

Policy context and development in adolescent smoking prevention and cessation

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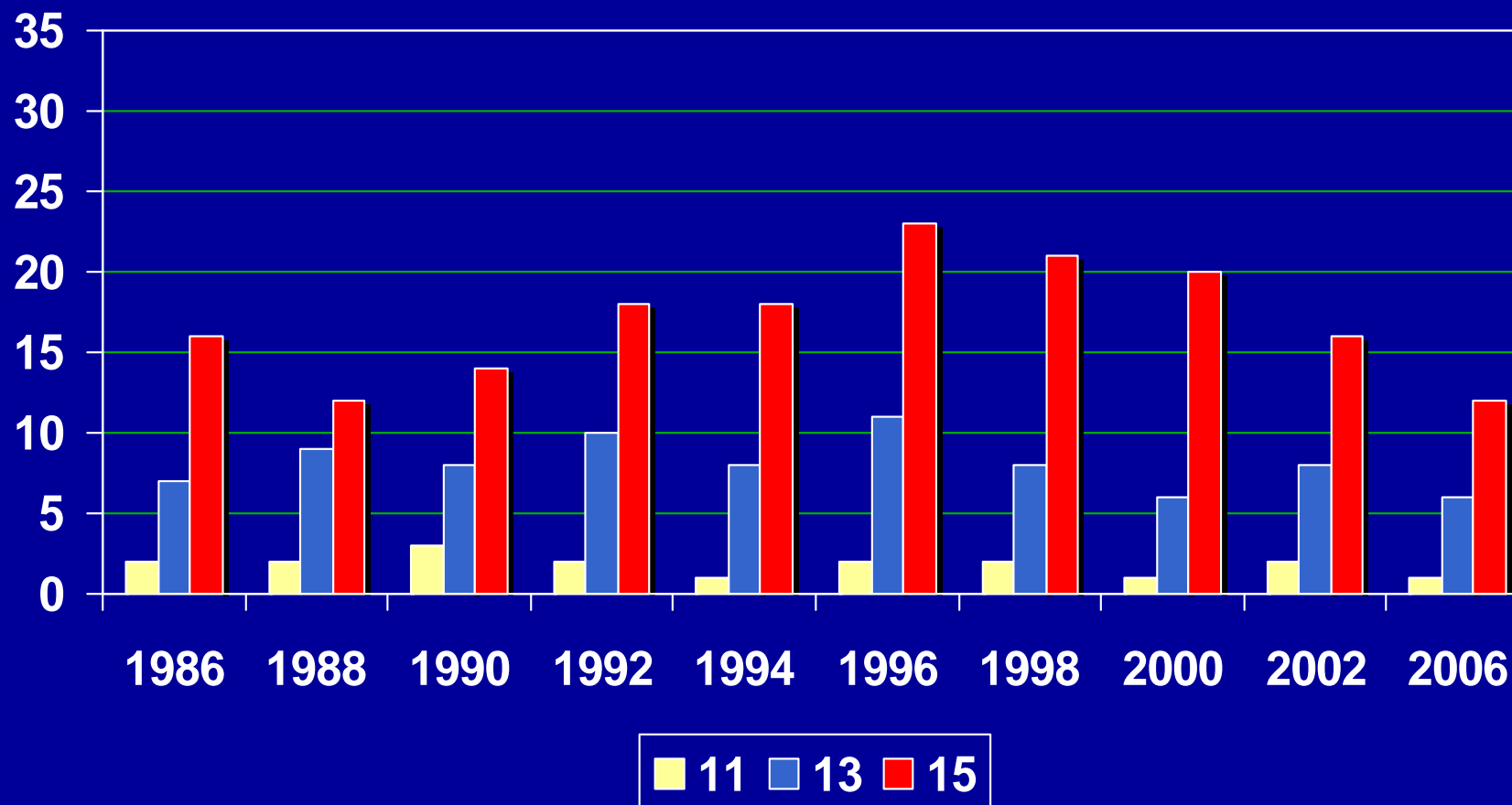
Health Improvement Division
Welsh Assembly Government

The Challenge of Adolescent Smoking: research, policy and practice.
Health Challenge Wales: Evidence for Policy Seminar Series
15 December 2008

