

INTERACTI N

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



Editorial

From Information Exchange to Framework Programme

The role of ENYPAT has changed dramatically during the past year. Initially, the principal idea of ENYPAT was to exchange information between countries among smoking prevention programme planners and investigators. One of the new principal ideas is to run joint programmes in different countries. This means that ENYPAT will send the European Commission one funding application that includes all main programmes related to young people and tobacco in Europe. The Commission will handle the application in the normal fashion.

At the last ENYPAT Advisory Board meeting there was a long discussion on the best ways to include new projects in the framework programme. The project co-ordinators who want to be included in the ENYPAT application are asked to send their applications to ENYPAT about three months before the Commission's deadline. External experts will review the quality of the applications. The ENYPAT secretariat will write the final application based on the priorities set by the Advisory Board and the priorities and work

plan set by the Europe Against Cancer Programme. The secretariat will also review programme quality and take into account the geographical balance of the programmes.

The Advisory Board ranked in priority order the development of the following areas: 1) smoking cessation among young people, 2) involvement of young people and partnership with youth organisations, 3) tobacco among young children and families, 4) new media communication strategies, 5) and out-of-school programmes. School programmes are not included in this list due to the number of projects already taking place in schools. Three Taskforces on the first three priority areas have been established. The Taskforces will develop the funding applications, which will then be included in the main framework application submitted by ENYPAT. If anyone is interested in participating in the work of these Taskforces, contact the ENYPAT secretariat. More information on p4.

In the past few years the funds used for young peoples' programmes has amounted to about ECU one million

per year. Each programme has lasted from one to three years. This means that only two to three major programmes can be launched each year. Given the cost of such programmes, this also means that there must be a strong national interest and national funding for the programme to be included in the framework programme of ENYPAT.

In addition to these new responsibilities, ENYPAT will continue to develop as an exchanger of information, knowledge and know-how between countries.

Erkki Vartiainen
Director of ENYPAT



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



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Advisory Board meeting in Heidelberg December 1997, kindly hosted by the Deutsches Krebsforschungszentrum.

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EUROPEAN COMMISSION NEWS

Europe Against Cancer Funding – Changes in Procedure

Roles of ENYPAT and ENSP

In order to create greater coherence and to increase the cost effectiveness of projects funded by the Europe Against Cancer Programme in the field of tobacco control, the European

Commission has requested the European Network for Smoking Prevention (ENSP) and the European Network on Young People and Tobacco (ENYPAT) to apply a modified

procedure for grant applications as of March 15th 1998. Both networks have been asked to introduce a framework project regrouping the various project proposals.

ENYPAT will coordinate projects concerning young people

The procedure is detailed in the editorial (p1). Three taskforces have been set up covering the identified priorities to develop new programmes.

1. Smoking Cessation among young people

Taskforce Objectives:

- To review scientific and other literature on smoking cessation in young people
- Define the main lines for a European Programme to support smoking cessation among young people

People who have knowledge in this area and are interested in participating in this taskforce, please contact:

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2. "Involvement of young people and partnerships with youth organisations"

Taskforce Objectives:

- To develop guidelines for the involvement of young people in tobacco prevention work
- To further develop the Retia proposal for submission for European funding
- To develop partnership with youth organisations in Europe

RETIA project

After the European conference on Young People and Tobacco in Edinburgh, Scotland October 4–8 1995, one of the most important conclusions was that "adults need to give young people an integral role in the development and delivery of programmes, as well as listening to their views."

The purpose of Retia is to develop, carry out and evaluate methods in how to involve and empower young people in national and international tobacco prevention work. That is in direct connection with the conclusions drawn at the Edinburgh conference.

Work carried out within partner countries will be able to serve as an example of new ways to work with young people and tobacco. By arranging a Retia conference each project year, the project will offer a forum for EU member countries to exchange experiences in connection with young people and tobacco. Retia's description of "young people" is youngsters between 15–20 years of age.

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3. Tobacco Prevention in Childhood

Taskforce Objectives:

- To identify and determine different goals and special target groups as well as different levels of programme implementation with the expected effects
- To establish a working plan for different proposals of funding by the European Commission
- To prepare a session during the next SmokeFree Conference in Las Palmas in February 1999

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ENSP will coordinate projects in all the other areas:

As of 1998 ENSP will coordinate a European framework project based on the existing Europe against Cancer funding conditions complemented by the ENSP priorities for action. For our next framework project, which will be introduced for funding on September 15th 1998, we invite interested parties to [send their project proposals by April 1998](#). Our aim is to build high quality, coordinated projects with a large number of participating countries. The ENSP Priorities cover the following subject areas:

1. Community programmes

- Short term: establishing smoke free workplaces
- Long term: smoking prevention in low income population and unemployed

Conditions for entering the framework project:

- Projects should be based on existing research and take into account experience of existing initiatives
- Be based on proper infrastructure
- Be considered as an aid to implement legal regulations
- Should have innovative character and be a pilot project

PLEASE NOTE THAT IN 1999 THERE WILL BE ONLY ONE CALL FOR PROPOSALS FOR THE PROGRAMME EUROPE AGAINST CANCER (Published in March 1999, replies by September 1999)

Last Projects Funded Under the Tobacco Fund

- Edition and selective distribution of a tobacco prevention newsletter in France, Italy, Portugal and Spain. Target audience: educators, media professionals, doctors, parents, key groups within the youth sector
- Health Professions in Public Education against Smoking
- Schools Internet and non-smoking: the use of new media in public health promotion
- Quit and Win: International Programme for Smoking Cessation
- Impact of Providing a Nurse Specialist in Smoking Cessation in a Hospital Setting

