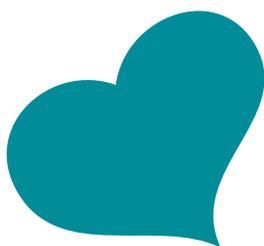


Dudley Public Health and
Creative Health (Arts and Health) CIC presents

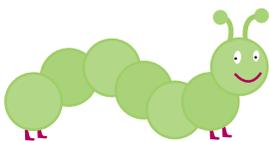


Early Years Tour 2017/18

‘Blossom’ is the name given to the Dudley Public Health smokefree programme for children aged 0-5 years and their families.



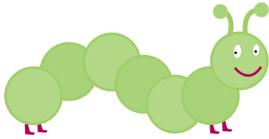
Working with Creative Health (Arts and Health) CIC, the 2017/18 programme focused on spreading the smokefree message to three and four-year-olds, in maintained nursery and reception classes across the borough. The aim was to gently introduce them to the idea that smoking causes harm to everyone nearby, not just the smoker, and encourage them to start the conversation with parents and carers.



Children took part in a ‘circle-time’ activity with an arts worker, first of all watching and listening to the story of a caterpillar turning into a butterfly and needing ‘good, fresh air’.



In the interactive story session, the children were introduced, with props and actions, to the life cycle of the butterfly, which at each stage needed the ‘good, fresh air’.

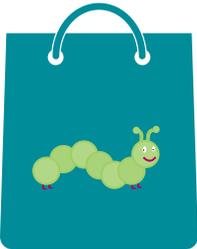


Children went on to make a simple caterpillar from strips of card, decorated with stickers. Then in the finale, their caterpillars were put together in the centre of the circle and they were asked to think of something that could spoil theirs and the caterpillars' 'good, fresh air'.



The conclusion was that someone smoking could spoil the fresh air, and they learned a jingle with actions:

'PLEASE! Keep me safe, take smoke away, help me Blossom every day!'



Each child received a Blossom goody bag to take home, which included craft materials to make caterpillars and more with family members. Harder-hitting facts about the problems caused by smoking around children were included in the bag, to be discovered and read by parents and carers.

FURTHER INFORMATION

For more information about Creative Health visit www.creativehealthcic.co.uk or email kim@creativehealthcic.co.uk

14

Dudley schools received the workshop

732

Children were reached



A week after the workshop, Creative Health visited **five** schools and talked with **89** parents and carers as they collected their children at home time. They asked if they had seen the bag; if they had made a caterpillar with their child, and if the information inside the bag had made any difference at home.

83%

had opened the Blossom bag and made a caterpillar with their child



33%

said before the bag came home, someone was smoking at home



Everyone who took part in the evaluation accepted a 'Smokefree Homes Pledge' card, agreeing their homes would be smokefree from now on.



WHAT PARENTS AND CARERS SAID



The evaluator had in-depth conversations with a number of parents and carers about what had happened when the children came home after the workshop. One Mom said she had felt 'ashamed' being told by a toddler that her smoke was disgusting. She had switched to vaping and was trying to stop smoking altogether.

One Dad 'newly arrived' from Eastern Europe said he had tried to read the information but his English wasn't brilliant, so he listened to his daughter about what she had learned in the story. He said he had absolutely no previous knowledge about the dangers of second hand smoke but had smoked outside from then on.

One mother said: "My elderly Dad lives with us and it's very hard to tackle him about his smoking in the house. But Chelsea did show him the cards in the bag and she made a caterpillar with him. Next thing I know, he's out the back door having a fag, not in the lounge! Whether it will last or not I don't know but it's made us all think."

And a father said: "When 'the babby' came home and showed me the card inside the bag it upset me a bit and since then I have gone out the back door to have a fag."



WHAT TEACHERS SAID



"One little girl ran to her Dad immediately on collection and said 'You have to stop smoking, you're hurting me!' I was shocked she had taken in so much of the message because the storyteller hadn't said this directly in the workshop. The Dad asked me what she meant, so I told him quite straight, explaining the harm caused by smoking and second-hand smoke. The Dad said he would change his behaviour immediately and at least stop smoking in the house." **Reception teacher, Netherton.**

"What a wonderful way to convey an important message! Thank you for taking the time to educate the children so nicely." **Reception teacher, Gornal.**

"It was perfectly pitched for the age and ability of our children. The whole session was fantastic, engaging all and keeping them interested in the content." **Reception teacher, Wrens Nest.**





You help your child grow from a tiny caterpillar into a beautiful butterfly. You look after them, protect them and help them spread their wings.

So don't let anyone undo your good work by smoking around your little butterflies – even at home.

Smoking anywhere near a child causes them serious harm, now and possibly forever.

Every year there are hundreds of children very poorly with ...

-  asthma and wheezing
-  coughs, colds and infections
-  glue ear
-  meningitis

... all possibly caused by someone smoking around the child.



**Protect your child from smoke.
Because Smokefree Children Blossom.**



Keep you and your child smokefree and healthy.



For free, friendly advice on stopping smoking talk
to your doctor, pharmacist or a Wellness Coach.



**Call Let's Get Healthy on 01384 732402
or 0800 0614962.**



Because you  me, keep me smokefree