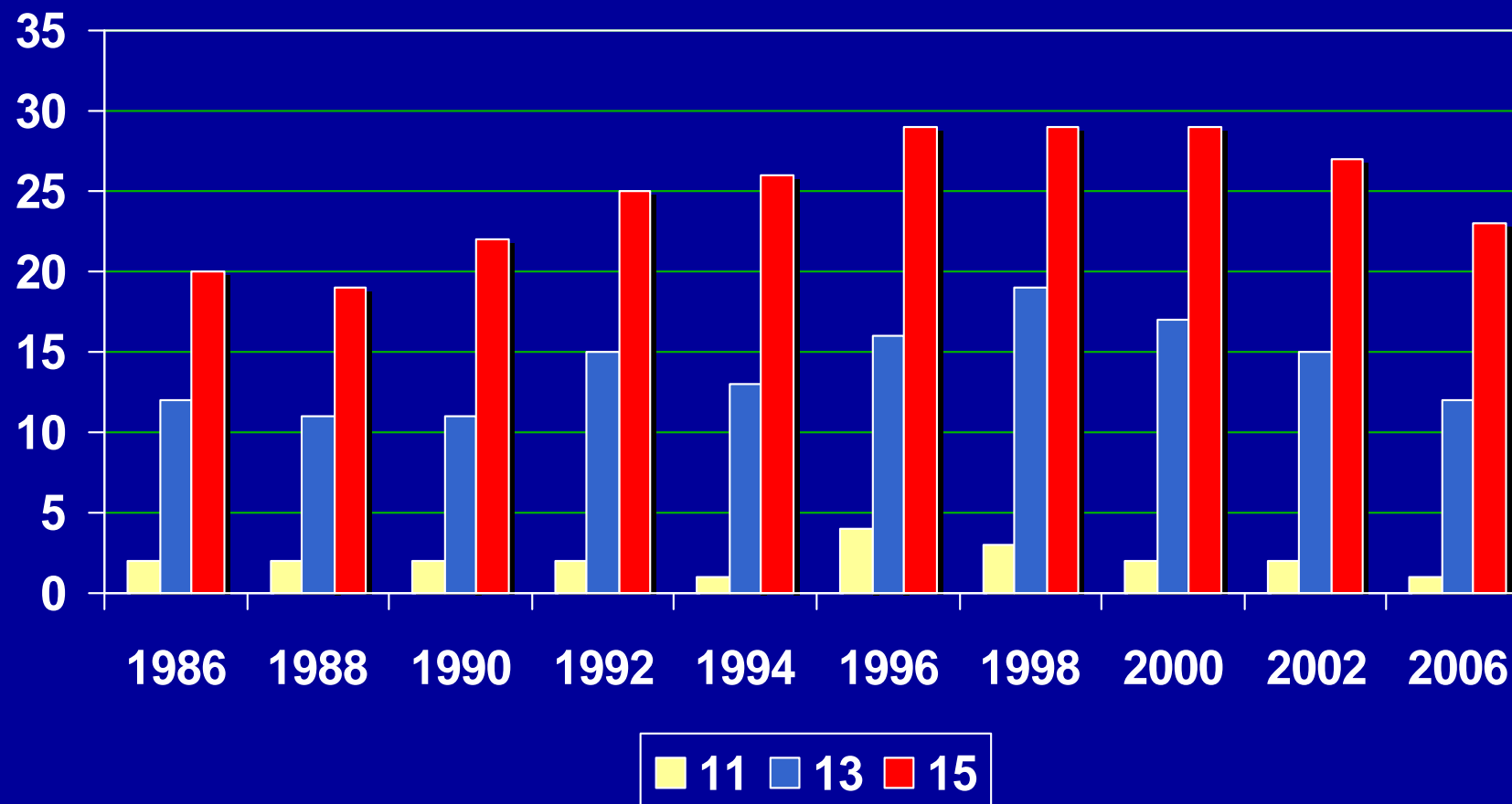
Content

- Adolescent smoking prevalence 1986-2006
- Programmes and policy
 - Heartbeat Wales (1986-1990)
 - Health Promotion Wales (1990-1999)
 - Welsh Assembly Government (1999-2008)

