

PROUD TO BE SMOKEFREE

A SMOKEFREE TOOLKIT FOR ROTHERHAM PRIMARY SCHOOLS



www.rotherham.gov.uk/smokefree

Our aim is to create a Smokefree generation in Rotherham.

This involves protecting children from the harms of smoking and helping smokers to quit.

Smoking is the biggest cause of avoidable death in Rotherham and half of smokers die as a result of their addiction.

The evidence tells us that the best way to stop children and young people from starting smoking is to make it invisible to them and that means changing the smoking behaviour of adults.

If children see the adults around them smoking they see it as a normal thing to do and are therefore much more likely to start smoking and become addicted.

The next stage in 'Proud to be Smokefree' ... Smokefree Schools

We would like all primary schools across Rotherham to become fully Smokefree

What is a Smokefree School?

A Smokefree School in Rotherham would not just be about creating an outdoor space where no-one smokes or uses an e-cigarette in a designated area such as school gates, but a whole-school approach to be smokefree.

Since 1 July 2007 it has been against the law to smoke in virtually all enclosed and substantially enclosed public places and workplaces, including inside the school buildings. Not complying with this is a criminal offence.

Smokefree in terms of Smokefree Schools would mean the school gates and the immediate area around the school would be voluntary smokefree zones.

It would not be law but would be managed through a voluntary code where the whole school community works together to encourage smokers to choose not to smoke in these areas.



9 OUT OF 10
LOCAL PEOPLE
SUPPORT
SMOKEFREE
ZONES

IF I SEE MY
MUM AND DAD
SMOKING, IT
MIGHT MAKE
ME START

Reasons for a Smokefree School

Children who live in a home where parents smoke are 90 per cent more likely to start smoking themselves, leading to an uptake of smoking by approximately 109,000 11-15 year olds across England and Wales each year¹.

Evidence tells us that children are less likely to start smoking if they do not view the activity as a normal part of everyday life. As smoking becomes less visible and less socially acceptable it should reduce smoking uptake by young and new smokers.

YOUR SCHOOL
PLAYS A VITAL
ROLE IN PREPARING
YOUNG PEOPLE FOR
ADULT LIFE

Protect your students from someone else's smoke

Over 11,000 people die every year in the UK due to second-hand smoke².

It is especially dangerous for children as it can increase the risk of asthma and various lung conditions.

Although the levels of second hand smoke outside are substantially lower than in an enclosed space, no one wants their child to have to walk through a cloud of tobacco smoke every day to get into school.

Set an example for healthy living.

What the school defines as important to the well-being of staff and students, helps shape the community and the family home. Your school plays a vital role in preparing young people for adult life.

The school can lead by example, showing the community that smoking around children is not acceptable.

Why should we do it?

Hundreds of children start smoking every day and one in two who become long-term smokers will die early as a result. Two-thirds of smokers report that they took up smoking before the age of 18³. This project aims to contribute to the de-normalisation of smoking; thereby reducing the number of children and young people who decide to start smoking.

In Rotherham⁴:

- 37,577 adults smoke, consuming 423,550 cigarettes each day
- Roughly £70.4 million per year is spent on tobacco by the smokers; this is on average around £2,050 per smoker per year.
- 525 early deaths are connected to smoking.

Prevent any smoking related litter

Cigarette butts are the most littered item in the world. They are a hazard to the environment but if no one smokes around your school, you won't have this problem.

In Rotherham, discarded cigarette butts would fill 46⁵ wheelie bins each year! Cigarette butts are non-biodegradable; therefore they are also harmful to the environment.

This topic could offer an opportunity for projects and research linked to environmental studies. For example; how far does it take a cigarette butt to biodegrade? Or follow the path of a cigarette butt through the waterways to the sea.

HAVING A
SMOKEFREE SCHOOL
HELPS TO CREATE
AN OVERALL MORE
PLEASANT, HEALTHIER
AND CLEANER
ENVIRONMENT

¹ <http://ash.org.uk/wp-content/uploads/2018/11/FINAL-2018-Smokefree-Housing-report-web.pdf>

² <http://ash.org.uk/wp-content/uploads/2018/12/ASH-Report-The-Impact-of-Secondhand-Smoke-and-Children.pdf>

³ <https://www.gov.uk/government/publications/health-matters-smoking-and-quitting-in-england/smoking-and-quitting-in-england>

⁴ <http://ash.lelan.co.uk>

⁵ <http://ash.lelan.co.uk>

Updating or creating a Smokefree school policy

Current Legislation

Smoking is banned in all indoor public places. This ban has been in place since 1 July 2007, research suggests this ban has encouraged existing smokers to give up and has raised awareness about the risks of second-hand smoke, resulting in fewer young people taking up smoking.

From 1 February 2011, smoking has been banned in cars that carry children under 18 with a possible £50 fixed penalty notice for both the smoker and the driver.

For more information visit: www.gov.uk/government/news/smoking-in-vehicles

Smokefree school policies are not regulated by legislation, instead it is the school that introduces and upholds the policy.

Where do we start?

