

Schools Alcohol and smoking attitudinal survey trend data 2010-2020. Tobacco Control Alliance work.

Since 2010 Public Protection have been carrying out schools attitudinal survey work on pupils regarding both smoking and drinking. This is a brief overview of the smoking data.

The survey has always asked if the YP considers themselves a smoker, or has ever smoked

year	Are you a smoker or have you ever smoked As a % of cohort
2010	22%
2011	19%
2012	19%
2013	17%
2014	12%
2015	13%
2016	11%
2017	11%
2018	10%
2019	10%
2020	8%

The drop in prevalence regarding that question is striking, down from 22% ten years ago to 8% this year, a drop of 14%.

A lot of questions are around where the cigarettes are obtained and where they are smoked. Generally YP were purchasing own cigarettes or friends were buying them for a group in 2010 and smoking was generally out of the house.

In 2010 most young smokers were purchasing own cigarettes, by 2020 the vast majority, 60% of smokers were given cigarettes by parents or friends.

In 2016 PPP initiated a primary schools education programme, we worked with targeted primary schools years 5 and 6 on a health harms information. We contracted a company POP Ltd to provide a puppet based performance, Meet The Stinkers, followed by a workshop managed by PPP. The 2020 survey was the first one to ask YP if they were involved in this activity when they were at primary school.

The work we did from 2016-2019 in targeted primary schools was well received, reports were compiled on pre and post- performance knowledge, so we could identify learning objectives were being met, Quarterly reports were compiled on this data.

Of the secondary school general cohort of 2020, 8.4% of pupils (aged 11 to 17) have smoked or consider themselves smokers. In the group that had the Meet the Stinkers performance

and workshops that figure dropped to 3.8%-a 4.6% difference. This figure is statistically significant, particularly in light of the targeted approach to which schools were provided with the performance and workshops-schools in high smoking prevalence populations and generally in more deprived areas (using IMD data)

Work around return on investment regarding this work is ongoing, early indications suggest that providing primary school pupils with smoking health harms advice and a strong public health message provides resilience regarding risky behaviour decisions down the line.

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