

1.1 Detailed description of all activities conducted

Smokefree Class Competition is a school-based smoking prevention project, which is carried out in co-operation with the European Network on Young People and Tobacco (ENYPAT). The programme targets to prevent or delay the onset of smoking in non-smoking pupils, tries to motivate already smoking pupils to smoke so that they do not become regular smokers and to de-normalise smoking.

The programme is carried out as a competition for classes and the target group are pupils aged 11-14 years. The main idea is that classes commit themselves not to smoke for a period of up to six months. Classes that refrain from smoking for that period of time can win a number of attractive prizes.

Smokefree Class Competition was carried out for the seventh time in the year 2004 and classes from 17 European countries participated. In addition, three of the new Member and Applicant States Slovakia, Rumania and Malta were observing countries and prepared the implementation in their countries.

The objectives of the project were the following:

- to implement a multidisciplinary and multi-annual European smoking prevention programme including
 - the development and refinement of materials for each of the participating countries and running the competition,
 - the establishment and strengthening of networks among the participating European Organisations and by this fostering solidarity and cohesion within the community,
 - the evaluation of the programme and preparation of the next competition phase,
 - the link of the programme to other European activities by this increasing the visibility of European Commission smoking prevention action

In order to reach the above-mentioned objectives, in the year 2004 various activities were carried out, which will be summarised briefly:

Objective: development and refinement of materials; running the competition, preparing the next competition phase

- All participating countries produced their own country-specific materials, such as information brochures, class contract, individual pupils' contract, teacher's brochure, posters, feedback cards, CD-ROMS etc. (see attached materials).
- Countries produced several prizes for the winning classes: e.g. mouse-pads, pocket-calculators, key-rings, torches, pencils, CDs.
- Schools were informed on the competition via flyers, posters, webpages and the media.

- Addresses of the participating classes were compiled and placed on the International website (www.smokefreeclass.info).
- The national co-ordinator informed the participating schools about the current status of the competition on a regular basis (through newsletters and letters).
- Regular international and national press releases at different stages of the programme drew attention of the media to the programme in the participating countries.
- In all countries, national prize draws at the end of the competition were carried out. As the European prize, a French class won a trip to Vienna, where they went from 28-30 June 2004. The winner class visited Schloss Schönbrunn, the Zoo, Belvedere, the Schatzkammer, the Sissi museum, and got to know pupils from Austria. Moreover, national class trips to leisure time centres were given as prizes. Ceremonies took place on or near the WHO International World No Tobacco Day on May, 31, 2004
- After the ending of the competition and the celebrations, countries started to prepare the next competition phase (producing materials, recruiting local partners, informing the mass media etc.).

Objective: to establish and strengthen networks among the participating European organisations and by this fostering solidarity and cohesion within the community

- A preparatory workshop for the countries Malta, Slovak Republic, Romania was planned for spring 2004. However, in spring 2004, the European Commission still had not sent a contract for the year 2004. Due to the fact, that all countries had to pre-finance all their other SFC-related activities, it was decided to cancel the workshop.
- An international meeting of the project co-ordinators was carried out in Paris 2-4 September 2004. The meeting was planned for spring in Lisbon. However, the meeting was postponed twice, again due to the fact that no contract with the EU was signed at that time of the year. Finally the Germany project co-ordinator, IFT-NORD, decided to hold the meeting in September at participants' own risk. Since it was not possible to get accommodation in Lisbon in September (Football championship) the meeting venue was changed to Paris. All project co-ordinators were invited to the meeting and co-ordinators from Finland, Germany, Greece, Iceland, Malta, Rumania, the Netherlands and Wales participated. Due to the uncertain situation with the EU contract and reimbursement of expenses at that time, a number of countries did not get permission to attend the meeting.
- An international flyer was produced and distributed to all participating countries as well as to the countries on the waiting list to join the competition (Lithuania, Latvia, Estonia, Hungary). See attached materials.

- A conference banner for the competition was produced. (see attached picture of the banner).

Objective: linking the programme to other European activities by this increasing the visibility of European Commission smoking prevention action

- Smokefree Class Competition was linked to the “Feel free to say no”-campaign of the European Commission in different ways: e.g. Classes participating in the Smokefree Class Competition also took part in drawing competition carried out within the Feel free to say no-campaign. Some of the project co-ordinators were part of an expert group supporting the “Feel free to say no” - campaign with technical and practical advice.
- The support of the European Commission was mentioned and highlighted on all print materials as well as on conferences and workshops and in the media.

