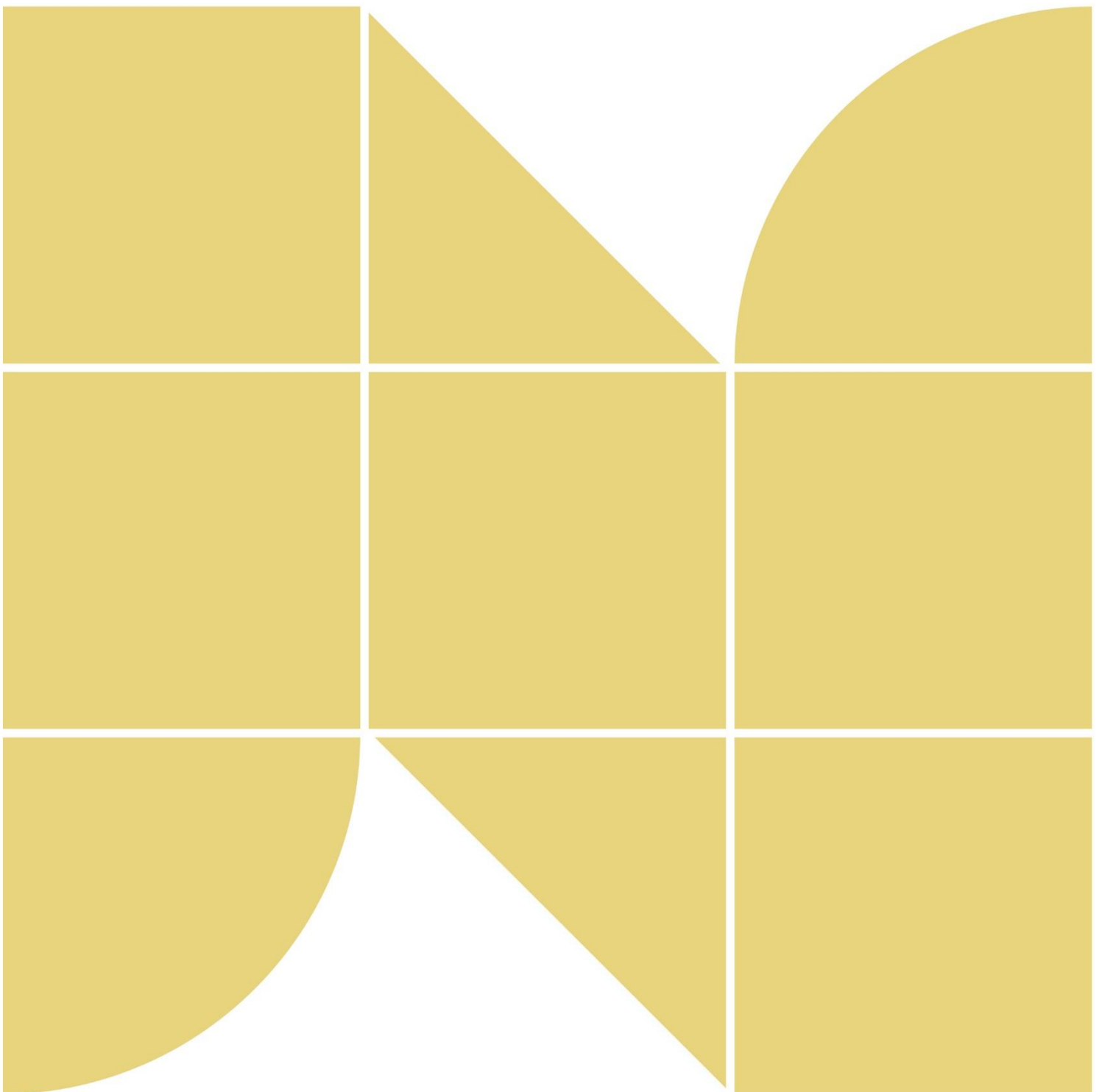


Theme 4: Prevention of smoking and vaping in Children & Young People



Introduction

The Alliance has a clear, shared ambition to see smoking amongst adults reduced to 5% or lower by 2035 across Nottinghamshire and Nottingham City. Further to this, we want to make the harms of smoking a thing of the past for our next generation such that all of those born in 2022 are still non-smokers by their 18th birthday in 2040.

The smoking rate in Nottingham is above the national average at 18.2%. Within the County, the average rate at 10% is just below the national England average of 11.6%. However, the 10% County average masks variations between different geographical areas (ranging from 14.4% in Broxtowe to 4.7% in Bassetlaw) and there are also concentrations of smoking in particular groups, such as routine and manual workers or people with mental ill health.¹ Combined with this, emerging evidence about vaping shows that daily or occasional vape use is highest in people aged 16-24 years.² These statistics underline the ongoing need for the prevention and engagement work with children and young people, their parents, and people who work with them.

