



# X-HALE

## **Youth Smoking Prevention Programme The Story So Far....**

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Irish Cancer Society

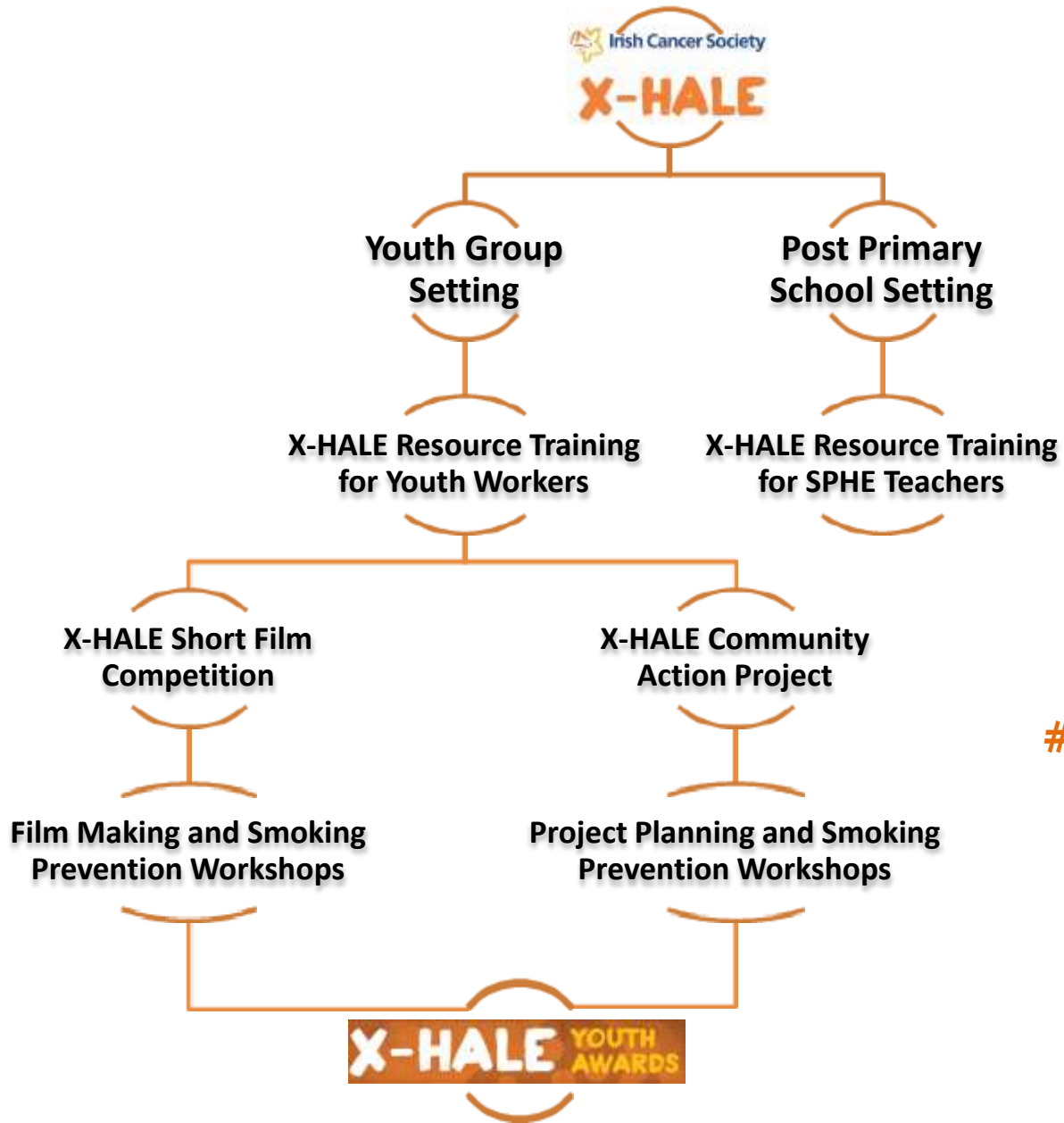
IPH Open Conference, October 13<sup>th</sup> 2015