Last Projects Funded Under the Europe Against Cancer Programme

- Innovative Press information about the results of International Research on Smoking and Health
- Eurohealth Smokenders – Internet-based health education and evaluation service
- Provision of European Bulletins on Tobacco and Tobacco Control
- Euro-Globalink – Telecommunication support for European Smoking Prevention
- First European Symposium on smoking and Pregnancy
- Smokefree Partnerships – Young People Schools and Communities in Europe
- Réseau Européen Hôpital sans Tabac
- Smoke in the air -animation series
- Smokefree Europe: 2nd Conference on Tobacco or Health

More detailed information on the projects is available from ENYPAT secretariat

2. Women centred programmes

Target group: women

Priority conditions:

- Specific targeting: age group/socio-economic groups/ethnicity
- Prevention of uptake of smoking among girls and cessation programmes (The cessation programmes should follow principles of self-empowerment)
- Sharing knowledge, good practice and programmes eg. resource centres

Important conditions – Projects should:

- Promote activities which have a practical outcome
- Involve girls/women in activities
- Take into account the social, philosophical and economic context of women's lives
- Be innovative using new models and tools, exploring new philosophical or social models, promoting new ideas and ways of working
- Use appropriate methodology (qualitative, quantitative or pluralistic)

3. Health Professionals programmes

Priorities:

- Creation of a European health professionals network (identify actors)
- Establishment of smoke free hospitals/health institutions seen in a larger perspective such as doctors/staff smoking – tobacco sales in house – cessation support...
- The tobacco issue in pre and post graduate training for health professionals
- Guidelines for smoking cessation – including cessation assistance for health professionals themselves

Means to reach these priorities:

- Meetings between identified health professionals and health professional organisations (establish consensus on priorities)
- Establishment of "golden standards" for health care institutions and development of a system of accreditation
- Involvement of general practitioners

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All Tobacco Advertising in the EU to be Phased Out

Health Ministers Reached an Agreement on 4 December 1997

The Health Ministers adopted a common position (62 votes) to phase in restrictions on advertising and sponsorship over an eight-year period (Germany and Austria voting against, Spain and Denmark abstaining). The key elements of the agreement are as follows:

- Direct advertising, indirect advertising, and sponsorship promoting tobacco products will be regulated.
- New tobacco products may not bear the trademark of another product after the entry into force of the directive.

- Member States may keep stronger national rules if they wish.
- The Commission is called on to make regular reports on the application of the directive, accompanied by proposals if necessary.
- Three years are allowed for transposition into national law. There will be a one year transition for phasing out advertising in the printed media, and two years transition for phasing out sponsorship. A further period of three years may be allowed for existing sponsorship of world events and activities, provided the sums

devoted to such sponsorship decrease during the transitional period, and that voluntary agreements are put in place to reduce the impact of tobacco advertising at such events.

- It permits tobacco trade publications, point of sale advertising, presentation of tobacco products and their price, and import of third-country publications containing tobacco advertising. These exceptions will remain subject to Member State regulation as they are excluded from the scope of the directive.

All sponsorship and advertising should end as of 1 October

International Scientific Roundtable Discussion on Tobacco Cessation

On 12 December 1997 the Commission Services convened an international scientific roundtable discussion in Luxembourg on the topic of smoking cessation. As a priority action area within the Europe Against Cancer programme, an Expert Report on the topic was prepared several years ago by Professor A. Hirsch for the High Level Cancer Experts Committee.

The roundtable discussion, chaired by P. Boyle of the European Institute of Oncology, was attended by several prominent European and American Experts in the field, including Dr. G. Boethius (Sweden), Prof. J. Henningfield (USA), Prof. S. Shiffman (USA), Dr. H. Korhonen (Finland), Dr. K. Slama (France) and Dr. G. Navarro (Spain), together with Mr. T. Hudson, special advisor to the Commission on smoking prevention, and Mr. J. Ryan of the Europe Against Cancer Pro-

gramme. The International Union Against Cancer was represented by Mr. A. Hayes.

The roundtable resulted in five conclusions:

1. There is no such thing as "safe cigarette", the goal is zero exposure to tobacco products.
2. The European Community has a responsibility to prevent smoking, but should also help existing smokers to stop.
3. Nicotine replacement works in increasing the probability that someone wishing to stop smoking will succeed.
4. The European Commission, the pharmaceutical companies and those active in the fight against

smoking should develop a dialogue to increase the number of people who wish to stop smoking and to help them achieve success.

5.
 - There is a need for long-term evaluation of the likely health effects of non-smokers using nicotine replacement therapies.
 - Criteria need to be determined for honest and accurate labelling of tobacco products.
 - An evaluation needs to be carried out on the effectiveness of smoking cessation.

ANNOUNCEMENTS

PUBLICATIONS AND MATERIAL

The Netherlands

School Health Promotion and Cancer Prevention – a New Series of Publications

NIGZ, the Netherlands Institute for Health Promotion and Disease Prevention, has conducted a European documentation and evaluation project concerning school health promotion and cancer prevention. This project consisted of three main activities:

1. Policy of the Europe Against Cancer Programme:

NIGZ has documented major European events and developments in the area of school health promotion and cancer prevention. It also evaluated the structures and procedures by which the Europe Against Cancer Programme has been implemented, identifying strong and weak points. The final project report gives the main conclusions and recommendations for the programme. A policy evaluation report has been produced with a detailed description of the programme from 1989 until 1996 in the EC member states.

2. Database:

NIGZ has produced descriptions of projects, material, persons and organisations involved in the Europe Against Cancer Programme. Three databases (who-is-who guide, projects, materials) are available as written overviews and on diskette.

3. Effectiveness of Interventions:

NIGZ has conducted literature reviews of school health promotion concerning the following cancer risk behaviours: smoking, nutrition, alcohol use, and sun exposure. These reviews identify effective health promotion interventions by examining international scientific literature.

