

Dudley Stop Smoking Service and
Creative Health (Arts and Health) CIC presents

**2015
-16**

**DUDLEY
SMOKEFREE
ARTS PROGRAMME**

BLOOMIN'

Creative Health has continued to work with parents who smoke or have family and friends who smoke to create positive, thought-provoking products to support health professionals in nurturing relationships with families.

The Bloomin' branding is used throughout antenatal and postnatal departments. Health information, incorporating the smokefree message, is presented in a glossy, easy-read **Bloomin' magazine** given free to every pregnant woman in Dudley.

STRAIGHT TALKING

Creative Health continues to work in Schools:

Puppet Power – Fresh the talking dog invited Year 3 pupils to make their own puppet and share the news about the smoking in cars ban.

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 Years 5 and 6 bring the story to life and plan how to make their own home smokefree.

Out in the Open is a school 'stamp' in the form of a semi-permanent piece of outdoor art, showing that the school has pledged to keep children smokefree.

BLOSSOM

A call-to-action campaign for families of young children aged 0-5, informing them of the dangers of second-hand smoke.

The team of artists has also worked with children in children's centres to spread the smokefree message.

Fairy Freshness spreads the news of the smoking in cars ban. Participants made fairy air-fresheners to use as a reminder to smokers it's now illegal to light up in a car carrying anyone under 18.

DUDLEY KICK ASH

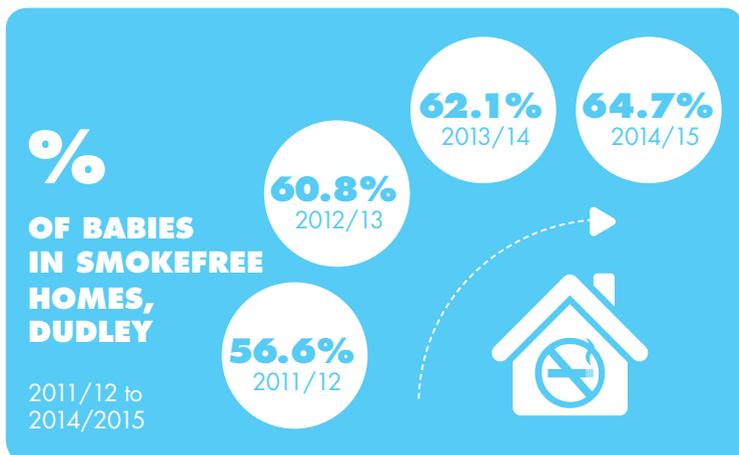
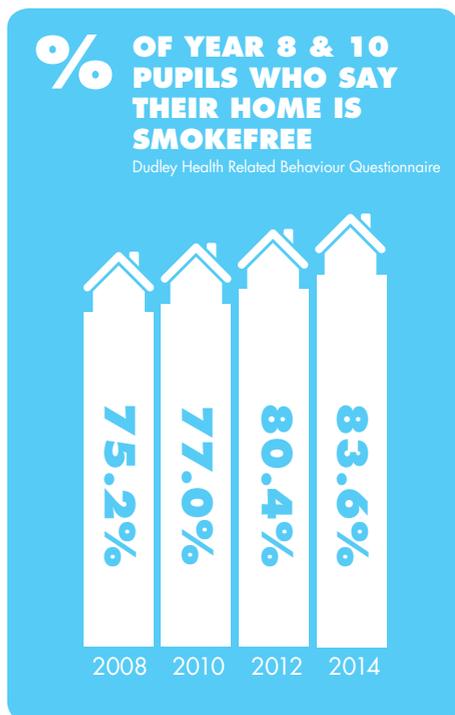
Teenagers in schools and community settings take the lead in shaping how they spread the smokefree message using the arts.

The 2015 project 'Overlooked', investigated the less-obvious issues associated with tobacco use such as the effect on families and even crime.

The Resistance, an exciting piece of multi-media theatre, toured Year 7 assemblies, aiming to prevent young people from starting to smoke.

Our work is delivered in partnership with **Moo Moo**, stop smoking support for young people in school and community settings.

Creative Health has been spreading the 'If you ♥ me keep me smokefree' slogan in Dudley since 2013 and it looks like it's been working.



Open the report up to find out more about the 2015/16 smokefree arts programme.

Statistics produced by Public Health Intelligence, OPH, Dudley MBC.
Data Source: CarePlus

ACHIEVEMENTS

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

38%

reported that a family member or family friend had stopped smoking, or stopped smoking around them, since they saw the Straight Talking film.

“ My mom had just bought some fags but after I gave her the postcard we watched the film together and she threw the fags straight in the bin. ”

Amblecote Pupil

90%

felt that if a friend came to them and said their uncle was smoking and they wanted to talk to him about it, they would be able to give their friend some helpful advice.

60%

feel more confident now to talk to someone about their smoking.

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

68%

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

51%

gave their postcard to someone who smoked

STRAIGHT TALKING FILM

We have visited three schools to talk to pupils who participated in a Straight Talking workshop.

ALTOGETHER WE TALKED TO 142 YEARS 5 AND 6 CHILDREN

STRAIGHT TALKING PUPPET POWER

We also visited one of the schools involved in the Puppet Power programme a month after their arts workshops.

WE TALKED TO 49 YEAR 3 CHILDREN

WHO

HAS BEEN INVOLVED IN THE 2015/16 SMOKEFREE ARTS PROGRAMME?

412 CHILDREN AND YOUNG PEOPLE FROM

18 SCHOOLS AND YOUTH GROUPS HAVE PARTICIPATED IN

61 DUDLEY KICK ASH ARTS WORKSHOPS

980 YOUNG PEOPLE

FROM 8 SECONDARY SCHOOLS HAVE WATCHED THE RESISTANCE

3229 CHILDREN

HAVE PARTICIPATED IN STRAIGHT TALKING IN

51 PRIMARY SCHOOL WORKSHOPS

24 ARTISTS USING

14 DIFFERENT ART FORMS HAVE WORKED WITH OUR DEVELOPMENT TEAM

84%

of the children reported that they had shared the news about second hand smoke with an adult

“ My dog Mindy told my Dad the news and I asked him to tell my Auntie Sheryl because I was worried about her smoking around me. They had a big talk and she doesn't smoke around me now. In fact she's nearly stopped smoking altogether, because I told her I love her too much. ”

Gethin, Year 3

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 contact
Dudley Stop Smoking Service**

Visit: www.dudleystopsmoking.co.uk

Phone: 0800 0850 652



Office of Public Health, Dudley Council and
The Dudley Group NHS Trust working together

