

Dudley Public Health and
Creative Health (Arts and Health) CIC presents

**2016
- 17**

**DUDLEY
SMOKEFREE
ARTS PROGRAMME**

Creative Health continues to work with children and young people

There be dragons

Year 3 hear the story of smoking dragon Kind Red and the effect he has on the health of little dragon Baby Cerys. Then all the children make their own baby dragon puppet to take home and tell the story, supported by the Straight Talking postcard.

Straight Talking film

Workshop leaders facilitate the filmed story of Jenny, a young girl who's desperate to be free of family smokers damaging her health. Pupils in Year 5 bring the story to life with a class debate and role-play and plan how to make their own home smokefree, again supported by the postcard giving adults information about the effects of second hand smoke.

Dragons out!

This is where the dragon theme comes from – a school 'stamp' in the form of a semi-permanent piece of outdoor art, showing that the school has pledged to keep children smokefree. During Dudley Play Week children got the chance to be creative and fill the parks with chalk dragons, a reminder to adults to keep them smokefree.

Kick Ash in schools

Year 7 pupils are introduced to their school nurse for wellbeing support, in an assembly led by a young actor on stage, interacting with a short film sequence. They are encouraged to talk to the nurse not only for smoking cessation advice but also to discuss their emotional wellbeing.

Colleges Kick Ash too

Dudley College media students worked with professional film makers to create three adverts for distribution to all the borough colleges' TV screens. The films depict the effects of teenagers smoking around siblings, and the serious illnesses and addiction caused by tobacco.





Kick Ash films,
from the top: Big Sis
setting an example;
the message from
Dudley College students;
one of the Wellbeing
suggestions to Year 7;
a still from 'Poison'.

WHO

HAS BEEN INVOLVED IN
THE 2016/17 SMOKEFREE
ARTS PROGRAMME?

2011

YOUNG PEOPLE IN

16

SCHOOLS
COLLEGES AND YOUTH
GROUPS

WERE
INVOLVED
IN



ARTS
WORKSHOPS AND
PERFORMANCES

350

CHILDREN

IN **5** DUDLEY PARKS
MADE THEIR MARK
IN CHALK
TO SHARE THE
SMOKEFREE

DRAGON STORY

3817

CHILDREN
PARTICIPATED IN

40

PRIMARY
SCHOOL
WORKSHOPS



THERE BE DRAGONS

We re-visited three schools involved in the dragon programme two weeks after their workshops.

WE TALKED TO 146 YEAR 3 CHILDREN

82%

reported they had used their dragon puppet to share the story about second hand smoking with an adult, and given them the postcard.

“ Since I took my dragon home and told them the story, no-one has been allowed to smoke in the house again, because they did before. It's a lot better now and not so smelly!

Sedgley Pupil ”

ACHIEVEMENTS

These are some of the things children and young people in Dudley have achieved this year.

77%

said they felt confident to give a friend useful advice if they had someone smoking around them and didn't know what to do about it.

72%

of children who had someone smoking around them gave their postcard to them in an effort to change their behaviour.

WE ASKED CHILDREN TO THINK BACK TO WHEN THEY SAW THE FILM

78% said they had someone in the family, or close friends, who smoked

STRAIGHT TALKING FILM

We went back two weeks later to talk to pupils who had taken part in a Straight Talking workshop.

ALTOGETHER WE TALKED TO 196 YEAR 5 CHILDREN

62%

reported that a family member or family friend had stopped smoking, or stopped smoking around them, since they had taken part in the workshop.

“ I gave the postcard to Mom and Dad and Mom went outside to smoke straight away, rather than smoke near me. Dad didn't, so I asked him to watch the film with me. After we watched the film together I haven't seen him smoke again. I feel really good I did it.

Netherton Pupil ”

FURTHER INFORMATION

**To find out more about Straight Talking
view the film at:**

www.westmidlandsartshealthandwellbeing.org.uk/news/159/95/straight-talking-the-film.html

To know more about Creative Health CIC

Visit: www.creativehealthcic.co.uk

Email: kategant@creativehealthcic.co.uk

For support to stop smoking

Visit: www.nhs.uk/smokefree