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Publications

1. Complete series "School Health Promotion and Cancer Prevention" (9 publications)
Order number: OJ97149 (Dfl 150)
2. The final report of a European documentation and evaluation project
Order number: OJ97150 (Dfl 20)
3. An evaluation of the policy implemented by Europe against Cancer
Order number: OJ97181 (Dfl 20)
4. Database Europe against Cancer 1990-1994 (diskette)
Order number: OJ97151 (Dfl 20)
5. Overview of European projects and materials 1990-1994
Order number: OJ97152 (Dfl 20)
6. Who's Who in Europe 1990-1994
Order number: OJ97153 (Dfl 20)
7. A review of international effect research on nutrition education
Order number: OJ97177 (Dfl 20)

8. A review of international effect research on the prevention of alcohol abuse
Order number: OJ97178 (Dfl 20)
9. A review of international effect research on skin cancer prevention
Order number: OJ97179 (Dfl 20)
10. Prevention of cardio-vascular diseases: a review of international effect research on the prevention of smoking among the youth
Order number: OJ97 180 (Dfl 20)
E-mail. gbuijs@nigz.nl

If you wish to receive one or more publications or the whole set, please send your order to:

to order:

NIGZ
P.O. Box 500
3440 AM Woerden
The Netherlands

Transfer the payment for the publications (including Dfl 15 bank transfer costs per order) to NIGZ (+ same address), bank account number 415 493 846, ABN-AMRO Bank, Utrecht, the Netherlands.

Visa, Eurocard, American Express, and Diners Club are also accepted. Please state the credit card type, credit card number, expiration date, and your name as it appears on the credit card. Please provide the order number of the publication, your name, full address and country. The order will be sent after NIGZ receives payment.

United Kingdom

Teenage Smoking Attitudes in 1996 – Health Education Authority Report

The Health Education Authority has recently published a new report that presents the results from their latest survey looking at the smoking behaviour, knowledge and attitudes of 11 to 15 years olds in England. The report covers topics such as cigarette consumption and brand preferences, the

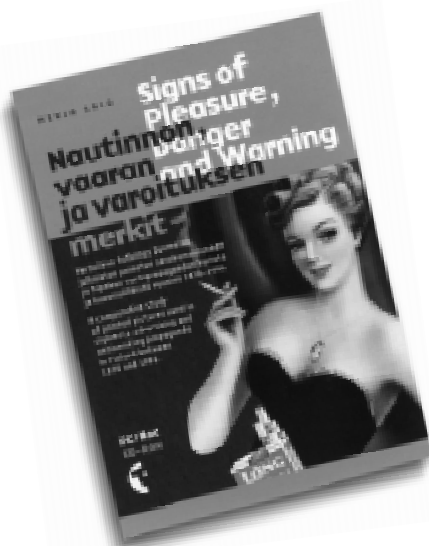
influence of family smoking behaviour and attitudes, teenagers' perceptions of health risks, their expectations and experiences of giving up smoking, their awareness of cigarette advertising and sponsorship, and their awareness of smoking education through the media.

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Finland

CD-ROM: Signs of Pleasure, Danger and Warning



Signs of Pleasure, Danger and Warning is a comparative study by Merja Salo containing printed images used in cigarette advertising and anti-smoking publicity in Finland between 1870 and 1996. CD-ROM copies are available for USD 68.

To order, please contact:

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CONFERENCES/SEMINARS

Germany

International Symposium on Passive Smoking and Children

August 24–26 1998

This symposium will be held in Essen at the University Medical Centre of Essen. The language of the meeting will be English (no simultaneous translation). Topics accepted for presentation (original unpublished studies only):

- Clinical evidence of acute or chronic health effects of passive smoking in children
- Paternal smoking and *in utero* exposure of child to smoke constituents

- Developmental toxicity and or teratogenicity
- Neurological/neuro-behavioural effects
- Cardiovascular effects
- Immunotoxicity
- Clinical (or clinical-epidemiological) or experimental (*in vivo*) evidence of carcinogenesis or genotoxicity

**Deadline for abstracts:
31 March 1998**

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Denmark

The Fifth International Congress of Behavioral Medicine

Copenhagen, Denmark 19–22 August 1998

Deadline for abstracts and symposia: 15 December 1997

Scientific Programme and Plenary addresses:

- Sir Michael Rutter
- Professor Pekka Puska
- Professor Janice Kiecolt-Glaser

Tracks: cardiovascular disease, work-related health, cancer/psychoneuro-

immunology/aids, social and economic factors and health, children and adolescents, obesity/eating/metabolism, health behavior/health education, public health, policy and prevention, stress and psychophysiology, ageing, pain, chronic disease and musculoskeletal disorders.

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Wales, United Kingdom

International Health Promotion Conference: Working Together for Better Health

New Partners and New Approaches for a New Millennium
Cardiff, Wales 23–25 September 1998

Conference objectives

- To identify the challenges facing health promotion in the 21st century
- To review the effectiveness of health promotion and identify strategies for future work
- To develop and build on the work of the WHO Jakarta conference
- To examine ways in which partnerships can move beyond the planning stage to practical action
- To share experiences of successes and failures to support future action

Conference themes

- New approaches for a new millennium
- Enhancing health promotion through the effective use of global communications
- Effectiveness of health promotion activity
- Partnerships that result in health gain

For further information, please contact:

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Spain

Smokefree 21st Century - 2nd European Conference on Tobacco or Health

Las Palmas de Gran Canaria 23–27 February 1999



Official languages of the conference will be Spanish, English and French. Call for abstract will be in May.

KTL-ENYPAT is one of the official sponsors and will organise a main session on young people and tobacco

For further information, please contact Meri Paavola at ENYPAT.

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INTERNATIONAL AND EUROPEAN PROJECTS

NETWORKS

Belgium

European Network for Smoking Prevention

The European Network for Smoking Prevention has been created with the specific mission to develop a strategy for coordinated action among organisations active in tobacco control in Europe. Our objective is to create greater coherence among smoking prevention projects and to promote joint activities in order to establish comprehensive tobacco control policies and legislation at national and European level.