# Presentation Outline

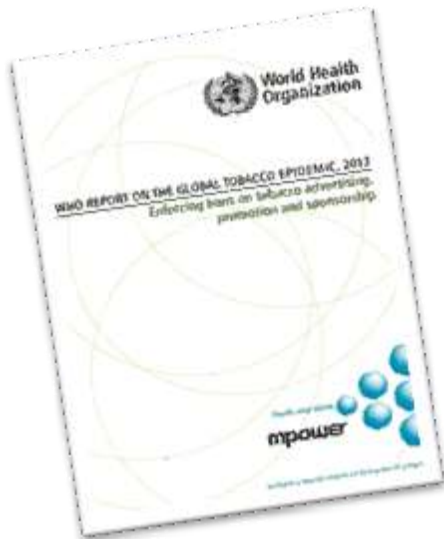
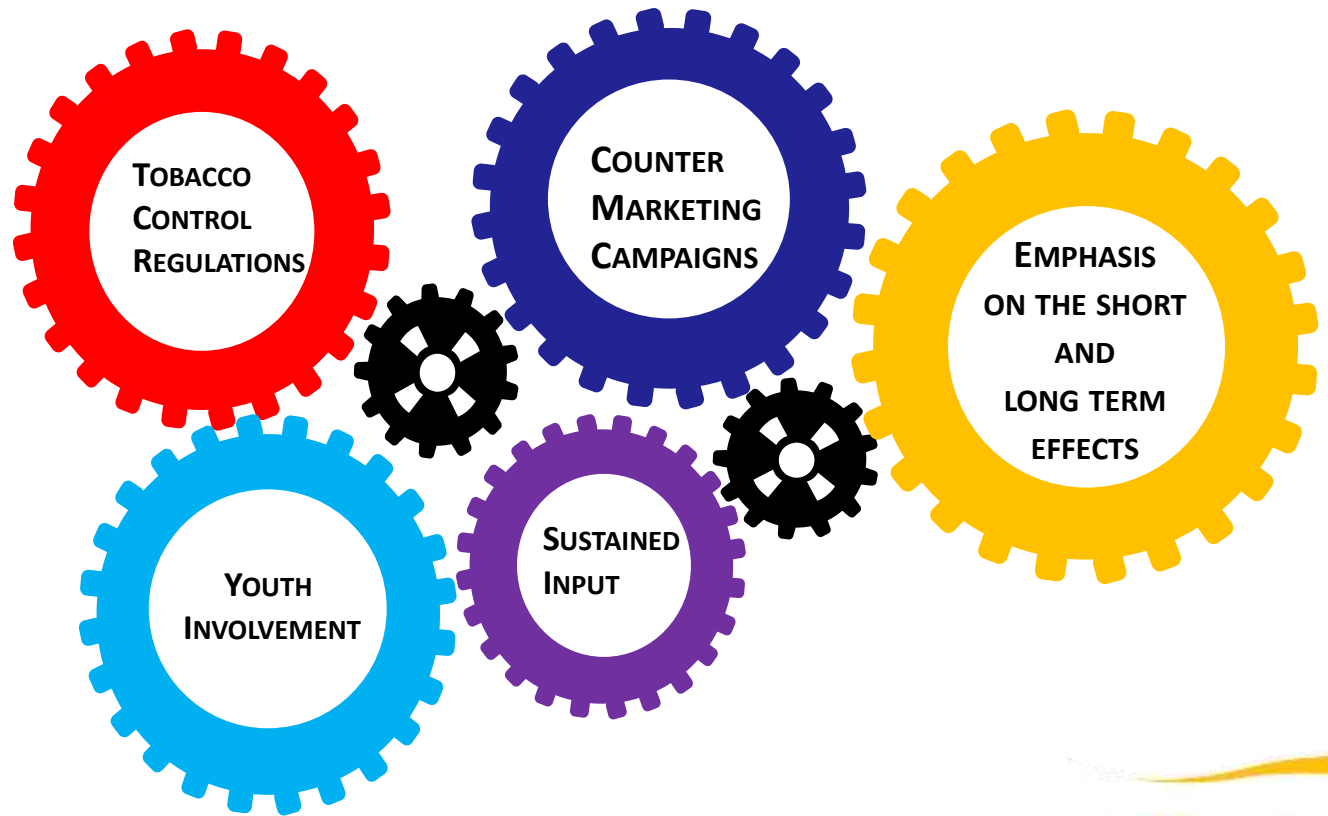
- **Overview** of X-HALE Programme
- **Rationale** and Approach
- **Evolution** of X-HALE
- **Findings** to date
- **Reach** of X-HALE PR and Media Coverage
- **Future** Directions



