

Student-led campaign

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.

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Websites that may help

- **Action on Smoking and Health (ASH)** – Fact sheets – www.ash.org.uk/resources/publications/fact-sheets
- **Better Health NHS** – Support to help you quit smoking – www.nhs.uk/betterhealth/quit-smoking
- **Smokefree Hampshire** – Your Hampshire Stop Smoking Service – www.smokefreehampshire.co.uk

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