Today more than 300 organisations represented by 15 national coalitions and specialised networks are members of ENSP and investing time and energy to reach our common objec-

tive. We are determined to reach this objective by:

- Promoting the establishment and facilitating the work of national coalitions and specialised European networks against tobacco
- Promoting the sharing of information, experience, activities and projects
- Stimulating and coordinating European projects
- Acting as a link between our members and supranational governmental and non governmental organisa-

tions on tobacco issues and proposed legislation encouraging and supporting tobacco control organisations in Central and Eastern Europe.

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INWAT Europe

INWAT is an international network of women working together to protect women against the health damage caused by tobacco. It has around 600 members world-wide, of whom over one hundred are in countries in the European Union, or other European countries. INWAT in Europe has received funding and support from the European Commission, and from five participating member states for a pilot project to develop the network in Europe.

INWAT Europe's mission is to reduce tobacco use among women in Europe. Its aims are to raise awareness of the issues involved and to define priorities and develop consensus in tobacco control for women. Promoting communication and exchange are the means by which INWAT Europe will achieve its aims.

INWAT Europe is building up a database of members, who will receive a directory of INWAT members in Europe and regular newsletters. INWAT Europe is also working with the European Network on Smoking Prevention (ENSP) and the European Commission to increase awareness of and promote action on women's tobacco control issues at the European level. The project started in September 1997, is managed by Margaretha Haglund on behalf of the Swedish National Institute for Public Health, and is based at ASH Scotland. The five participating countries are Sweden, Finland, United Kingdom (Scotland), Italy and Spain (Catalonia), representatives of which form the project advisory committee. The project is not, however, restricted to these countries; it covers the whole of the European Union.

The project consultant is Alison Hillhouse, and the administrator is Kirsty MacGregor.

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PROJECTS UPDATE

France

European Directory - Who's Who in Health Promotion

With a view to create a computer-based biographical directory of European health promotion experts and professionals, the Ecole Nationale de la Santé Publique (ENSP: *National School for Public Health*), Rennes-France, is carrying out an information gathering exercise on the World Wide Web. The project covers the fifteen member countries of the European Union, from which 5,000 biographies will be gathered by June 1998.

Project's objectives

- Learn about and improve the awareness of the work carried out by European health promotion professionals
- Promote partnership on a European level, enabling the professionals to better identify their respective fields of competence
- Develop the experience acquired by health promotion teams of different member countries, on a local, regional and national basis, to contribute on a European level
- Supply the European Administration and European Organisations with an information system providing accurate knowledge from health promotion professionals, about their organisations and programmes

Project partners

- International Union for Health Promotion and Education, IUHPE/Europe, Woerden, The Netherlands
- International Union for Health Promotion and Education, IUHPE, Paris, France
- Association of Schools of Public Health in the European Region, ASPHER, Paris, France
- Health Education Authority, London, England
- Landesinstitut für Öffentlichen Gesundheitsdienst des Landes Nordrhein-Westfalen, Bielefeld, Germany

Project following the information gathering stage

Several diffusion tools have been designed, including:

- Directory (published on paper)
- CD-ROM
- World Wide Web

Maintenance and follow-up of the information system will be given to a European Organisation that is sufficiently recognised by the professionals concerned and capable of using the technical competence required to carry out updates and ongoing evaluation of the database.

Recording in the directory

Health promotion professionals can record their information in two ways:

- World Wide Web: a questionnaire in seven languages (French, English, German, Italian, Portuguese, Spanish, Finnish) is available at: <http://www.WhoisWho.ensp.fr>
- Paper questionnaire: distributed in eight languages (French, English, German, Italian, Portuguese, Spanish, Finnish and Greek)

To order the paper questionnaire, please contact:

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France

European Seminar on Tobacco/Alcohol Communication Strategies

Paris, 11-13 December 1997

In 1997 the Comité Français d'éducation pour la santé and its partners examined the different approaches available for the design, implementation and evaluation of communication strategies in the fields of tobacco and alcohol. To this end, a seminar was held in Paris from 11 to 13 December 1997.

About thirty experts representing various European countries (member and non-member states) participated in the event. The various participating organisations (European Commission, World Health Organisation, Health Education Authority, CFES) decided that the country representation should reflect tobacco consumption patterns. Bearing this in mind, a balanced involvement of northern and southern countries was sought, as

well as representation from the central/eastern Europe.

The level of resources devoted to prevention was also one of the criteria considered when selecting the invited countries. For the field of tobacco the following countries were represented: France, Great Britain, Germany, Belgium, Netherlands, Greece, Italy, Czech Republic, Sweden, and Finland.

During the seminar, discussions took place following the experts' presentations. These were complemented by workshops. The seminar concluded with a set of recommendations for: the development of communication strategies in Europe, their evaluation, and the implementation of national campaigns and local activities.

Various papers on the situation in each country have been drafted and are available from CFES. The seminar proceedings and recommendations will be available next May.

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France

The European Antitobacco Videocentre

This videocentre is supported by the Europe Against Cancer Programme and is accessible to any user: health professionals, tobacco control actors at a European, national, regional or local level, teachers, general public, etc. Its aim is to enable all interested persons to discover and use the existing European video advertising developed for the field of tobacco control.

The European Antitobacco Videocentre presently focuses its activities on "advertising" productions (short clips from five seconds to two minutes). Its catalogue now contains about 150 films from throughout Europe. The catalogue will soon be available on the Internet as well as French Minitel, and the service will cover ads from outside the European Union (Switzerland, Norway, as well as Australia, Canada, the United States, etc.) to include more than 300 units. Documentaries, TV reports and other longer documents will progressively be added.

E.A.V. How to use it?

