



A NEW RESOURCE

UP IN SMOKE

- a smoking education resource for those working with 11-16 year olds



Smoking is the largest preventable cause of death in the United Kingdom. Evidence shows that the prevalence of smoking among young people increases between the ages of 11 and 16 which is why this resource is essential for those working with young people, since every day approximately 450 young people are 'recruited' to smoke.

Why do smoking education with 11-16 year olds?

- **The vast majority of young people do not smoke**
However, evidence shows that the prevalence of smoking in England increases with age from 0.5% of 11 year olds to 15% of 15 year olds. In Wales the average age at which young people start to smoke is between 11 and 12 years. A survey in Wales (ASH Wales, 2008) indicated that between 66% - 90% of adult smokers begin smoking before they turn 18. **Adults working with young people in the 11-16 age range are, therefore, uniquely placed to influence positively their smoking behaviour.**
- **Young people's perceptions of smoking, indeed alcohol and drug use as well, are often out of line with recorded evidence**
Setting the record straight is part of what is called '**normative education**', which is currently recommended as effective educational practice. The theory is that by challenging young people's perceptions, and by correcting their misconceptions, this will have a positive influence on their behaviour.

What's in this resource?

- **There are ten sessions that will enable young people to consider a range of opinions and evidence and draw conclusions to inform their own decision-making**
- | | |
|---|---|
| 1 What do you already know about smoking? | 6 Does it cost the earth? |
| 2 The knowledge | 7 Advertising |
| 3 The effects | 8 Women and smoking |
| 4 Passive smoking | 9 There should be a law against it! |
| 5 Where do you stand? | 10 To smoke or not to smoke, that is the question |
- **It uses a variety of teaching and learning styles, to cater for the variety of ways that young people learn, and embraces a normative education approach**

- **It focuses on smoking rather than smokers although, of necessity, there has to be some reference to the latter. However the emphasis is on the benefits of being smoke-free rather than the negative effects of smoking**

The materials have been trialled in a variety of educational settings. Responses include:

- 'Excellent: age appropriate; informative; user friendly. I think teachers will really appreciate the worksheets; aims and learning outcomes clearly defined. 10/10'
(Healthy Schools Co-ordinator, Bexley Care Trust, Kent)
- 'A good resource with logical progression from lesson to lesson'
(Westhill Academy, Aberdeenshire)
- 'A good resource that is progressive. Easy to use, even for non specialist teachers'
(PSHE and Citizenship Consultant, St Helens)
- 'I really like the resource pack, especially as it focuses on the issues around tobacco and not just the effects of smoking. Very user friendly, all the information together in sessions'
(The Roy Castle Lung Cancer Foundation, Liverpool)
- 'Comprehensive in content; very useful when I read the information'
(PSE Co-ordinator, Bassaleg School, Newport)
- 'Well laid out; very clear about what was planned in each lesson; easy to follow; liked the extension activities; think facilitator prompt sheets are invaluable to help teachers'
(Drug Education Consultant, Bristol)
- 'Excellent resource, as usual. Easy to follow and logical format. Like the focus on smoking rather than smokers. Like the initial questionnaire to test out knowledge. Very user-friendly; resource sheets are close to the lesson plans; and answers to questions are easy to find'
(Healthy Schools Consultant, Liverpool)

| TITLE | UNIT PRICE | QUANTITY REQUIRED | TOTAL COST |
|-----------------------------------|------------|-------------------|------------|
| Up In Smoke | £49.95 | | |
| Up In Smoke CD Rom | £39.95 | | |
| BUY BOTH (Resource & CD) FOR ONLY | £69.95 | | |



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