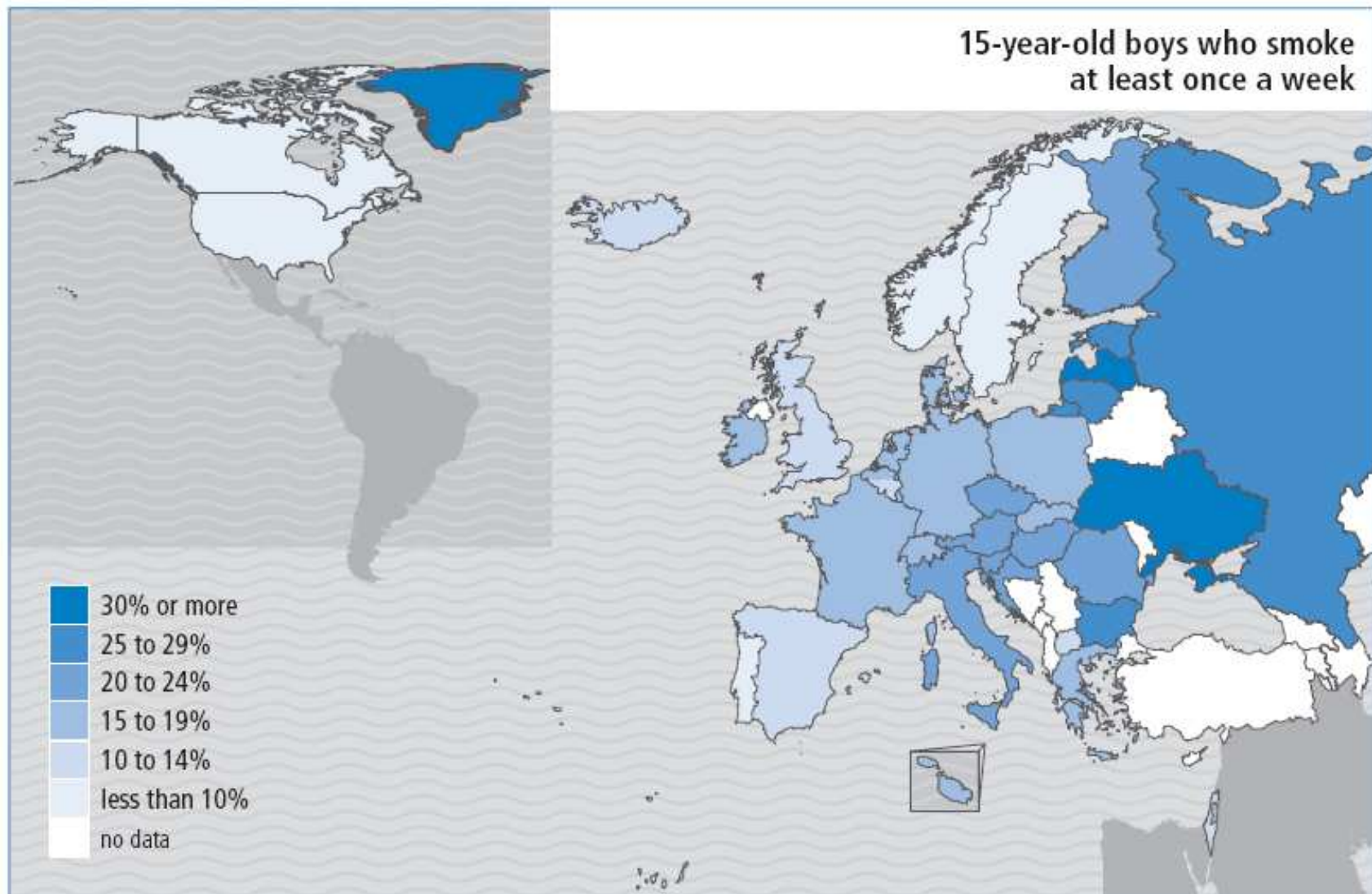
Percentage of boys smoking weekly, Wales, 1986-2006