Do you wish to know what is being done in the other countries? Are you looking for a document on a specific theme to illustrate your speech in a conference or in school? Are you thinking about launching a media campaign against tobacco? Just get in touch with the European Antitobacco Videocentre.

Catalogue:

Just write, fax or e-mail the E.A.V. for a copy of the catalogue. A nominal fee is charged to cover copying and mailing costs. This catalogue provides the list of the existing material in the field. The catalogue is kept up-to-date.

Copies:

You may then receive a copy of the annual compilation tape, which gathers all the material collected during the preceding 12 months. After reviewing the catalogue, you may also receive a copy of the films of particular inter-

est to you. All tapes are in the Pal VHS format, and you are charged for only the copying and mailing costs.

Commercial Use:

If you wish to use of any of the films commercially for a TV or cinema campaign, CD-ROM, Internet site, etc., the European Antitobacco Videocentre will provide you with full contact details of the copyright owners to facilitate your action.

For further information, please contact:

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Germany

Smokefree Class Competition

The Smokefree Class Competition is a school-based smoking prevention project, which is being carried out on a European level for the first time during the school year 1997/98. The project is being implemented in co-operation with ENYPAT within the framework of the EU action plan "Europe Against Cancer". Schools in Germany, Finland, United Kingdom, Denmark, Italy, France and Spain are par-



DON'T START.

participating in the project. The target group are pupils aged 12–14 years, as this is the age group in which pupils begin to experiment with smoking.

As the project's main idea, classes decide not to smoke for a period of six months. Classes that refrain from smoking for that period of time can win a number of attractive prizes. Moreover, the Internet is used to intensify communication between the classes of the various participating countries.

The two goals of Smokefree Class Competition are:

- Delay or prevention of smoking onset
- Cessation of smoking among pupils who have already experimented with smoking, to decrease their chances of becoming regular smokers

The idea is to reinforce non-smoking behaviour as the standard behaviour. In this way social norms within the peer groups are influenced such that non-smoking becomes more common among the pupils than smoking.

Implementation of the competition:

Each of the seven participating countries has developed its own material for the participating classes (flyer, class contract, pupils contract, information for the teachers).

The general rules of the competition are the same in each country:

- Classes decide to be a non-smoking class for a period of six months.
- Classes which refrain from smoking for that period of time are rewarded: they participate in a national as well as a European prize draw.
- The national prizes vary in the participating countries. The main prize in the international draw is a trip for the whole class to one of the other participating countries. The international prize draw will be on WHO's World No-Tobacco Day [on 31 May 1998](#).

The competition has some flexibility to suit the needs and circumstances of individual countries. For instance, classes in Finland drop out of the competition if a pupil smokes regularly. In France, classes in which no one smokes are awarded the national main prize; classes in which more than one smokes are awarded the national second prize, etc. Here the class drops out if more than five pupils smoke on a regular basis. In Germany, classes drop out of the competition if more than 10 % of the pupils smoke on a regular basis. When this article was written, the registration for the competition was still open in most participating countries (table). For the next run of the competition Belgium, Greece, the Netherlands and Austria have shown their interest in participating.

Table: Overview of the timescale and participating schools for the first year of the Competition (1997/1998)

Country	Number of participating schools	Number of participating classes	Competition begins	Competition ends	Number of months
France	27	80	6 January	End of May	5
Spain	25	64	8 January	End of May	5
Germany	168	420	2 February	End of May	4
Italy	46	80	6 January	End of May	5
United Kingdom	40	142	Mid January	End of June	5–6
Denmark	128	145	1 December	End of May	6
Finland	462	2686	1 October	End of March	6

These figures are not final. As of this writing, competition registration was still open in France, Spain, Germany, Italy and United Kingdom.

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<http://www.jyu.fi/no-smoking> and
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Germany

Fit For Life – A School-Based European Smoking Prevention Curriculum

In 1995, a four-year European smoking prevention project started in Germany (including the *Länder* Schleswig-Holstein and Mecklenburg-Vorpommern) and the German speaking part of Jutland (Denmark). Luxembourg and Austria joined the project in 1997. It is supported by the "Europe Against Cancer Programme" of the European Commission.

The general goal of the project is the development, implementation and evaluation of a school-based spiral-curriculum, which begins in the first year of elementary school (6–7 year-olds) and accompanies the children until the end of their fourth year in secondary school (14–15 year-olds). The curriculum is called "FIT FOR LIFE" and provides four detailed teaching manuals for pupils from forms 1–2, 3–4, 5–6 and 7–8. The manuals are independently constructed and can be used in any form regardless of whether the pupils have participated in the curriculum before, e.g. form 4 can take part in the curriculum without having covered the programme in form 1 or 2. Nevertheless, it is recommended to carry out all four parts of the curriculum in order to reach a maximum treatment effect.

The programme follows the life skills approach indicated by the World Health Organisation (WHO). The goal of this approach is to provide children with the requisite knowledge and skills for resisting social influences to smoke, as well as to reduce potential motivations to smoke by increasing general personal and social competencies.

The programme contains six major dimensions:

- self-awareness – empathy
- communication and social skills
- stress management – coping with emotions
- problem solving – decision making
- critical thinking and social resistance training
- smoking specific information and knowledge

Conclusions:

The findings of the two evaluation studies provide substantial support for the effectiveness of the programme to prevent smoking by enhancing personal and social resistance skills and by providing pupils with specific smoking-related knowledge. It can be shown that the effects of intervention on smoking behaviour and attitudes can be seen already in pupils aged 8–10 years. This suggests that it is indeed appropriate to start the prevention of smoking early in elementary school. Another important finding is that this type of curriculum is very well appreciated by teachers and children, which is important in two ways: it increases the motivation of teachers to integrate smoking prevention into their regular schedules and helps to establish long-lasting intervention effects with the pupils.