Communications campaigns can be highly effective behaviour change interventions and a useful tool to inform and communicate tobacco control messages. As part of a Clear Review, we as an Alliance recognised that effective communication is an area for improvement with both the city and county scoring low for communication and denormalisation. We also recognised that whilst we link well with national campaigns we need more regional and local mass media campaigns.

This communication toolkit aims to help Alliance members create consistent evidence-based messaging relating to tobacco control. A consistent tone of voice between partners will help to reduce confusion and the spread of misinformation around newer treatments such as vapes (e-cigarettes). It will also empower partners to openly discuss tobacco-related topics and create a wider reach of public health messages.

This tool kit is for general messaging – not for direct work with children and young people, for which we will need to develop some additional advice. It and can be used for any public-facing platforms and channels such as social media, websites, and newsletters, for communicating primarily with adults. It can also be used as a tool to improve confidence and capability of having smoking-related conversations. This makes it accessible to a wide range of partners and should be used to support Nottingham and Nottinghamshire's Smoking and Tobacco Alliance's visions.

IF we have unified messaging and a consistent tone of voice

THEN we can begin to dispel misinformation and raise awareness of the harms of smoking

BECAUSE we all want to see smoking amongst adults reduced by 5% or lower by 2035 and make sure that all of those born in 2022 are still non-smokers by their 18th birthday in 2040

¹ [Smoking Profile - Data | Fingertips | Department of Health and Social Care \(phe.org.uk\)](https://www.phe.org.uk/publications/smoking-profile)

² [Adult smoking habits in the UK - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/tobacco/smokinghabits);

THE AIM

- Unified messaging across all partners
- Dispel rumour and misinformation – particularly around vaping.
- Raise awareness around the effects of smoking on physical health/finance/mental health.
- Advertise local stop smoking services within Thriving Nottingham and Your Health Notts

THE ASK

- Use this toolkit as a basis for tobacco related messaging within your organisation.
- Use this guide as a first port of call when enquiring about the Alliance's stance on tobacco-related topics.
- Adhere to the guidelines to create a non-judgemental tone of voice.
- Make sure to put out meaningful messaging in order to not flood/over saturate media pages.
- Ask WHY and WHAT your intention is before posting.
- Also consider who will be reading it and if they are your intended audience.
- Using the same tone of voice to create a consistent tone of voice across all organisations.

THE OUTCOME

- Consistent messages around tobacco control topics
- A standardised tone of voice between partners
- Gained confidence in messages outputted.
- Evidence-based messaging that is easily verifiable.
- Wider spread of the Thriving Nottingham/Your Health Notts brand and local stop smoking services.
- Meaningful messages that are not posted for social media's sake.
- Easy point of reference for partners when looking for the Alliance's stance on tobacco control topics
- A sustainable model for up-to-date information for external partners
- Increased awareness of health opportunities for public through marketing and communication

The Purpose

WHY do we need to put these messages across?

Smoking is a harmful practice that can cause lifelong physical, mental and financial disparity. It is the number one cause of preventable disease. Tobacco use accounts for 50% of the difference between the least and most deprived communities³.

With regards to children and young people specifically – 80% of smokers start smoking before they are 20. Very few people take up smoking after the age of 25. So prevention work is particularly important with young people, in order to try and stop the start.

WHO are we speaking to?

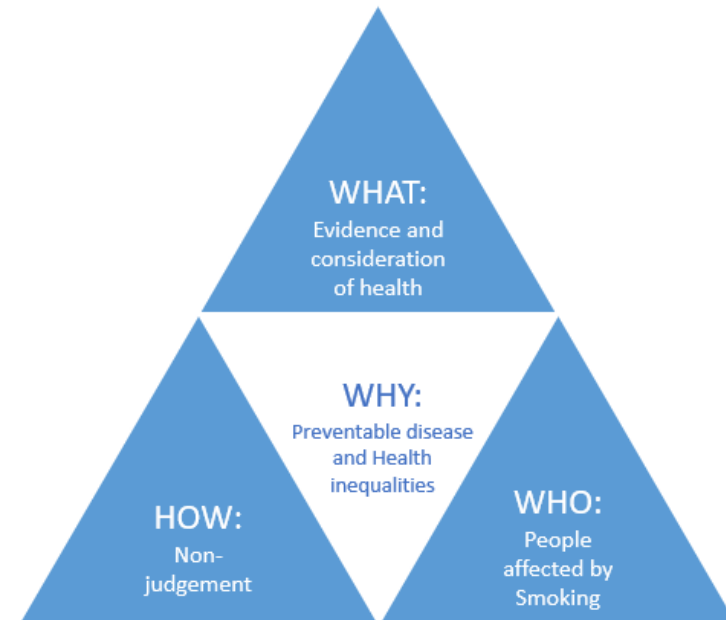
People affected by smoking. For this toolkit, we are mostly speaking to adults – these could be professionals who work with young people, parents of children and young people, or young adults who are curious about smoking and/or vaping. This toolkit is not intended to inform communications directly with children and young people, for whom the messaging will be different.

