

# Student Led Social Norms Task

## Aim of Project for Students

To identify common smoking behaviours amongst students and present the information in a way that helps your peers understand that smokers are in the minority.

## Objectives

- Develop a short survey (online or paper) for use with students which finds out about smoking behaviours at the college
- Analyse the results of the survey to produce some statistics. These should reinforce the message that most people don't smoke and/or that they have a negative perception of smoking.
- Present these statistics in a way that will interest and engage your peers
- Choose a media for communicating the results, ensuring that the message reinforces the harms of smoking. This could be through social media, websites, newsletter etc.
- Evaluate the effectiveness of the campaign.

## Information that will help you:

- You may wish to think carefully about how you word your questions to identify what people mean as a 'regular' smoker. This link provides you with the definitions used in national surveys. [Part 4: Smoking patterns among young people - NHS Digital](#)
- This smoking survey with students was carried out on a UK University Campus. It may be too much detail at this level, but could give you some ideas of the topics you may wish to cover. [Smoking behaviours and attitudes towards campus-wide tobacco control policies among staff and students: a cross-sectional survey at the University of Birmingham | BMC Public Health | Full Text \(biomedcentral.com\)](#)
- Don't forget that you should always signpost smokers to support to quit. Details of the Hampshire Stop Smoking Service are below:
  - Visit [www.smokefreehampshire.co.uk](http://www.smokefreehampshire.co.uk) for more information
  - or call 01264 563 039 or 0800 772 3549
  - Text: QUIT to 66777



- Remember that the survey should be confidential and anonymous. Students should be informed of this and they should not put names or be identifiable. Information should be disposed of securely once the work has been undertaken.
- Remember to consider the safeguarding responsibilities you have. If, for any reason, you are concerned for the safety of one of your peers as a result of the survey, you should speak to a member of your college pastoral staff.