Several steps have been taken to ensure the dissemination of the curriculum. The teaching manuals available for forms 1–2 and 3–4 as well as the planned units for forms 5–6 and 7–8 will be published by a renowned European schoolbook publishing company, making them obtainable for

all German-speaking schools throughout Europe. Furthermore, co-operating institutions have been found in Austria, Luxembourg and the German *Länder* Bremen, Hamburg and Sachsen-Anhalt. The teacher in-service institutions in Austria and Luxembourg are preparing to disseminate and to implement the curriculum, and the other institutions are already implementing the programme at several schools. During the second half of the school year 1997 the curriculum has actually been carried out at more than 100 schools throughout Germany and Denmark, reaching about 3,900 pupils. The development of "FIT FOR LIFE III" started in October 1997.

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"Protecting Young People from Tobacco" – Conference Report

Belfast, 20 October 1997

This conference was organised by the Ulster Cancer Foundation and attended by delegates from Ireland, Wales, Scotland, England, France, Belgium and Portugal.

The conference aimed to:

- Examine current issues in a European context
- Facilitate exchange between practitioners, researchers and young people
- Present results of an evaluation of Smokebusters
- Announce new initiatives for Northern Ireland

Keynote speaker Tony Worthington MP, Minister of Health and Education (NI), opened the conference by underlining Labour's commitment to tobacco control.

Dr H Campbell, Chief Medical Officer, detailed the impact of tobacco-related mortality and morbidity on the local population.

Professor Anne Charlton, University of Manchester, outlined research on the influences of young people's smoking behaviour.

Gerry McElwee, Ulster Cancer Foundation, described various prevention and cessation programmes organised in Northern Ireland schools and youth clubs.

Arlene Spiers, Ulster Cancer Foundation, presented the results of Dr Lazenbatt's evaluation of Smokebusters (NI) (see below).

Ligia Lima, Portuguese Cancer League, provided an overview of European initiatives.

The afternoon session focused on teenagers and examined prevalence data, illegal sales and peer-led action by Teenagers Against Smoking (TASK).

The Ulster Cancer Foundation announced the expansion of its Smokebuster Campaign to attract 60 % membership of its target audience. The Foundation will also develop its peer-led programmed in the youth sector. The plenary sessions provided questions and discussion on a wide range of issues. Evaluation showed that the delegates found it an important conference which had re-focused their attention on tobacco issues and motivated them toward future action.

The smokebuster club – an evaluation:

A recent evaluation conducted by Dr Anne Lazenbatt examined the knowledge, attitudes and behaviour of 1.359 ex-Smokebusters (now 15 to 16 who had been members for five years previously) and 1.328 controls. The study found that ex-Smokebusters had greater knowledge of smoking issues and significantly more anti-tobacco attitudes.

With regard to differences in smoking behaviour, smoking was more prevalent in the control group (24 % in the control compared to 18 % in Smokebusters). A significantly higher proportion of Smokebusters had given up smoking.

In addition to having fewer smokers, smoking onset was significantly later for the Smokebusters group (average onset age was 11.8 years for controls and 13.8 years for Smokebusters).

Other research shows that this two-year delay in onset of smoking has important implications for health and the prospects for future cessation. The benefits of membership applied to both boys and girls.

Dividing the Smokebusters group into "enrolled" and "active" (those whose teachers used the materials to organise activities) produced interesting results. Significantly more pupils in the "active" grouping remembered the

aims of Smokebusters and its activities. Significantly fewer smoked or have ever smoked in the "active" group compared to the "enrolled" and the control groups.

These differences suggest that the Smokebuster initiative may have a strong influence in smoking prevention, as the Smokebusters group had personal and social environments heavily weighted with anti-smoking role models and positive reinforcers that discourage smoking. For copies of the evaluation summary entitled "Protecting Young People From Tobacco" please contact Judith West, project co-ordinator. Judith aims to develop the programme and increase the membership of the club throughout the region.

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NATIONAL PROJECTS

Belgium

Namur Launches Campaign for Non-Smoking Babies

Namur, the first Smokefree City in Belgium, has recently launched a large awareness campaign with the goal to inform parents about the dangers of passive smoking for young children in pre-and post-natal life.

This programme, developed by the European network of smokefree cities, has been implemented with the collaboration of the French organisation "Besançon, non fumeur". The programme is part of a smoking prevention initiative and policy aimed at women and young people in Belgium, two groups in which smoking is on the increase.

The brochure highlights the following: Up to the age of two years an infant grows at an extremely fast rate. Each day, each second, the brain and lung cells are multiplying and developing to ensure good health in the present and future. This little being needs a balanced diet, light, love and fresh air.

Other people's smoke..... no thank you!

Tobacco smoke is a baby's first involuntary encounter with an avoidable domestic source of pollution. Passive smoking introduces toxins to an immature and growing body which can be very detrimental.

Pregnant women, both smokers and non-smokers, exposed daily to the second-hand smoke of loved ones and others in the home have an increased risk of having low birth-weight babies. In turn this can increase the death or disease risk of babies and later for the young child. Also, mothers who smoke and breast feed their babies pass on harmful tobacco toxins through their milk. When a mother smokes during pregnancy, the amount of oxygen and nutrients absorbed by the foetus can be affected.

Everyone in the family needs to play a part in the birth of a non-smoking baby. The nine months is an opportunity to create an environment where the baby's well being is a priority. To protect a child from tobacco smoke is to offer a healthy environment.

Around 70 % of smokers would like to quit, but need a motivating occasion to do it. The arrival of a baby certainly provides such an opportunity.

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France

Aid in Tobacco Cessation

A randomised study implying general practitioners in a special prevention program during their routine practice: Stoebner-Delbarre A., Sancho-Garnier H., Clauzel A.M., Solassol Cl., Pujol H. Epidaure - C.R.L.C.

