

Aim of Task

To develop a smoking prevention campaign that is specifically aimed at students and addresses common myths held by young people

Objectives

- Identify a common misunderstanding that students at your college have about smoking, which may lead to more harmful smoking behaviours (Examples below)
- Undertake research to identify the facts to correct this myth
- Develop a short message/strapline that will correct understanding amongst students
- Deliver the facts to your peers in a manner that will engage or interest them e.g. social media/video, presentation.
- Evaluate your campaign

Information to help you:

Below are some common myths that young people have about smoking, but don't forget to find out your own as well:

MYTHS

- Smoking just one or two cigarettes a week is not harmful
- If you smoke roll ups it is much better for you
- Smoking helps you to be less stressed
- Smoking is a sociable activity
- Smoking will help you stay thin
- Smoking enhances your looks/appearance
- 'Everyone' is doing it
- Vaping is worse for you than smoking

Websites that may help

Action on Smoking and Health [Fact Sheets - Action on Smoking and Health \(ash.org.uk\)](https://www.ash.org.uk)

NHS Smokefree [Home | Smokefree \(www.nhs.uk\)](https://www.nhs.uk)

Smokefree Hampshire www.smokefreehampshire.co.uk