#TheXGeneration



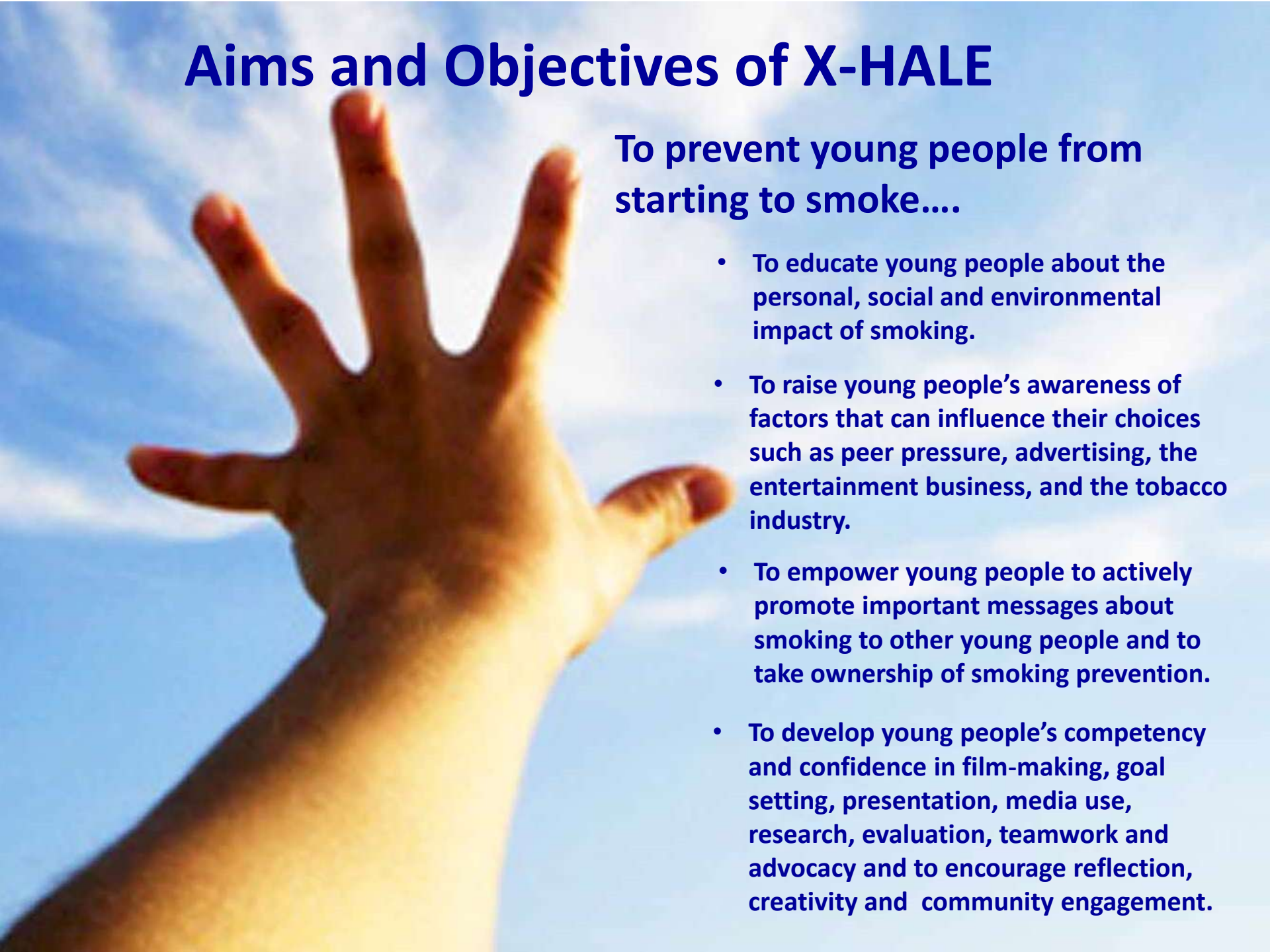
# Youth Smoking Prevention- What Works?



# Aims and Objectives of X-HALE

**To prevent young people from starting to smoke....**

- **To educate young people about the personal, social and environmental impact of smoking.**
- **To raise young people's awareness of factors that can influence their choices such as peer pressure, advertising, the entertainment business, and the tobacco industry.**
- **To empower young people to actively promote important messages about smoking to other young people and to take ownership of smoking prevention.**
- **To develop young people's competency and confidence in film-making, goal setting, presentation, media use, research, evaluation, teamwork and advocacy and to encourage reflection, creativity and community engagement.**