Tobacco use is one of the main determinants of avoidable premature mortality in Europe. Since general practitioners (GP) are more often in contact with smokers who wish to quit, it is important that they play a major sanitary and social role in tobacco cessation. In France, however, their participation in such actions is still insufficient. Several studies have shown that at least one out of every two smokers has a desire to quit but only one out of five is aware of methods that could help in this regard. Given the importance of the role of tobacco use in public health, it is important to initiate actions for which efficacy has

been demonstrated. The main objectives of our study are the following:

- Develop measures of prevention among GP's during their everyday activities.
- Increase the number of smokers who stop to use tobacco with GP consultation
- Evaluate the efficacy of this type of intervention

Methods

This research project is a collaborative effort between general practitioners, the medical faculty, health insurance agencies, and regional health authorities. This study is a controlled randomised trial comparing the efficacy of tobacco cessation between 40 specially trained GP's (group A) and

40 GP controls (group B). The GP's from group A will be taught individual and collective techniques of tobacco cessation. This group will spend half a day each week in helping smokers to quit. Group B only intervenes according to their usual practice. All 80 GPs will follow 2400 smokers for one year (1200 in each group). The protocol of this study is available.

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Italy VISP Campaign

Each year the Italian League Against Cancer organises an information campaign on the dangers of tobacco. The project is aimed at 10–11 year olds in their fifth year of primary school. Five hundred schools from the city and region of Milan are involved, representing 1000 classes and over 20.000 children.

Twenty doctors, trained for this purpose, visit the schools and give classroom presentations using information material and audio-visual tools specially designed for children. The aim of the presentations is to raise awareness among children and their families about the dangers of tobacco.

The campaign is entirely conducted by the Italian League Against Cancer, with the support of the government and education authorities, who recognise the validity and importance of the campaign.

Between 1996–97 the league distributed 20.000 kits entitled "The History

of Tobacco City" and increased the membership of the non-smoking generation to 9.000 children. All children who agree not to smoke and convince their friends and family to stop or do the same become VISP (Vigile Intrepido Studente Passaparola), which means they are intrepid and vigilant carriers of the message. They are given a VISP Club card to certify that they belong to the "non-smoking generation".

The league contacts them every six months and sends them the newsletter "Passaparola", their Club VISP membership card and their annual sticker, which they place on the card until they reach the age of 14.

The newsletter contains articles about events organised by the league, the most notable of these being the children and flowers gala held each year in the public gardens. Various fun activities take place during the event, such as fête, music bands, clown acts, etc. The newsletter also serves to

create pen-pal links between VISP members who wish to correspond and spread the anti-tobacco slogan more widely.

Twice a week, a character named "Oxy-gen Dragon" answers telephone calls from VISP members who enquire about any issue concerning anti-tobacco policy and how to advise their friends who smoke. Sometimes children call simply to say hello or to confide in somebody.

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United Kingdom Community Health Tobacco Project

This is an innovative project involving twenty 12 to 13 year-old pupils from Firth Park Secondary School in Sheffield. The work is funded by Sheffield Health Authority and it aims to identify the underlying causes which encourage young people to smoke by investigating the use of tobacco and its effects on the local community. Those young people involved in the project have identified the various aspects of smoking which they wish to examine. These include: smoking and stress, ill health, young people, sports sponsorship, the environment, pregnancy and young children. As part of the work the young people have been encouraged to interview both professionals and local people about their views and attitudes towards smoking. Those interviewed have included: general practitioners, consult-

ants, practice nurses, midwives, health visitors, nurses, media workers (reporters), fashion industry (models), teenagers and the police.

The project involves the pupils in producing a display of their work to be launched in a presentation at the school on National No Smoking Day - Wednesday 11 March 1998. The project focuses upon Community Development work and the display will be taken to various locations within the community: the health centre, medical practice, shops, the library and schools.

The young people are enthusiastic and committed about the work and showing initiative and maturity in developing the project.

With just an hour during the school day on Wednesdays and time after school one day each week, excellent planning, communication and liaison skills are developing between the project team and key school staff.

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United Kingdom

Major Campaign to Stamp Out Illegal Sales to Children

Health authorities and local councils across the northern region of England have joined forces to stamp out illegal cigarette sales to children. A television advertising campaign which targets shopkeepers who break the law by selling cigarettes to children under 16 was launched in January and run for three weeks. The campaign is planned to run for six months with widespread distribution of posters, letters to shopkeepers reminding them of the law, and letters to schools and magistrates.

The advertisement is hard hitting and likens illegal sales to illegal drugs transactions. This is to remind people that smoking is dangerous and addictive, and it also builds on national research which has shown that young people who smoke are more likely to progress to other risk-taking behaviour such as drugs misuse.

The TV advertisement has been created by the award-winning advertising agency Yellow M, based in New-

castle. The television campaign is reinforced by increased activity by local trading standards officers and by initiatives at local level, which include:

- A conference involving young people and health professionals is being planned in County Durham
- The development of an innovative education programme for retailers by health promotion and trading standards officers in Sunderland
- Work by young peer educators in Gateshead to discourage smoking with an in-folder aimed at teenage smokers
- Special training in Teeside for shop assistants to raise awareness and enable them to cope with youngsters demanding cigarettes
- In Newcastle and North Tyneside, seminar for the youth sector, identification and sign provision for smoke-free schools in the district

and production of a parent's guide to teenage smoking.

Organisations taking part in the campaign include:

- Six health authorities
- Twelve local authorities
- The campaign is supported by the NHS Executive Northern & Yorkshire, Northern Ash and the Roy Castle Foundation

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United Kingdom

An Investigation into the Sale of Cigarettes to Children Under the Age of 16 Years in the Stirling Area in Scotland

The Smokebuster's Project of Forth Valley Health Board recently conducted a survey to determine the extent of illegal sales of tobacco to children under the age of 16 years in the Stirling area. The survey was carried out in conjunction with the Trading Standards Department of Stirling Council and involved nine volunteers, aged 10–14 years, recruited from the Smokebusters Project in test purchases of tobacco from retail outlets.