Get the whole school involved! It is important to ensure that students, teachers, support staff, parents, guardians and community partners have the opportunity to contribute to the new or updated smoking policy.

Having staff and students play a significant role in shaping a Smokefree school policy means it is far more likely they will fully understand what is expected of them and help to monitor the new policy.

Example self-assessment checklist available at www.rotherham.gov.uk/smokefree

What do we put in the policy?

It is your policy so you can make it as detailed as you like, though we would advise to include the following:

- Clearly state which areas are Smokefree on or around the school premises. It's up to you on how far past the school gates you wish to take it e.g. up to the first school road crossing area. If you have extra spaces like playing fields, put these into consideration too.
- Include what times the policy is to be adhered to. This may include after school or half term events, activities or meetings held by teachers etc.
- Include signposting for quit smoking support. This may be for teachers, staff, parents, and visitors.
- Regardless of what you specify in your policy, it is important to frame your Smokefree school in upbeat terms and emphasise the positive outcomes that the policy aims to deliver.

Example Smokefree Primary school policy available online at www.rotherham.gov.uk/smokefree





What about E-cigarettes (vaping)?

For the purposes of Smokefree schools and other Smokefree areas we advise that e-cigarettes are included within the voluntary ban.

The reason for this is that the purpose of the Smokefree areas is to make smoking invisible to children and some young children cannot tell the difference between smoking and vaping.

We do suggest you cover e-cigarettes in your smoking policy and explain the rationale behind banning them. This is covered in the example Smokefree policy available at www.rotherham.gov.uk/smokefree.

We appreciate that vaping can be an effective harm reduction measure for smokers.

The latest evidence published by Public Health England (PHE, 2018) estimates that vaping is around 95% safer for users than smoking. Current evidence does not support the concern that e-cigarettes are acting as a route into smoking for young people. To date there have been no identified health risks of passive vaping to bystanders.

Rotherham Council, in line with current evidence from PHE, advise all smokers to stop completely and immediately and to access support via the Get Healthy Rotherham Service and utilise a combination of behavioural support and stop smoking medication. Smokers are four times more likely to be successful in quitting if they access this type of support.

**ANYONE WHO
HAS STRUGGLED
TO QUIT SHOULD
SEEK SUPPORT FROM
GET HEALTHY
ROTHERHAM**

Communication

We've got our policy, what next?

You'll need to make sure everyone knows where to find your policy. Put it on your school website, social media channels, noticeboards and in the school newsletter. Hand a policy out to each member of staff and send a letter out to every parent.

You could involve the school council, school clubs, mentors and other partners to help you communicate the policy.

Send a letter to parents/guardians that:

- explains the Smokefree school policy change
- provides the health, academic and social reasons for the change
- asks them to support the policy.

See the sample letter at www.rotherham.gov.uk/smokefree

Launching your 'Proud to be Smokefree School'?

An excellent way of raising awareness of a new Smokefree school policy is to organise a formal launch event. Organising an event helps to set a clear date for the implementation of the policy and provides an opportunity to involve and inform key community partners, students, parents and staff.

Your launch event could include:

- speeches from staff, students or partners highlighting the reasons why your school has become a Smokefree school
- showcasing tobacco prevention and awareness raising activities and projects that students have been involved with. Previous launch events have seen students creating songs, poems, raps and art
- coverage from local newspapers and radio stations in order to raise further awareness of your Smokefree school.

Please see a sample press release at www.rotherham.gov.uk/smokefree

Education

As well as having a Smokefree School policy, there are other key components for your school to inspire a Smokefree generation:

- Provide education about the consequences of tobacco use, social influences on tobacco use and peer norms regarding tobacco use, and refusal skills.
- Provide training for teachers and staff on the school policy, tobacco use and second-hand smoke.
- Provide stop smoking information and support for students, staff and parents.
- Involve everyone - parents, families and the community.

Resources are available on loan from:

<https://www.trftlibraryknowledge.com/health-education-resources.html>

The following links include a section for school resources which you can use:

<https://campaignresources.phe.gov.uk/resources/campaigns>

<https://lookoutzone.co.uk/tobacco/>

<https://www.tes.com/teaching-resource/health-smoking-lesson-plan-and-resources-6045496>

<https://publichealthmatters.blog.gov.uk/2018/09/25/health-matters-stopping-smoking-what-works/>

<http://dontbethe1.tv/>

For further support, please contact: Sue Turner, Rotherham Council Public Health Specialist,
at: sue.turner@rotherham.gov.uk or call: **01709 255876**.

Quit smoking support signposting for staff, parents, carers and visitors

Get Healthy Rotherham is a specialist support service (for adults over 18) which can help staff, parents, carers and visitors make changes for a healthier lifestyle, including quit smoking. A range of support is available via telephone, face-to-face sessions and an online quit program.

Rotherham residents can:

- Follow the link here: <https://www.gethealthyrotherham.co.uk/Service/29/stop-smoking>
- Call: 01709 718720 or self-refer by registering

If your school wants to order leaflets and posters to promote the service please contact:

parkwood.gethealthyrotherham@nhs.net



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