Percentage of girls smoking weekly, Wales, 1986-2006

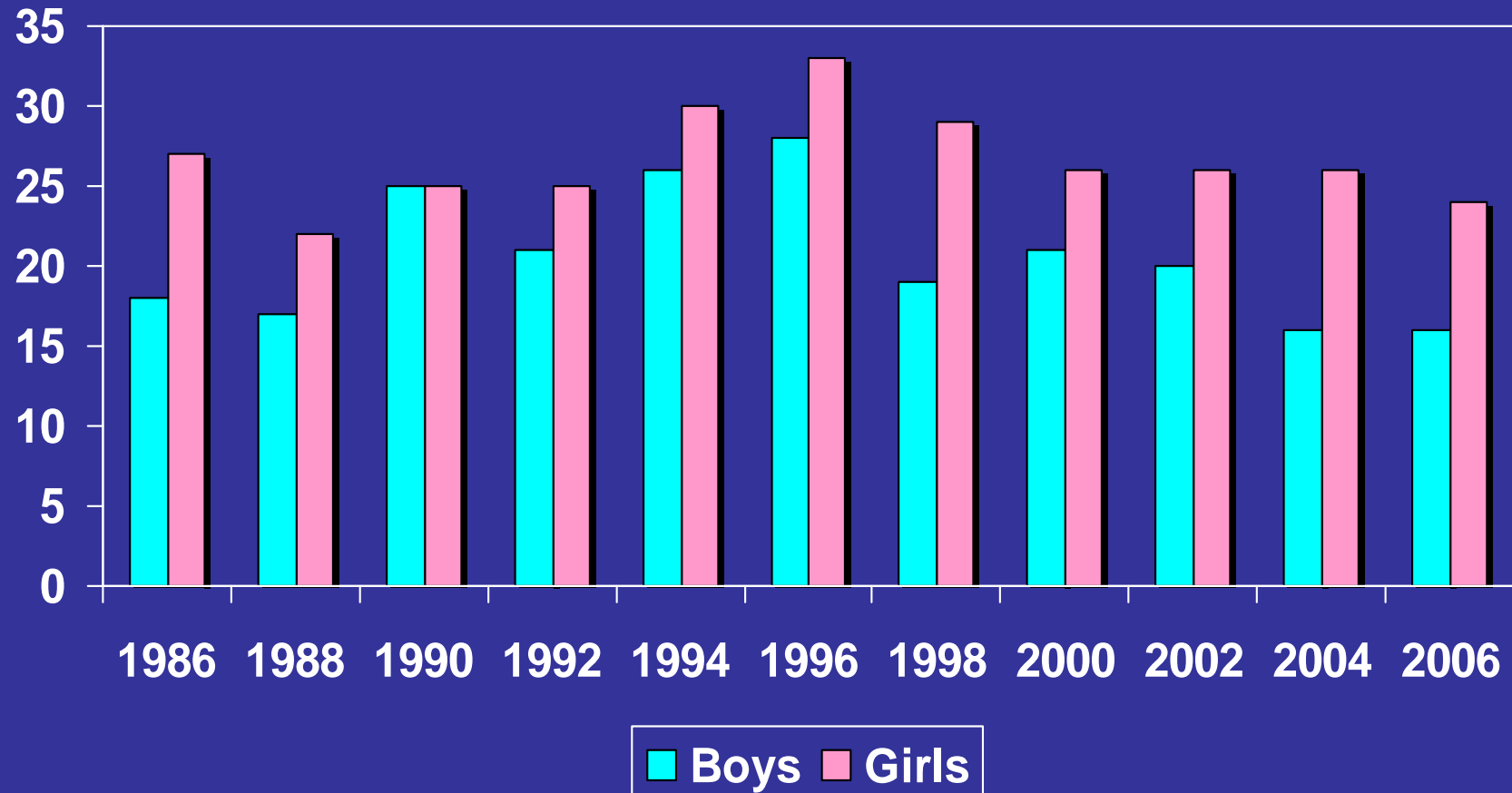


15-year-old boys who smoke at least once a week



HBSC teams provided disaggregated data for Belgium and the UK; these data appear in the map above

Percentage of 15 year-olds smoking weekly, England, 1986-2006



Heartbeat Wales/Curiad Calon Cymru Smoking or Youth Preventing Teenage Smoking in Wales (1986)

‘A comprehensive plan of action to reduce smoking among school-children in Wales through the school, families and the wider environment’.