The survey was conducted in two phases. The initial phase took place in November–December 1996. Forty-one tobacco retail outlets were randomly selected for inclusion in the survey from a comprehensive list supplied by the Trading Standards Department. The list included large

stores, smaller local general stores, petrol station forecourts and newsagents. During the survey, if challenged by the retailer the volunteers were instructed to give their correct age and state the cigarettes were for themselves. If refused, either outright or during questioning, they were to leave the shop immediately without comment. The volunteers were closely supervised at all times during the survey. If the retailer sold cigarettes they were immediately issued with a verbal warning from the Trading Standards Officers, followed by a written warning two weeks later.

During this first phase, 15 of the 41 retail outlets visited sold cigarettes to the young volunteers, giving a sales rate of 37%.

The second phase of the survey was conducted eight months later, in August 1997. The aim in this instance was to determine the effect of the publicity resulting from the first phase of the survey on subsequent sales rates, and to determine whether the survey and warnings had deterred those who initially sold cigarettes from continuing to sell. During this phase 39 retail outlets were visited, 26 new premises and 13 of which had sold cigarettes to children in the previous survey. The same volunteers were involved in the project.

In this instance, 9 of the 26 new retail outlets visited sold cigarettes to the children, giving a sales rate of 34.6%. This is comparable to that observed previously (37%), indicating that the

publicity achieved as a result of the first phase had little effect on the retailers not initially included. However, of the 13 shops identified from the first phase as selling cigarettes to children, only one subsequently sold, giving a sales rate of 7.6% and indicating that the survey may act as an effective deterrent.

For the survey to remain an effective deterrent, however, there needs to be enforcement of the legislation relating to the sale of tobacco products to children. This is difficult to do in Scotland as test purchases are considered entrapment, which precludes using the resulting information for prosecution.

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Sweden

A Non Smoking Generation Halves Smoking Among School Children in Sweden

A study made by the county council of Kronoberg in Sweden shows that the school programme of the organisation significantly lowers the tendency of school children to start smoking.

"The lung cancer risk of children who start smoking before the age of 15 is almost four times higher than those who start after age 25. Consequently, all activities that delay the onset of smoking are most valuable in terms of health. Most important, of course, is the work that helps young people to resist smoking onset all together. In this regard, the work of A Non Smoking Generation and its school informers shows promising results," says Ingrid Edvardsson, nurse in the district of Kronoberg.

Ingrid Edvardsson made this independent study in collaboration with her colleague, Professor Anders Håkansson. It has now been published in the highly respected Swedish medical journal *Läkartidningen*.

The study, which started in 1994, is based on inquiries of 6th grade pupils, extending to all 2.179 pupils in that grade in the county of Kronoberg

(reply frequency of 92,5 per cent or 2.015 pupils). The purpose of the study was to find answers to a number of questions, such as how smoking habits among young people develop through the years, and how the smoking habits and attitudes of parents have influenced children who smoke.

Proves the need for tobacco-prevention

Four per cent of the school children called themselves smokers or ex-smokers in the inquiry. To prevent smoking onset, school informers from A Non Smoking Generation were invited to some of the classes. The school informers are persons in their twenties who have been trained in the tobacco issue. Their relatively young age allows them to be seen as role models. In class the informers talk about influence, respect, self-knowledge, peer pressure, etc. The pupils are shown how in life one often acts under the influence of someone else.

The classes visited by an informer from the organisation showed an unchanged level of smokers one year later. In the classes not visited by A

Non Smoking Generation, however, the number of smokers showed a three-fold increase on average.

"This is the first evaluation of our school programme that has been made and published externally. Naturally, we have seen the positive effects of our school programme from other discussions and evaluations. But this study proves that our school project really fills an important need," says Gunilla Steinwall, Secretary General of A Non Smoking Generation.

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United Kingdom

Youth and Parliament Day – Blaydon Peer Education Project

Four members of Blaydon Peer Education Project and two staff (Mrs. Julie Briscoe, Blaydon comprehensive School, and Harry Matthews, Project Leader, Blaydon Youth Club) attended a Youth and Parliament Day in Westminster on 9 December 1997.

The event at the House of Commons was organised by the British Youth Council and attracted 1000 young people from various parts of the United Kingdom to lobby parliament and conduct a series of question times and debates.

The young Peer Educators from Blaydon in the Gateshead borough lobbied Members of Parliament on issues of smoking and tobacco controls which they thought should be introduced by the New Labour Government.

The question time sessions took place in the grand committee room in the

House of Commons. Blaydon group members lobbied MPs on various issues including:

- Restrictions on access to cigarette vending machines to people aged 18 plus
- The introduction of licensing for tobacco retail outlets
- Restrictions on smoking in all public places like restaurants, public houses, shops etc.
- A ban on the promotion and sponsorship of tobacco products at sporting events, including Formula One motor racing

Several MPs expressed support for the suggestions put by Blaydon's young people, which has encouraged the project members to continue campaigning for legislative change.

More recently, members of the group have assisted with a North East Regional initiative aimed at reducing illegal sales of tobacco to children and young people.

Future plans include the production of a drama package on smoking and young people, which they hope to take into schools and youth groups in the Gateshead borough.

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HELP NEEDED

France

British/American Indirect or Direct Tobacco advertising material needed

For several years ADESSI, Association d'Education pour la Santé de l'Isère, France, has focused its work in youth smoking prevention around advertising and the images it promotes. The association is seeking examples of British or American direct and indirect tobacco advertising.

These examples will be used as support material in English-language classes with the view to encourage the participation of teachers.

If you can help ADESSI, please contact:

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