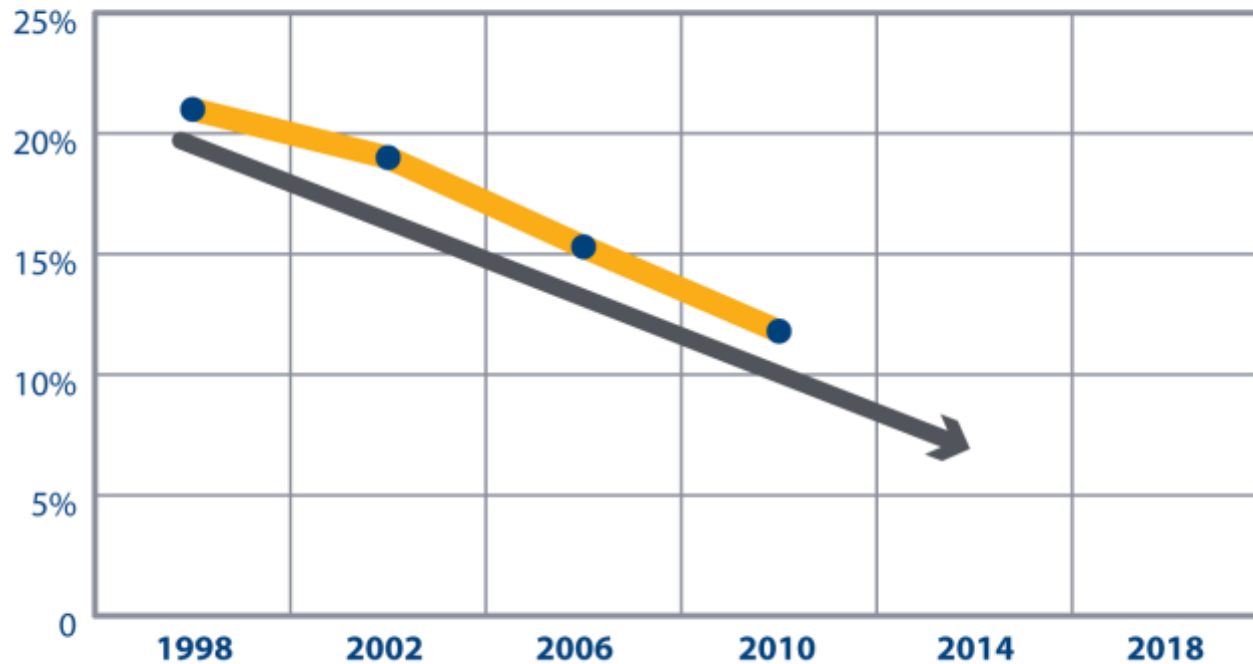




# On Track...



## Child Smoking Prevalence



# Evolution of X-HALE

## 2010-2012 Action Research Phase: X-HALE Youth Smoking Prevention Initiative

- Youth Engagement - give X-HALE a name
- Shift from consultation to partnership
- Grant scheme (youth awards 2011) document process (Film)
- Training programme/ supporting workers/leaders

## 2013: Evaluation Phase: Developing the Model

- Announcing X-HALE Short Film Awards
- Lit review and evaluation framework (Mark Morgan)
- Training lessons captured in resource pack

## 2014: Extending the reach of the programme: Model Delivery

- Junior and senior award categories/ Youthreach
- 6 regional training events to “launch” the resource to youth workers
- Training for SPHE Co-ordinators

## 2015: Working our way to the X-Generation

- Harness power of young people in the tobacco endgame
- Increase online opportunities young people to participate
- Community Action Grant- idea generation for tobacco free communities where smoking is still an issue

# Young People and X-HALE...

## The Story So Far

2011

7 groups, 680 young people and 320 adults took part in **7 regional and one National event.**

2012

14 Youth Groups  
14 Films

2013

38 Youth Groups  
38 Films



2014

47 Youth Groups  
47 Films

2015

41 Youth Groups  
45 Films & 4 Community  
Action projects



# X-HALE Youth Awards Survey 2013 (Mark Morgan, 2014)

- There was no significant difference found for smoking status between ESPAD (European Schools Study on Alcohol and Other Drugs, 2013) and X-HALE 2013.

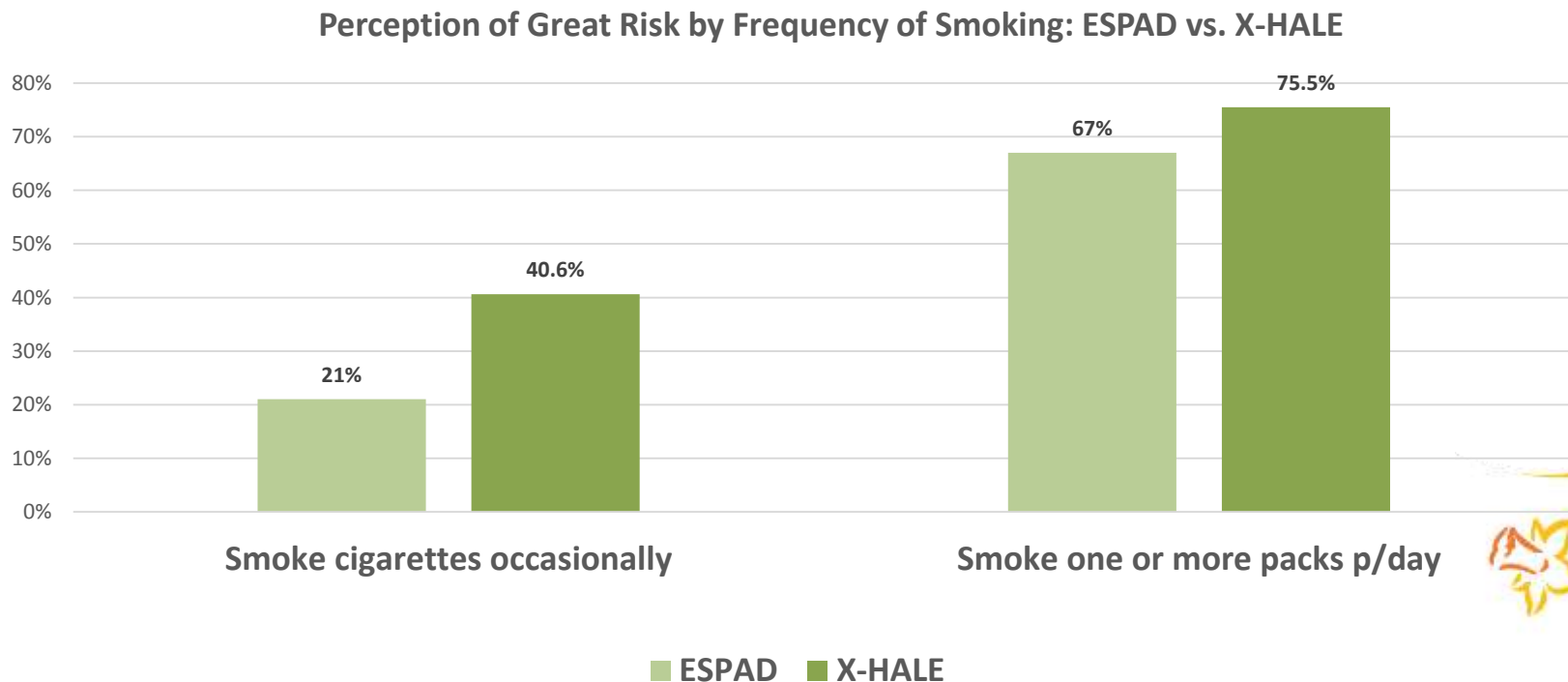
## Comparison of Smoking Status between ESPAD Sample 2013) and X-HALE Sample 2013