WHAT do we aim to achieve?

To dispel misinformation around vapes (e-cigarettes) and raise awareness of the harms of smoking through unified messaging and a consistent tone of voice to help see smoking amongst adults reduced to 5% or lower by 2035 and make sure that all of those born in 2022 are still non-smokers by their 18th birthday in 2040.

HOW will we do it?

By being understanding and non-judgemental of tobacco dependency and signposting to the necessary support options. The tone of voice will be key to keeping messaging consistent.



³ Health inequalities and tobacco – Royal College of Physicians, 2020

Our tone of voice is....

Empowering

- Encourage smokers to take control of their addiction.
- Active call to action
- Improve self-efficacy.
- Make sure service users are confident in their choice and treatment options.
- Shift perspective to an internal focus of control.
- Goal focused, step by step to achieve long term outcome.

Supportive

- Understand the challenges involved with attempting to quit smoking.
- Positive outlook, not focusing on negative or setbacks.
- Recognise achievements no matter how small.
- Learn from mistakes, not dwell on them.
- Knowing it's never too late to quit and being mindful of external factors.

Informed

- Evidence based messaging.
- Making smokers confident in the offer of support.
- Continuously reviewing the evidence and adapting.
- Consistent messages to dispel rumour.
- Giving smokers the facts on each treatment option.
- Allowing smokers to make INFORMED decisions about their quitting journey.

WE ARE

- Non-Judgemental
- Accessible
- Empowering
- Trustworthy
- Evidence-Based

WE ARE NOT

- Judgmental
- Exclusive
- Over-the-top
- Biased
- Un-realistic

Word Bucket

- | | |
|-------------------|-----------------|
| • Educating | • Motivated |
| • Non-Judgemental | • Informed |
| • Supportive | • Approachable |
| • Factual | • Direct |
| • Caring | • Eloquent |
| • Friendly | • Knowledgeable |
| • Welcoming | • Mindful |
| • Positive | • Trustworthy |
| • Encouraging | • Accessible |
| • Empathetic | • Professional |
| • Reliable | • Reliable |
| • Accepting | • Up-to-date |
| • Straightforward | • Empowering |

Key Messages for Theme 4

- Risks of smoking and vaping for children and young people
- Harms of second-hand smoke for children and young people
- Promotion of discussion with young people around smoking and vaping

Channels we will use:

Channels and target audiences have been chosen based on national insight and local analysis of existing alliance posts. Headlines include:

- Facebook, Instagram and Linked In used mostly by ages 25-34
- Facebook and Instagram used mostly by Women
- Linked In and X used mostly by Men
- Linked In and X have low usage - 21% and 35%
- Facebook and Instagram have higher usage - 70% and 54%
- Linked In and X have low popularity – 21% and 33%
- Facebook and Instagram have high popularity – 63% and 51%
- **Facebook**
 - o Targeting millennials (25-34)
 - o Slightly stronger focus on producing content for women as more women use this channel than men
 - o Parents frequently use this site
 - o Higher reaching posts centralise around promoting our stop smoking services and vaping messages
 - o Lower reaching posts are national campaigns
- **Instagram**
 - o Targeting millennials (25-34)
 - o Slightly stronger focus on producing content for women as more women use this channel than men
 - o Higher reaching posts centralise around smokefree and second-hand smoke agenda
 - o Lower reaching posts are politically focused or illicit product posts
- **Website**
 - o Residents of Nottingham and Nottinghamshire who would like to quit smoking
 - o Partners who work across Nottingham and Nottinghamshire and can support people to quit smoking

