

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



SCHOOL TOUR 2018/19

STRAIGHT TALKING IS A FACILITATED WORKSHOP FOR YEAR 5.

Led by two actors, the audience watches the filmed story of Jenny, a young girl on a mission to make her home smokefree.

During breaks in the film the actors and children from the audience bring Jenny's predicament to life, having conversations about smoking around children and giving the character advice on how to succeed.

After watching the film, each child is invited to reflect and review individually for a short time, writing down what they learned; how it made them feel and what they would like to do about smoking in their own environment. The actors stay with them, answering additional questions that crop up as a result of their reflection and leading further group discussions as appropriate.

Children are then offered a postcard about smoking around children, including a link to watch the film at home, and asked to consider if there is anyone they would like to deliver it to. They are invited to take it away with them and give to a smoker, as a respectful plea to keep their smoke away from them and other children or non-smokers. On the 2018/19 tour, a record number of postcards were requested by children eager to spread the message. Few children declined the postcard offer, with almost 4,000 postcards handed out – an average of three per child.

"The postcards are an excellent handover from classroom to home. The children are excited by the creativity of the workshop and keen to spread the smokefree message to protect both their own health and that of their loved ones who smoke." Teacher, Netherton.

Images from the film Straight Talking, directed by Gino Evans and produced by Brickhouse Productions.



IN 2018/19 IN DUDLEY

1381 NINE AND TEN YEAR OLDS PARTICIPATED IN WORKSHOPS IN

20

SCHOOLS

99%

WROTE DOWN CORRECT FACTS ABOUT SMOKING AND SECOND HAND SMOKE.

"I have learned that second hand smoking is when us children breathe in a smoker's smoke. And there are 4000 chemicals in just ONE of those cigarettes, which could make us as poorly as them!"

93%

SAID THEY FELT CONFIDENT ENOUGH TO GIVE A FRIEND ADVICE ON HOW TO SPEAK RESPECTFULLY TO A SMOKER AND ASK THEM TO SMOKE OUTSIDE.

"You don't have to shout, you have to speak calmly and explain the facts to them. You need to tell them it's hurting you as much as them, but if they don't want to stop smoking please could they do it outside."

98%

SAID THEY WANTED TO TAKE ACTION AGAINST SECOND HAND SMOKING, AND NAMED 13 DIFFERENT STRATEGIES THEY COULD CONSIDER.

"I think there should be more smoking shelters in public places, and you can only smoke there. At those shelters there should be more support from helpers to tell smokers the facts."

65%

WHO TOOK ACTION CLAIMED SINCE TO HAVE EITHER STOPPED SOMEONE SMOKING, OR STOPPED SOMEONE SMOKING AROUND THEM.

"I gave the postcard to my step-dad and he didn't know what to say at first. We don't talk much to each other. But before I went to bed he came and talked to me. He said he'd watched the film online, and he wouldn't smoke around me anymore. I was really happy - and he has kept his promise."

STRAIGHT TALKING

ALL TEACHERS EXPERIENCING THE WORKSHOP SAID CHILDREN HAD GAINED VALUABLE KNOWLEDGE.

"It's a very powerful message, delivered in a really clear but creative way. It's obviously been adapted to now include vaping, which is great for our children as it's something they're intrigued by and could easily be persuaded to try."

DURING THE WORKSHOP, ALL CHILDREN REFLECT ON THEIR LEARNING AND WRITE DOWN THEIR THOUGHTS, FEELINGS AND PLANS FOR ACTION. CREATIVE HEALTH STUDIES THEIR REFLECTIONS FOR:

- **Awareness** – what they have learned during the workshop in relation to smoking and second hand smoke
- **Activism** – what they would like to do to protect themselves and others from second hand smoke

Two weeks after their workshop, five schools were re-visited to check in on what children remembered and in particular to measure:

- **Assertiveness** – did they still display confidence to pass on their knowledge regarding smoking and second hand smoking?
- **Influence** – had they had any success in speaking to a smoker and influencing their behaviour?

OF THE 242 CHILDREN IN THE SAMPLE, 79% SAID THEY STILL FELT CONFIDENT TO RESPECTFULLY REQUEST TO BE SMOKEFREE.

FURTHER INFORMATION

**To find out more about Straight Talking
view the film at:** vimeo.com/30350866

To know more about Creative Health CIC

Visit: www.creativehealthcic.co.uk

Email: kategant@creativehealthcic.co.uk

**Postcards given out by children
signposted smokers to the Dudley Adult
Wellness Service for access to free,
friendly, stop smoking advice from a
Wellness Coach by calling:**

01384 732402 or 0800 0614962