Smoking Frequency	% ESPAD	% X-HALE
Not at all	78.1	81.1
Less than 1 cigarette p/week	7.7	6.7
Less than 1 cigarette p/day	3.2	2.2
1-5 cigarettes per day	4.3	5.6
6-10 cigarettes p/day	2.7	2.0
11-20 cigarettes per day	2.0	1
More than 20 p/day	1	1.4

**X-HALE N=133, 33 male, 98 female**

# Perception of Great Risk by Frequency of Smoking

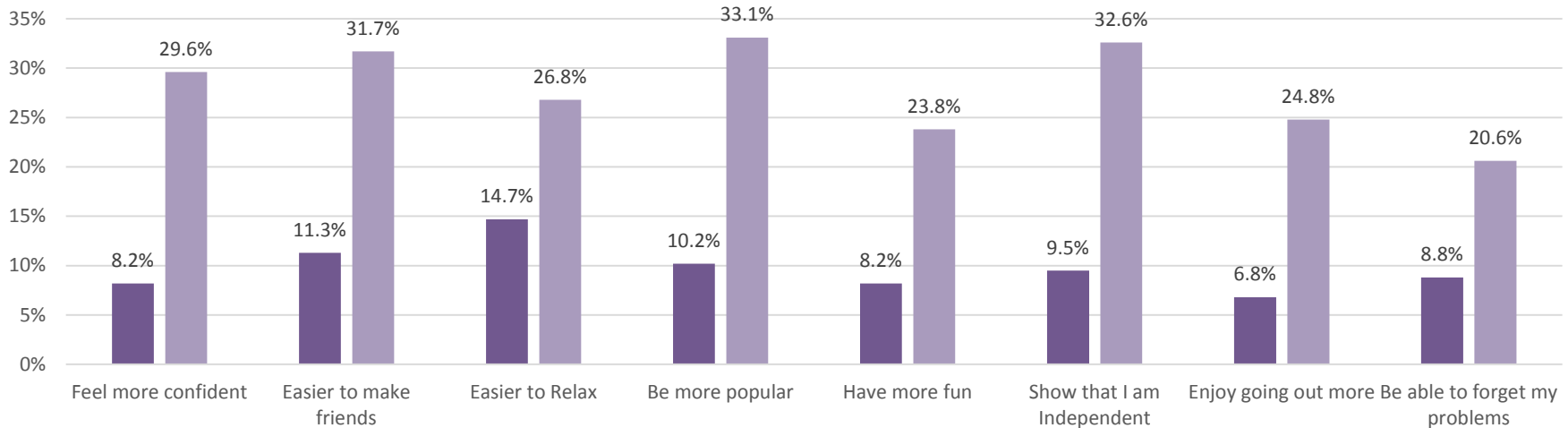
- X-HALE participants were significantly more likely to perceive that there is a great risk involved with occasional smoking (40.6% vs. 21%) and smoking one or more packs per day (75.5% vs. 67%).
- Content analysis of films revealed recurring theme of risks of occasional smoking being a pathway to long term addiction, suggests filtering through of important messages from the films to participants opinions.



