

## FAQs

### What is Kick Ash?

Kick Ash in Cambridgeshire is a young person led smoking prevention programme. Young people in Year 10 are recruited to work as Kick Ash mentors to promote their 'proud to be smoke-free' message. The Kick Ash mentors lead activities in their own schools and their partner primary schools.

### What activities do young people lead on?

- Developing a Kick Ash marketing communications campaign for their school.
- Mentoring younger students between the ages of 11 and 13 around issues relating to smoking.
- Monitoring the use of the Challenge 25 policy to prevent the under-age sale of tobacco products as well as other age-restricted products.
- Helping the development of stop smoking services for young people.

### Why do young people lead on activities?

- The Year 10 Kick Ash mentors are encouraged to lead on Kick Ash activities to help develop their own confidence and awareness so they can make their own informed decisions about smoking and tobacco.
- Greater personal confidence and awareness means the Kick Ash mentors are able to support as well as influence their friends and other young people to understand the importance of being smoke free.
- Through creating and promoting their own "Proud to be smoke free" messages, the Kick Ash mentors generate a new smoke-free social norm.

### Do youth smoking prevention programmes like Kick Ash work?

- Evidence from the pilot programme indicated that not only was the programme positively received by all involved - the young people, teachers and parents - but the smoking data collected through the Cambridgeshire children and young people's health and well-being survey has shown a continuing down ward trend in the uptake of smoking across the county amongst young people. For example in 2016 6% of pupils reported that they had smoked a cigarette in the 7 days prior to participating in the survey compared to 5% in 2018. Most significantly of the students reported to smoke regularly (weekly) 42% said they wanted to give up in 2016 compared with 51% in 2018.

### What do young people learn about?

People on the Kick Ash programme learn:

- How to work as a team to organise "smoke free" events and activities in school
- How to influence and mentor young people
- About the effects of peer pressure
- About health-related issues regarding smoking
- About the law and the sale of age-restricted products including tobacco
- About the hidden messages embedded in traditional tobacco as well as e-cigarette adverts
- About the facts and current issues relating to e-cigarettes

Notably the majority of mentors who have taken part in the Kick Ash programme have reported increased confidence and ability to communicate with both younger and older people.

### **Why are the Year 10 students targeted to work with 11 and 13 year olds?**

Young people volunteering for Kick Ash are encouraged to work with the Year 8 (13 year old) students in their school because the 2018 Cambridgeshire Health Related Survey – a schools-based survey – continues to show a rise in the number of regular smokers between Year 8 and Year 10. Whilst 2% of Year 8 students are regular (weekly) smokers this increases to 8% in Year 10.

The Kick Ash mentors also work with 11-year-olds to encourage develop their confidence and to help this particular age group begin to think about the risks associated with smoking. This has proved valuable for transition from primary to secondary school.

### **How is the programme being evaluated?**

A detailed evaluation framework supports this programme with key components which include:

- The Cambridgeshire health-related behaviour survey
- Year 10 mentor feedback through focus groups and interviews
- Student and teacher evaluation forms at both primary and secondary level

Work is on-going to improve the systems of evaluation and to establish more specific outcome measures over time.

### **What's the future of the project?**

Over the next 3 years (2019 – 2021) the aims are to:

- Deliver Kick Ash in 30 secondary schools
- Train 600 Year 10 mentors
- Engage 50% of the feeder primary schools in the Year 6 Kick Ash related activity programme