Objective: Monitoring and Evaluation of the programme

- All countries were informed on a regular basis by the project co-ordinator on the process of the competition in the countries.
- Outcome evaluations studies: Assessment of participation and retention rates by country, regions, schools and grade. These data was assessed in all countries and the participation rates are included in this report (see topic 1.5).
- Cost-effectiveness study, examining the costs of the competition compared to the benefits of the programme. The study is finished and the paper has been submitted for publication in the scientific journal Preventive Medicine (Title: “Cost-Effectiveness of the Smokefree Class Competition”; authors: Hoeflmayer, David, Hanewinkel, Reiner & Wiborg, Gudrun).
- Identification of predictors for successful participation in the programme: In a German study that was finished in the year 2004, predictors for successful participation: Effects of the programme on school- class climate, smoking-related school-policy, and smoking status in pupils were analysed and published in a German report.

1.2 Manpower for the execution of activities

Annex 1 of this report illustrates the manpower for the execution of activities in the different participating countries.

1.3 Partners involved

Each of the participating countries was in charge to prepare and implement the competition in their countries that included various tasks described under topic 1.4.

Each country appointed a national project co-ordinator who was monitoring the process of the project in the country.

IFT-Nord, Germany, had the overall co-ordination of the project and also carried out two studies as well as the monitoring of the programme's implementation in the countries.

The following partners formed the European work-group:

Country	Institution
Austria	Österreichische Krebshilfe
Belgium	Vlaams Instituut voor Gezondheidspromotie (VIG)
Denmark	National Board of Health
Finland	European Network on Young People and Tobacco (ENYPAT)
ENYPAT	National Public Health Institute (KTL)
Finland	Finnish Health Association
France	Classe Non-Fumeurs
Germany	Institute for Therapy and Health Research (IFT-Nord)
Greece	Hellenic Cancer Society
Iceland	Tobacco Control Task Force of Iceland; Icelandic Cancer Society
Italy	Centro Regionale di riferimento per la Prevenzione (CRP)
Italy	Fondazione Zancan
Luxembourg	Fondation Luxembourgeoise Contre le Cancer
Malta*	Health Promotion Department
Slovak Republic*	Stop Smoking, NGO
Portugal	Conselho de Prevenção do Tabagismo
Romania*	AER PUR ROMANIA
Spain	Agency of Public Health of Barcelona
The Netherlands	Stivoro
Wales	Health Promotion Division Welsh Assembly Government

*** Observer Countries**

1.4 Countries involved

In the following, an overview of the task carried out in the participating countries is given:

Activities carried out in the different countries (the activities were carried out in all participating countries)

Austria	- Appointing a national project co-ordinator
Belgium	- Preparation of the materials: Refining materials from the previous years, developing new elements ¹
Denmark	
Finland	• Information material on passive smoking
France	• Information materials for parents
Germany	• Materials for specific topics that could be addressed during the competition (e.g. smoking in movies)
Greece	
Iceland	
Italy	- Inviting the schools to the competition
Luxembourg	- Informing the media on the competition
Malta ²	- Conduction of teacher's workshops
Netherlands	- Compiling all addresses of participating schools
Portugal	- Sending the addresses to the project co-ordinator in Germany to be placed on the international webpage
Spain	
Wales	- Contacting the schools during the competition regularly
	- Organising prize draws
	- Evaluating successful classes and sending numbers to project co-ordinator
	- Preparation of the next competition phase

Notes:

1 In difference to all other participating countries, Austria does not offer print materials for the competition. The competition is carried out as an internet-competition.

2 Even though Malta had the status of an observing country, Malta carried out a pilot project in their country. Therefore the country is listed in the table above.

Experiences in the Observer Countries Malta, Slovak Republic and Romania

It was planned to hold a preparatory workshop for the new countries in spring 2004. As explained under topic 1.1 this workshop had to be cancelled.

In the following it is described how the observing countries prepared their countries for the participation in the project.