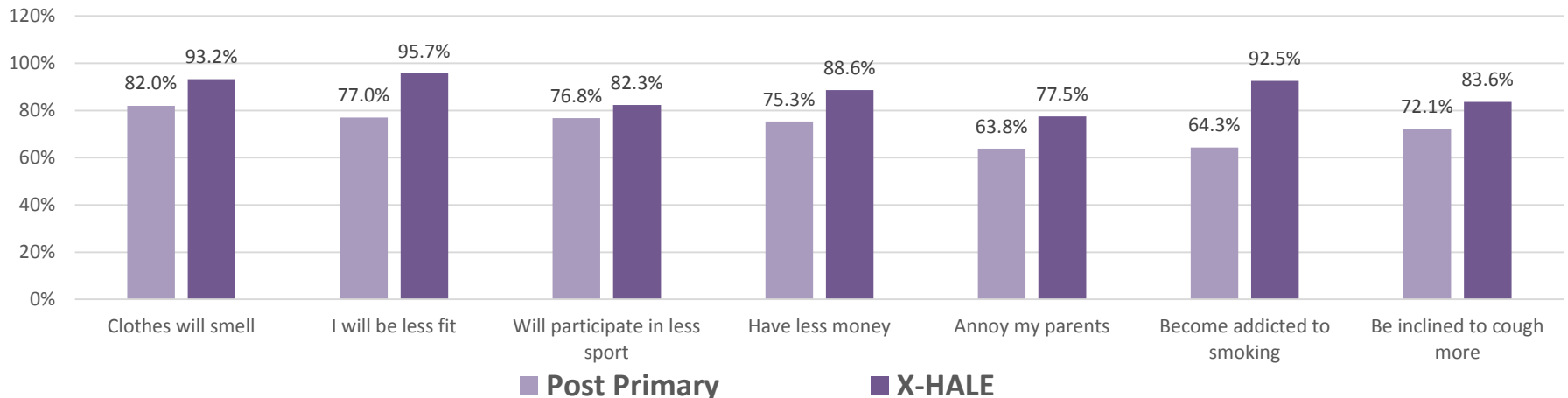
# Perceived Consequences of Smoking

- X-HALE participants perceived significantly lower likelihood of positive outcomes and a higher likelihood of negative consequences when compared to Grube and Morgan, 2003.
- Content analysis of films revealed recurring theme of consequences of smoking.

## Perceived Positive Consequences of Smoking



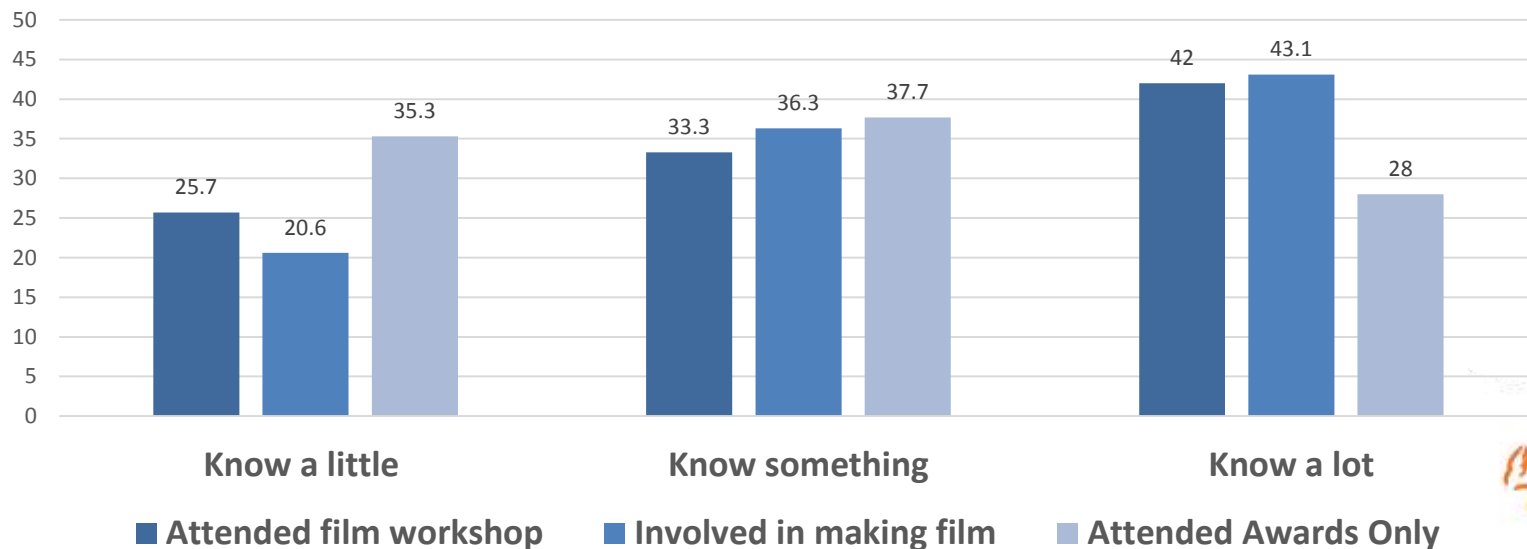
## Perceived Negative Consequences of Smoking



# Perception of Factors that Influence Smoking

- X-HALE participants significantly more likely to report advertising as an important factor that influences young people to start smoking in comparison to post primary sample (89.6% vs. 68.7%) . Recurring theme of power of tobacco industry in films. Findings suggest programme is successfully raising awareness of the influence of the media, the tobacco industry and the entertainment business.
- X-HALE participants that had higher involvement in programme reported higher knowledge of the tobacco industry, suggests dose response effect.

