succeed in reducing the prevalence of smoking

2. to contribute to the development of campaign materials which embody the principles identified in point 1.
3. to assist in the production of finished materials which will be suitable for use in campaigns targeted at each group identified above
4. to monitor the campaigns over a longer period and evaluate their effectiveness
5. With specific reference to Smokebusters, to examine and test the range of resource materials which are already available, to explore how such materials are or could be used, and to identify key settings (e.g. youth clubs, schools) where the Smokebusters programme could be extended.

Fig. 1 Persons smoking every day or some days

School Year	Males		Females	
%	No.	%	No.	%
1st year	19	6.3	32	10.9
2nd year	48	15.7	54	16.2
3rd year	68	19.4	89	27.3
4th year	90	29.2	129	42.9
5th year	67	28.3	76	31.5
6th year	18	18.0	36	28.1
All year	310	19.4	416	25.7

The initial research is to be completed by 31 March 1997. All ensuing campaigns will be implemented and monitored over a three-year period. For further information, please contact:

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The School of Breath: is it possible to prevent smoking behaviour among young people without ever mentioning tobacco?

The Regional College of Health Education (CRES) in Champagne Ardenne has provided an innovative answer to this issue apparently difficult to tackle. Using the School of breath as a concept, the CRES attempts to go beyond the smoking prevention approaches which are traditional, moralizing and tend to make the young people feel guilty, preferring to develop active, positive approaches which do not stigmatize young people. The approach does not only emphasize the promotion of breathing as a substitute for tobacco addiction, it also promotes among young people images of sport people, musicians, singers who use and value fully their respiratory capacity.

The school of breath takes shape around the patient's education (smoking cessation) in primary prevention actions and field interventions. The first step is to take stock of what already exists: this includes searching directory of people and actions in primary prevention and health promotion, identifying key people, structures and resources available in the cessation field. In parallel, an expert committee will be set up and will be responsible for the validation of the collected data. A seminar to discuss and present the work undertaken will be organised at the end of the first year of the programme.

Using the Comité Français d'Education pour la Santé's regional network as a support and with the recruitment of a full-time project manager, the programme will gain momentum in the second year.

Three main work axis have been identified in the primary prevention work:

1. the creation of "School of Breath" resource centres in the CFES Health Education Committees structure. This will give professionals access to methods and tools which they can use in smoking prevention sessions
2. the creation of an exhibition on breathing based on interactive games, interesting material for local actions
3. using regional media events (sports events, musical festivals etc...) as fora to pass on the School of Breath message

In addition, the cessation stage will include co-ordination and communication work with the organisations identified, as well as sessions on breathing awareness for ex-smokers. The project will include the participation of professionals from disciplines such as yoga, diving, singing, wind instrument playing, who really know the importance of breathing and

who fully use their respiratory capacity. They will enable people in the process of cessation to quickly notice a real improvement on their breathing potential. Finally, The work on cessation undertaken by the expert committee will serve as an information source for health professionals.

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