Malta

In Malta, the competition served as a pilot project with 37 participant schools (1 class per school, ie 27 students per school).

A one-day seminar was organised on the 22nd October 2003 for 37 PSD (personal and social development) teachers and was evaluated. The aim of the seminar was to train

these teachers in the skills required to discuss the topic of tobacco and to provide detailed knowledge of the procedure to this competition.

Linked to the competition was a “Malta theme competition” as this interests the students and rendered the competition more interesting.

Teachers received an artwork package as well as information package aimed to guide the teacher throughout the scholastic year. The material consisted of a leaflet guide for the competition, year planner, progress report, post cards, poster.

Each class was monitored through the responses sent me post cards, describing the general smoking status of the participating class.

A lottery draw was made between the classes that remained smoke free and the winner class was Sir Luigi Preziosi, Secondary School, St Andrews. The presentation of the gifts to the winner class took place on the 26th May.

The Ministry of Education supported the competition as well as the Ministry of Health.

The competition received widespread media coverage especially on local newspapers.

Slovakia

Slovakia prepared their competition by holding a conference for health professionals and preparing information for the schools, which were sent out. They joined the SFC with their traditional November event - Great Smoke-out Day, which serves as a good platform to draw attention to the project.

50 % of the costs for realisation of the project were supposed to be paid by Slovak party. Originally promised grant from Ministry of Health of Slovak Republic has been finally refused. An agreement was made with The National drug coordinator and The Office of the Government of Slovak Republic for carrying out and funding of a part of the project which was finally funded by The Antidrug Fund of Slovak Republic.

Thanks to this support it was possible to carry out the autumn campaign “A Week of the fight against the drugs” (November 2004) and National Smoke-out Day with involvement of 2200 elementary and secondary schools. The aim of the campaign is to promote the healthy life-style without cigarettes, alcohol and drugs. The overall campaign costs were almost 100.000 Euro. The structure of expenditures for “The Week of the Fight against the Drugs” was as follows:

- Printed materials (300.000 stickers, 20.000 brochures, 12.000 posters)
- TV spot, radio spot (anti-drug)
- Advertising and media space buying
- Special web-site
- Survey in schools (relationship of young people to drugs, alcohol and tobacco)
- postage, fax, office costs

Romania

Romania built up the necessary networks in Romania to run the competition. The organisation of the project co-ordinator, Aer Pur Romania, member of The Romanian Smoking Prevention Network, started a co-operation with The National Agency against Drugs from Romania and The Federation of the Educational Communities. Moreover, the Ministry of Education from Romania will support the programme.

In Romania the competition will start for the first time on 18 of November 2004. The competition will run in Bucharest, the capital of Romania, as well as in three other main cities of the country-Cluj, Lasi and Timisoara. The target group are be secondary school children aged 11-15 years. The materials for the competition were made with the help of National Agency against Drugs.

Activities carried out by the overall project co-ordination (Germany, IFT-Nord)

- Planning and co-ordinating the meeting of the European project group,
- Monitoring the European implementation of the programme, compiling all numbers and distributing them to the other countries,
- Conducting a study on the cost-effectiveness of the competition and
- Conducting a study with repeated measurement in app. 5.000 pupils to analyse the predictors of successful participation in the competition (the study was carried out from November 2002 – May 2004).
- Offering ongoing advice for the observing countries,
- Compiling and placing addresses of the participating classes on the international webpage for the competition,
- Developing an international flyer and a conference banner,
- Presenting the programme,
- Helping the WHO to implement the programme in the United Arab Emirates,
- Writing the interim and final report to the European Commission,
- Monitoring the budget for all countries,
- Collating and monitoring interim and final financial reports for all countries,
- Preparing bank transfers for the participating countries,
- Preparing and implementing evaluation studies (see also topic 1.5),
- Informing interested countries on the competition,
- Supervising (especially new) countries on how to calculate and fill in their budgets,
- Providing on-going advice for all countries, helping them to finalise their financial reports.

1.5 Achievement of the objectives

In the year 2004, a European project group managed to implement a multidisciplinary and multi-annual European smoking prevention programme to delay or prevent the onset of smoking in pupils. The programme involved 17 European States (additional State: Switzerland), of which 14 carried out the competition (with Switzerland 15) and 3 were observing countries. All countries developed their own materials, and most of them have a competition specific webpage.