- The wider dissemination of the ‘My Body’ health education project in primary schools;
- The development of a children’s health club, ‘Heartguards’, aimed at 9-13 year olds;
- The wider dissemination of ‘Family Smoking Education Project’ and ‘Smoking Education for Teenagers Project’ in secondary schools;
- Further development of adult smoking cessation programmes, particularly targeted at parents with school-age children;
- Widening of restriction on smoking in public places;
- Proper enforcement of restrictions on the sale of cigarettes to young people;
- Monitoring the promotion of cigarettes.

Heartbeat Wales/Curiad Calon Cymru Family Smoking Education (FSE) and Smoking and Me (SAM)

FSE (11-12 year olds)

- Based on Norwegian programme
- 3 hours teaching on immediate health impacts
- Reinforced by pupil booklet and parental leaflet

SAM (12-13 year olds)

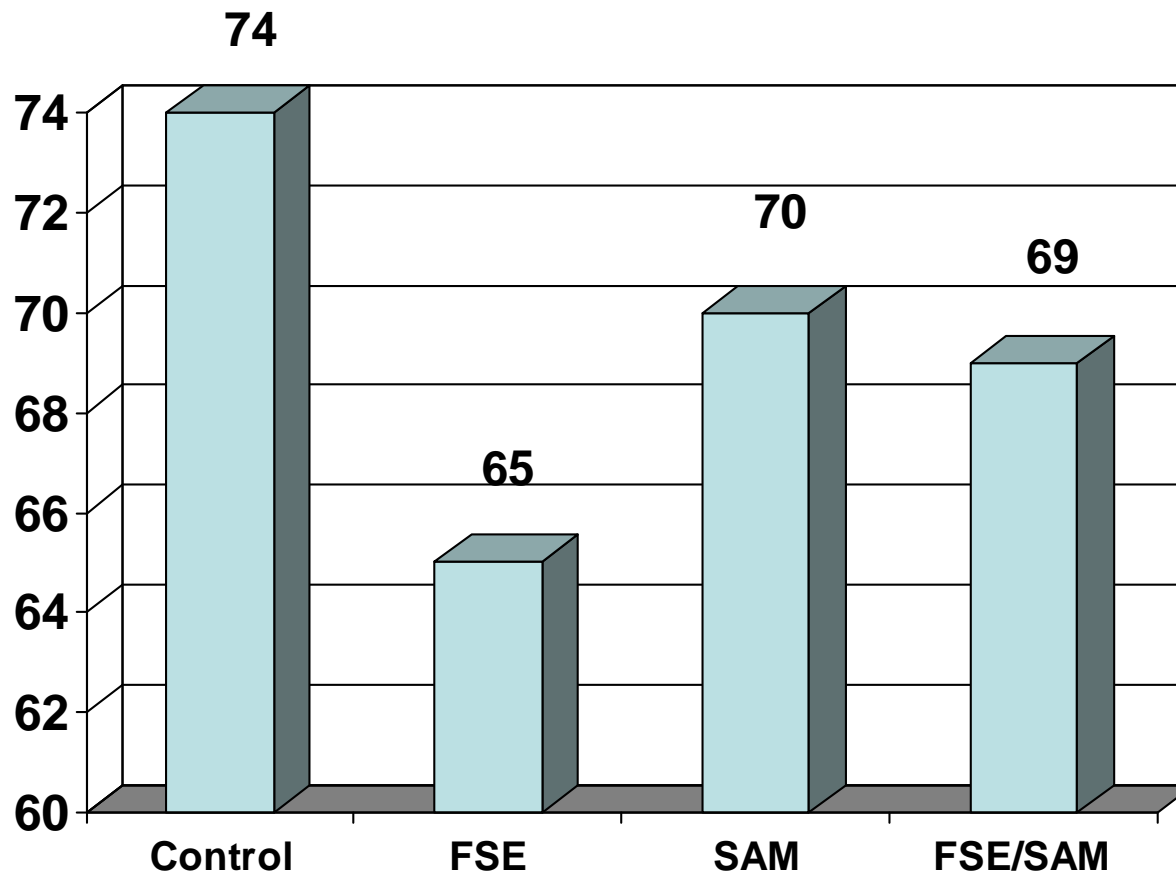
- Based on Minnesota smoking prevention programme
- 5 lessons on the social consequences of and peer, family and media influences on smoking
- Emphasis on practising skills for managing social situations in which smoking occurs
- Used pupil led discussion groups