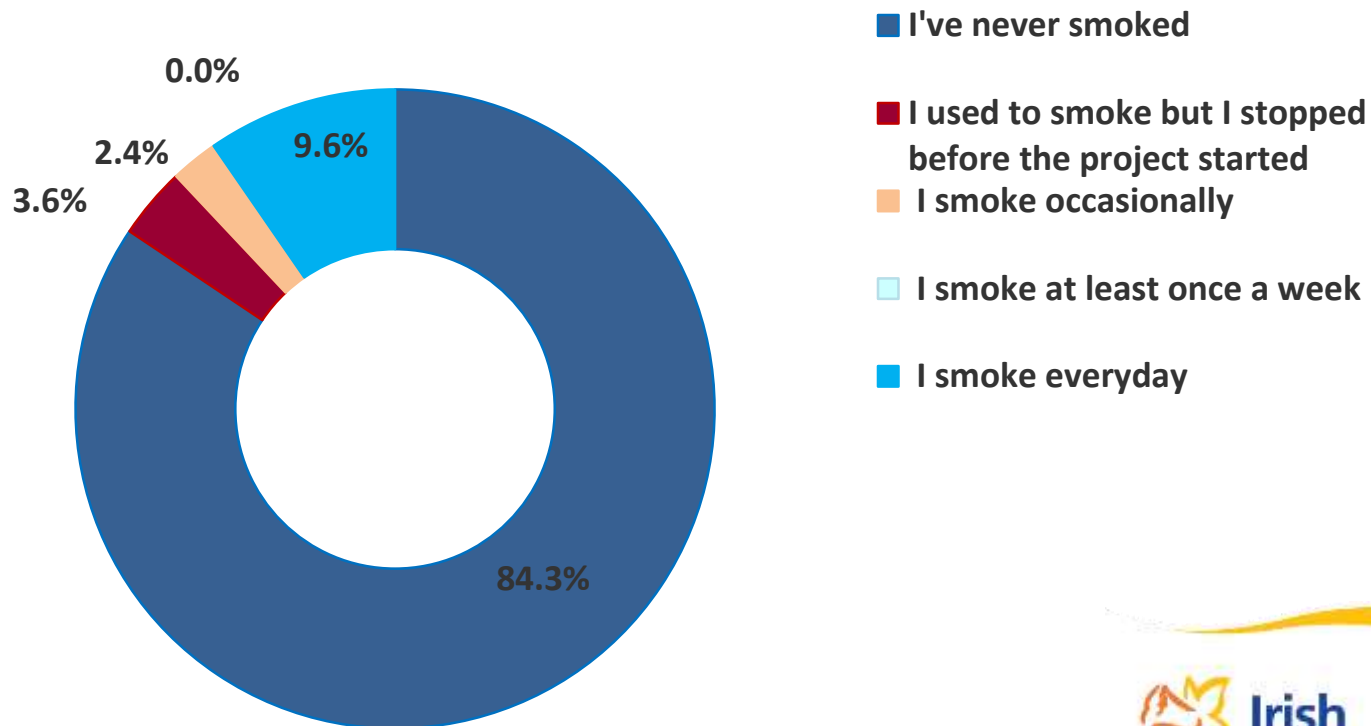
Level of X-HALE Involvement and Perceived Knowledge of Tobacco Industry



# X-HALE Youth Awards 2015 Survey

Percentage of X-HALE 2015 participants that smoke quite similar to national average

When you first got involved with X-HALE did you smoke?