To evaluate the results achieved, a report of the project meeting in Paris was written, compiling all relevant information gained on that meeting and distributed to all other project partners.

During the project, the overall co-ordinator in Germany informed the other partners on the progress of the project. Moreover, different outcome evaluations were carried out.

a) Participation and retention rates in the countries

Table 1 shows the participation rates in the 2004-competition.

Table 1. Participants in the year 2004.

Country	2004	
	Classes beginning	Classes end
Austria	186	173
Belgium	2,058	1,640
Denmark	608	248
Finland	2,252	829
France	3,586	1,784
Germany	9,503	6,215
Greece	233	204
Iceland	363	310
Italy	649	576
Luxembourg	152	99
Netherlands	2,127	1,298
Portugal	80	67
Spain	745	599
Wales	532	352
Σ	23,074	14,394
Switzerland	3,484	2,526
$\Sigma\Sigma$	26.558	16.920

More than 26.000 classes with app. 650.000 pupils participated in the Smokefree Class Competition all over Europe. The retention rate was 63.7%, which is similar to the previous years. Many of the participating countries have carried out the competition for many years and refined their materials and developed new components (e.g. information material on passive smoking).

b) Study on the cost-effectiveness of the competition

A study on the cost-effectiveness of the competition was carried out in the year 2004. The study has been submitted for publication in the scientific journal Preventive Medicine.

Summary of the study results:

5,791 classes participated in the school-based "Smokefree Class Competition" during the 2001/02 school year in Germany. Cost data were collected from financial statements of the operating agency and from surveys of regional co-ordinators as well as participating classes (direct and opportunity costs). The benefit was the product of the number of established smokers prevented, based on a stochastic progression model extending the program's outcome evaluation, and the (direct and indirect) value per prevented smoker. 3076 established smokers were prevented, providing net benefits of 5.59 (direct values) and 15.00 Mio. Euro (total values). The benefit/cost ratios were 8.2 and 3.6, respectively.

c) Analysis of predictors for successful participation

In the school years 2002/2003 and 2003/2004, an evaluation study was run in the federal state Saxonia, Germany. Besides a process evaluation of the competition and an evaluation of the short- and long-term effects, the study aimed to investigate predictors of successful participation?

Summary of the study:

In the beginning of the school year 2002/2003, all classes that participated in the competition were invited to take part in the study. Pupils of the participating classes answered a questionnaire assessing smoking status and several associated factors in November 2002 at the outset of the competition (T1), in May 2003 after the end of the competition (T2) and in May 2004, one year after the end of the competition (T3). Teachers answered a questionnaire in May 2003 to assess information on the class and school and the implementation of the competition.

Of the 257 contacted classes with informed consent, 240 classes participated in T1 assessment (response rate: 93.4%). In T2, 194 classes responded and in T3, 121 classes could be assessed again. There are questionnaires from 166 teachers (assessed at T2).

Of the 240 classes that started the competition, 176 classes (73.3%) participated successfully until the end and 64 (26.7%) dropped out during the competition. Classes that dropped out differed in the following aspects from successful classes: They were more often classes from special schools for handicapped children, they had a smaller number of pupils per class and the pupils were older than the successful classes. Furthermore, in these classes there were more smokers at baseline, pupils were exposed more often to smoking in their environment and saw more advantages in smoking than pupils of the successful classes. Successful classes carried out more

often activities in the framework of the competition and teachers of successful classes demanded more often a complete ban of smoking in schools.

In summary, school type, age and smoking status of pupils were the most important predictors for successful participation in the competition.

Final comments

A severe problem was the late arrival of the contract from the European Commission.

For some of the countries, it was not clear, whether they would be able to continue with the programme without the security of co-funding through the European Commission. Therefore, it can be rated even more positively that in all countries the competition was offered and implemented.

All project co-ordinators showed great flexibility and patience and it is especially the enthusiasm of these professionals towards the "Smokefree Class Competition" that has made the implementation possible in the year 2004. This also proves that in the European project "Smokefree Class Competition" it was possible to establish a European network and to foster solidarity and cohesion among the many European countries involved in this project, despite the fact that the European meeting had to be postponed and the workshop for the Observer States had to be cancelled.

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