

The role of the Kick Ash mentor

Kick Ash provides a unique opportunity for young people to get involved through a tobacco control initiative with a range of experiences linked to the work of Public Health, Trading Standards and smoking cessation services whilst fulfilling the community engagement aspect of any citizenship award they may be working towards.

As well as being smoke-free ambassadors, the Kick Ash mentors lead smoking related initiatives, events and training with students in both their own school – essentially Year 8 students – as well in the partner primary schools with the Year 6 pupils.

The role may also include the following responsibilities:

- Leading assemblies and other promotional activities in school so fellow students are encouraged to share and embrace the “proud to be smoke free” message and know where to get help.
- Encouraging other students to show their support for Kick Ash in school.
- Supporting the Year 6 pupils through the transition stage to Year 7 and act as smoke free role models.
- Investigating why peer groups and personal identity are such a big factor in whether young people choose to smoke.
- Working with teachers to help lead Kick Ash initiatives with other students especially the Year 8
- Speaking to parents about why a few young people choose to smoke even though they know the health risks and making them aware of the work of Kick Ash.
- Designing, promoting and marketing the Kick Ash “smoke free” message.
- Leading on developing a school launch event.
- Learning to conduct interviews and working with the media as part of a student led campaign.
- Pioneering new creative ideas for the development of the Kick Ask brand.
- Learning the communication skills required to support young people who would like to stop smoking.
- Developing smoking information resources for students and parents thereby helping to shape young people's stop smoking services across Cambridgeshire.
- Volunteering to help Trading Standards Officers, where and when appropriate, to test that shops are not selling tobacco (cigarettes) to people aged under 18
- Liaising with Trading Standards to give advice, as well useful display materials, to shop managers about not selling tobacco (cigarettes) to people aged under 18

I improved my confidence when talking to new people.

My Kick Ash work looks really good on my college application.

I really enjoyed developing my leadership skills. It gave me confidence to apply for a leadership role in school.

I helped a person in my family to quit smoking by supporting them.

What do mentors get out of Kick Ash?

I used my hours volunteering for Kick Ash towards my Duke of Edinburgh Bronze Award.

I really enjoyed accepting new challenges, I surprised myself by learning new skills.

I really enjoyed talking to younger people about being proud to be smoke free.

For students interested in becoming a Kick Ash mentor, then click the link to the job description.