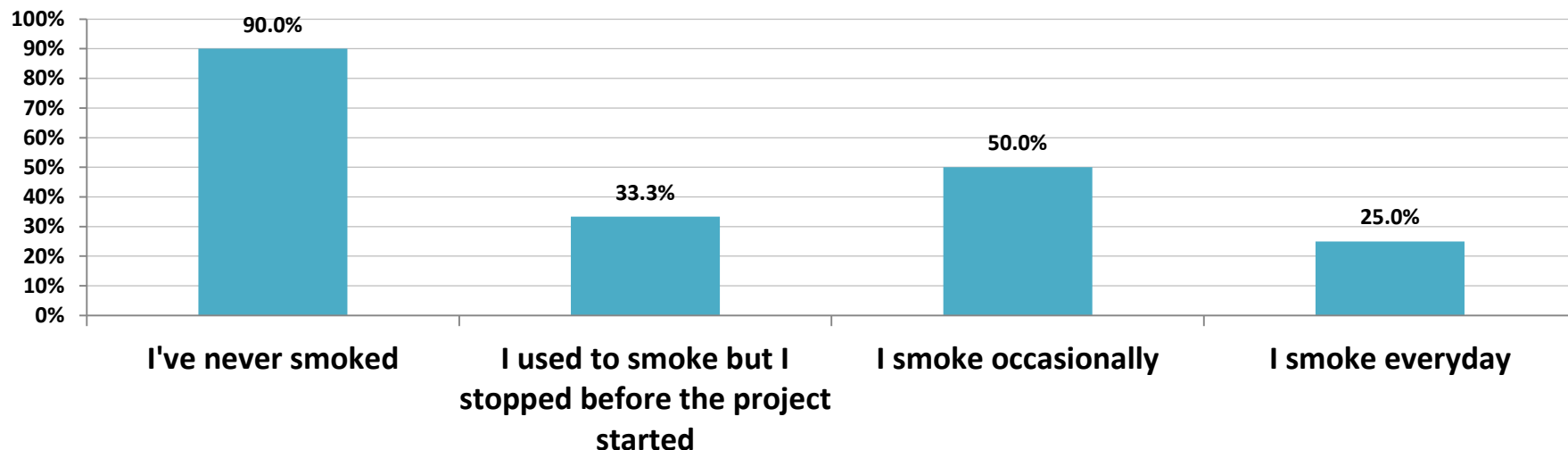


X-HALE N=86, 36 male, 50 female  
Mean Age= 15.6yrs

# Knowledge, Advocacy and Smoking Intention

- 88% Agreed/Strongly Agreed that they know more about the dangers of smoking as a result of taking part in X-HALE, provides support for education objective.
- 86% Agreed/Strongly Agreed that they were now more likely to encourage others to not start or quit, provides support for advocacy objective.
- 81% Agreed/Strongly Agreed that they were less likely to smoke in the future as a result of taking part in X-HALE, this intention was more prevalent among non-smokers indicating the strength of X-HALE as a prevention programme.

**Percentage of Participants that Agree/Strongly Agree that they are less likely to Smoke in Future as a result of Taking part in X-HALE...**



# X-HALE 2015 Comments from Young People and Youth Leaders

“I always thought I would never smoke but this project made me 100% sure I won’t”

“Yes, it made me realize how big of a problem smoking is in my community”

“Now I feel that non-smoking young people should put more efforts in helping their smoking friends to quit”

“Yes, I don't think I will smoke, I now know the dangers!!”

“The X-HALE project made it clearer than ever that smoking isn't as cool or glamorous as it is made out to be in the media”

## Has taking part in X-HALE changed how you/your group feel about smoking?....

“They were not pro smoking before but are more anti now. The now feel part of something bigger and very important.”

“Yes as it allowed them look at the negative impact of peer pressure.”

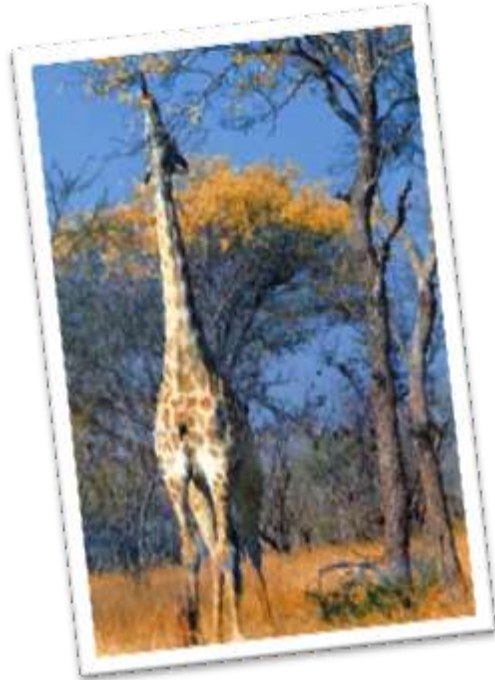
“Excitement about the project somewhat replaced the thrill in smoking”



“Yes, our group are quite young and I think it makes a huge difference that their views and opinions count and its not just adults preaching”

“Yes, they felt quite strongly about the effects of smoking on friendships and activity. This feeling grew stronger as film was developed.”

“Yes. After evaluation of overall project all cited that they would not start smoking and encourage others to do the same.”

# Online Reach of X-HALE to Date....



	2012	2013	2014	2015
<a href="http://www.cancer.ie/xhale">www.cancer.ie/xhale</a>	11,852	1,154	3,596	3,191
	3,589	43,924	21,016	92,000 <a href="https://www.youtube.com/watch?v=V3y3VJkgVbE">https://www.youtube.com/watch?v=V3y3VJkgVbE</a>
	324 Likes	93 posts 1,150 engaged users	22 posts 650 engaged users	17,811 reached 2,319 film views



# Growing X-HALE Media Coverage

## 2011

- 2 National print
- 23 local print

## 2012

- 3 National print
- 61 local print

## 2013

- 2 National print
- 58 local print

## 2014

- 3 National print
- 71 local print
- 2 National Broadcast
- 5 regional broadcast

## 2015

- 2 National print
- 110 local print
- 3 National Broadcast
- 19 Online – inc Australia



# Future Directions

- Expand digital platforms and engagement- keep up with rapidly evolving social media!
- Reassess evaluation methods as objectives evolve- find the balance between research and practice
- Build capacity for youth dialogue with decision makers
- Continue advocating for smoking prevention to be on the youth health agenda
- Explore opportunities to work in partnership on prevention and cessation strategies for young people in various settings
- Further explore strategies to effectively address health inequalities

# Thank You to our Partners



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For more information please visit:

[www.cancer.ie/xhale](http://www.cancer.ie/xhale) -  X-Hale