Heartbeat Wales/Curiad Calon Cymru Family Smoking Education (FSE) and Smoking and Me (SAM)

- Two year study to test effectiveness under normal classroom conditions
- 39 schools (5,078 pupils) from 4 LAs matched into 4 groups:
 - no planned intervention
 - FSE only
 - SAM only
 - FSE and SAM in sequence
- Baseline (89%) and 2 follow-ups (87% and 83%, respectively)

Heartbeat Wales/Curiad Calon Cymru Family Smoking Education (FSE) and Smoking and Me (SAM)

% never smokers in 1988 remaining never smokers in 1990



Health Promotion Wales/Hybu Iechyd Cymru

Developing options for a programme on adolescent smoking in Wales (1995)

- Centre for Social Marketing, University of Strathclyde commissioned to:
 - review recent research into adolescent smoking and smoking interventions
 - propose on the basis of this review, options for intervention approaches that could be undertaken

Health Promotion Wales/Hybu Iechyd Cymru

Developing options for a programme on adolescent smoking in Wales (1995)

- Guiding principles
 - the tensions and contradictions that enhance smoking's attractiveness need to be tackled
 - strategies need to be broad
 - separate targeting of young people, as opposed to targeting of the general population
 - school programmes remain important
 - environmental factors should be addressed
 - mass media campaigns have some potential
 - 'Smokebusters' requires further evaluation

Health Promotion Wales/Hybu Iechyd Cymru

Developing options for a programme on adolescent smoking in Wales (1995)

Five options proposed to complement ongoing activity

- Classroom education on the marketing of tobacco
- Unpaid publicity about the effects of tobacco marketing on young people
- Publicity to combat perceptions of smoking as an adolescent norm
- Development of school no smoking policies
- Active enforcement of the legislation banning under-age sales

Effective Healthcare: Preventing the uptake of smoking in young people (1999)

The University of York NHS Centre for Reviews and Dissemination

- The uptake of smoking is a complex process and is rarely a single distinct event
- There is no simple way to prevent children and young people from taking up smoking
- Mass media campaigns can influence smoking behaviour
- Enforce the law
- Community approaches with different components
- Target children as young as 4-8
- A co-ordinated long term approach may produce greater success than a series of separate interventions

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Llywodraeth Cynulliad Cymru

Current range of interventions

Classroom education

- PSE framework
- Smoke Signals
- Burning Issues

Specific interventions

- SmokeBugs Club!
- Smokefree Class Competition
- ASSIST

Whole school approach (including policy)

- Welsh Network of Healthy School Schemes

Adolescent smoking cessation

Welsh Assembly Government/
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SmokeBugs!

- Modified following research to target 8-11 year olds.
- Launched 2001.
- Local recruitment, magazines to home, local events
- Currently 11,700 members

Aims

- Encourage young people to say no to cigarettes by providing information
- Encourage and support young people to remain non-smokers
- Portray non-smoking as the norm

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Smokefree Class Competition

- Targets 11-13 year olds (years 7 and 8)
- Extended from original pilot
- Running for 12th year
- 12,000 participants 2007-08
- Runs in 17 other countries
- Research in Germany demonstrates cost-effectiveness

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ASSIST

- Peer led intervention, using influential opinion-formers
- Year 8
- Developed by Cardiff and Bristol Universities
- Rolled out by NPHS
- Shown to be effective in decreasing smoking uptake at both 1 year and 2 year follow up

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Adolescent smoking cessation

- European pilot projects
- TV ads
- Stop Smoking Wales

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Llywodraeth Cynulliad Cymru

Legislation

- 2 April 2007 – smoke free legislation comes into force in Wales
- 1 October 2007 – legal age of purchase increased to 18
- 1 October 2008 – picture warnings on packets
- 9 December 2008 – announcement on next steps in tobacco control
 - further restrictions on the advertising and display at the point of sale;
 - controls on sale from vending machines.

Next steps

- Working with NPHS to improve delivery
- Continual search for more effective interventions
- Our Healthy Future provides opportunity for reflection on tobacco control measures