Suggested Messages

Topic	Subject	Example
Vaping	What is vaping/ an e-cigarette?	<p>“You may have heard about vapes (e-cigarettes), but do you know what they are?</p> <p>Vapes are a less harmful alternative to cigarettes for smokers looking to quit. They are less harmful as they do not contain tar or cancer-causing chemicals that you would get from burning tobacco. Instead, they work by heating a liquid containing nicotine, which vaporises and can be inhaled. Nicotine is a less harmful component of smoking. Thriving Nottingham/Your Health Notts offer free vaping starter kits for those looking to quit. For more information, talk to our friendly advisors on (insert numbers).”</p> <p>Although vapes are less harmful than smoking, they are not harmless, and so are not recommended for non-smokers, and definitely shouldn’t be used by children.</p>
	Risks of Vaping	<p>“As vapes have become more popular, more research into the safety of them is being conducted. From the evidence we have, vapes are safe to use for quitting smoking.</p> <p>Levels of harmful chemicals such as carbon monoxide are significantly lower in those who vape when compared to those who continue to smoke. If you wish to make healthier life choices, get free vaping and nicotine products and receive support throughout your quitting journey - get in contact with Thriving Nottingham/Your Health Notts today.”</p> <p>Vapes are much less harmful than cigarettes. However, they are not harmless, and so are not recommended for non-smokers: if you don’t smoke, it’s best not to start to vape.</p>
	Impact on bystanders	<p>“When the smoke from tobacco is breathed in by people nearby, they are at risk of damaging their health too. There are significantly fewer toxic chemicals in vapes, so breathing in the vapour is much less harmful than breathing in cigarette smoke. But as a precaution, it’s recommended to avoid vaping near babies, young children, or people with respiratory conditions like asthma who might be more sensitive to the vapour.</p> <p>To find out more about how vaping could help you to quit smoking, get in contact with Thriving Nottingham / Your Health Notts”</p>
	Flavouring in e-cigarettes	<p>“Vapes come in a variety of flavourings with anywhere from blue raspberry slush to sticky toffee pudding with custard! The UK has strict regulations on what is permitted in a vape. No matter how whacky the flavouring is, it’s important to remember that the flavouring used will be safe to have as long as you purchase vapes from a reputable source. You can also check the validity of any vapes you purchase using the QR code on the product.</p>

		At Thriving Nottingham/Your Health Notts, there is a selection of free vaping and nicotine products to help you quit smoking and we can help you to choose which product is right for you.”
	Youth Vaping	<p>“As with all adult habits, there is a concern that children may copy us and also begin to take up vaping. However, recent evidence from national and local survey work shows that most young people and children do not vape.</p> <p>Vaping is a way for adults to stop smoking – not something for non-smokers, especially children and young people, to try.</p> <p>Vaping is addictive and costly. Although not as harmful as smoking, vaping is not harmless and they haven’t been around long enough to know what the long term effects might be. For these reasons, it’s best not to vape, if you don’t already smoke.</p> <p>It’s illegal to sell vapes to under 18s, or for adults to buy them to give to under 18s. If you have any concerns about products being sold to young people, you can report this to the Citizen’s Advice Consumer Service (CACS) for investigation by Trading Standards. Contact CACS on 0808 223 1133.</p>
Effects of Second-Hand Smoke on Children, Babies and Vulnerable Adults	Risk of increased Childhood Illness	<p>“Do you know the dangers of secondhand smoke?</p> <p>Children are more at risk of asthma, coughs and colds, ear problems, chest infections, meningitis and sudden infant death when they're exposed to secondhand smoke.</p> <p>But don't worry—we're here to help you make a difference. You can reduce the risk by giving up smoking, using our local services, and by not smoking in your home or car.”</p>
	Children Breathing faster and the effect of developing organs	<p>“Secondhand smoke is a serious issue that affects the health of our children. It's one of the leading causes of illness in children such as asthma, and ear infections and can also increase the risk of sudden infant death syndrome (SIDS).</p> <p>Children breathe faster and their airways are smaller, so when they are exposed to smoke, they breathe more of the harmful chemicals and it affects them more.</p> <p>The good news? You can help protect your child from secondhand smoke by giving up smoking, not smoking in front of them, never smoking in your car, and taking steps to create and maintain a smokefree home”</p>
	Risks for vulnerable adults	<p>Secondhand smoke is harmful to health, and it’s more dangerous for people with respiratory conditions like COPD or asthma.</p> <p>You can protect others by giving up smoking, not smoking near them, and taking steps to create and maintain smokefree homes and cars.</p>

		You can get help to give up smoking! Contact Thriving Nottingham / Your Health Notts.
Getting information to young people about smoking and vaping	Information for young people	<p>Are you looking to signpost children and young people to information on smoking and vaping?</p> <p>Under 10s can look at the www.healthforkids.co.uk website. Older children can be directed to www.talktofrank.co.uk or www.healthforteens.co.uk. These sites are fact-checked by the NHS and contain reliable and accurate information.</p>
	Information to help adults talk to children and young people about smoking and vaping	<p>Parents, carers and anyone working with children can make sure young people understand health facts about smoking and vaping and know about the law.</p> <p>If you're a parent, you could look at the parent-facing part of the Health for Kids website at www.healthforkids.co.uk, where there's a helpful leaflet for download on talking to children about vaping. https://www.healthforkids.co.uk/staying-healthy/what-is-vaping/</p> <p>Secondary schools should ensure that smoking and vaping is included as part of PSHE lessons. Asking your child if they've learned about smoking or vaping at school can be a good way to open a conversation about the topic.</p>

