

QUIT AND WIN DON'T START AND WIN PROJECT

A European Project from 1st January-31st December 2004

End of Year Report– for the period 1st January-31st December 2004

**This is a report of the
European Network for Young People Against Tobacco
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**Supporting organizations:
Ulster Cancer Foundation (U.K.)
Finnish Health Association (Finland)
Tobacco Control Task Force of Iceland (Iceland)
IFT-NORD Institute for therapy and Health Research (Germany)
Hellenic Cancer Society (Greece)
County Council Vasterbotten Depart of Community Health (Sweden)
Health Promotion and Public Health (Spain)**

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TABLE OF CONTENTS

Executive Summary

Introduction

Detailed description of all the activities conducted

Manpower for the execution of the activities

Partners involved

Countries involved

Achievement of the objectives

Conclusion

Financial Reports

EXECUTIVE SUMMARY

- **There has been numerous smoking prevention initiatives aimed at children. However there is a great need for cessation work with these young people who have already started to smoke. This need is especially great in Europe where there have been few such projects. This proposal is therefore a result of deliberations of an ENYPAT Taskforce, which first met in Edinburgh in June 1998.**
- **The aim of the project is to help young smokers to quit smoking and non-smokers to stay non-smokers. It highlights the benefits of smoking cessation, while educating all young people on the damages of smoking.**
- **The essential element of the campaign for Quit & Win is a competition, which will last for 1-3 months.**
- **Seven European countries participating in the competition organize the competition in its area. All national prize-winners enter a draw to produce a national winner. As national prize-winners they will enter a draw to produce one overall European Winner who will win a Holiday to a European city.**
- **Materials: Leaflets containing information about the competition, prizes, tips for quitting, tips of encouragement, competition cards, quit-guides, postcards, gender specific booklets, posters, telephone helplines and internet sites were all available in each European country.**
- **Evaluation, an outcome evaluation has been completed by a questionnaire how the campaign is implemented in each European country. Findings of the evaluations will be published and disseminated through ENYPAT so that they may inform future programme development.**
- **It is expected results of the project; young people will have increased knowledge and awareness of the effects of tobacco use. Young smokers will consider their habit and make efforts to stop.**
- **Final report of the project will include results and analysis of evaluation, methodology and overview of the project.**

INTRODUCTION QUIT & WIN PROJECT

Quit & Win Don't Start & Win has now concluded its 5th successful year. In the past five years the project has encouraged over 90,000 young people to get involved in the competition. Also it has created a large amount of awareness in the media/schools and with the young people themselves.

In this its 5th successful year, the Quit & Win project has been carried out during 2004 academic year in seven countries.

BACKGROUND

There has been numerous smoking prevention initiatives aimed at children. Almost all cessation work has targeted adults. There is a great need for cessation work with these young people who have already started to smoke. This need is especially great in Europe where there have been few such projects. The Ulster Cancer Foundation have produced resources, organized training for teachers, youth workers and other professional and supported adolescent groups

In Finland a Quit & Win competition has been piloted among 16-25 year olds who decided to quit (or stay non smokers) for one month. They were allowed to participate in the Draw. If they decided to be non-smokers for six months they were allowed to participate in the second draw. About 18,000 young people participated: about 15,000 tried to stay non-smokers and 3,000 tried to quit. 38% of those who tried to quit succeeded. The main prize was 1500 ecus.

Almost all other cessation efforts have targeted adults. In recent years there has been a growing conviction that there is a need for cessation work with young people.

- Many young smokers become addicted in a very short time.
- Report that they would like to stop but find it difficult.
- Feel there is a need for specialized support for their efforts.
- Many have already tried to stop.

A growing number of professionals express a wish to support adolescent cessation but identify a need for ideas, resources and training. If we do not support these young people we will fail to capitalize on the results of our general Health Education programme, which persuade smokers to stop and we will consign a significant number of our young people to a future of early death and ill health.

Many adults have smoked for such a long period that cessation is very difficult. Adolescent cessation could overcome this as well as limiting the number of years, to which the smoker is exposed to excess health risks.

This proposal is a result of deliberations of an ENYPAT Taskforce, which met in Edinburgh in June 1998.

PROJECT AIMS

The aim of the project is to help young smokers to quit smoking and non-smokers to stay non-smokers.

The project highlights the benefits of smoking cessation, while educating all young people on the dangers of smoking. The project puts young people's cessation on the agenda of adults and professionals. It provides an up to date assessment of young peoples needs re. Smoking. This will provide a foundation for the development of individual and group cessation programmes in the school setting.

Detailed Description of all the Activities Conducted

Quit & Win Don't Start and Win is a school, university and community based prevention and cessation project aimed at 14-24 year olds. The programme in 2004 had 7 partnering countries involved. The programme itself will be similar in each partner country. In all countries the initiative will focus on each partner running the quit & win competition as their main objective. All partners will undertake to produce and develop optional supporting element to their local needs.

Having developed these materials all partners must distribute them. The materials for participants will include posters, competition cards and leaflets advertising the competition. Partners will also produce support materials ,develop websites or run helplines. Not only will partners encourage their target age groups to enter the competition but they must also encourage health professionals to get involved. They must utilise all avenues of health promotion for publicity from media, website and conference to promote and create the aware about this project. Having done all this all partners must undertake a process and outcome evaluation of their project which will then be disseminated both locally and internationally throughout Europe.

Activities actually done by all partners

Competition:

All partners and their organisations ran their quit & win competitions. Some partners ran their competition for one month i.e. Northern Ireland , Sweden, Iceland, Spain other partners chose to run their competition for a longer period of 3 months i.e. Greece ,Germany and Finland. The same applied to the target group age that all partners chose, although the project is aimed at 14-24 year olds some partners chose to be more specific. Northern Ireland chose 14-18 year olds, Spain 15- 19 year olds, Iceland 15 –20 year olds, Greece 14-19 year olds, Germany 14-25 year olds, Sweden 16-20 year olds and Finland 14-24 year olds.

Having decided to run the competitions and having picked the target age. Each partner chose to produce their material as set out in the objectives. All materials for the competitions are different in each partnering country except for the fact of producing posters and leaflets advertising the competition. Partners chose to produce their own support material for their young people who would enter the competition in some cases partners produced gender specific material i.e. Northern Ireland .

Material Produced:

Leaflets

Posters

Quit –guides

Inscription cards

Bookmarks

Postcards

Website

Promotional material pens, pencils and t-shirts

Germany, Iceland, Spain and Northern Ireland all had webpages

Spain www.easp.es/dejaloygana

Northern Ireland www.ulstercancerfoundation/justbesmokefree

which would not only advertise the competition to young people and Health Professional but would also allow the young people to enter the competition by online entry forms.

Other partners chose to produce leaflets which would be distributed to schools, colleges, universities, cafes, youth and community centres. All partners before distributing their leaflets and materials to the schools did inform schools by letters to either health co-ordinator, school nurse or headmaster at the school.

Northern Ireland and Sweden were to run helplines this year but they did not. Reason for this not being done in Ireland was the lack of time left available to organise it once funding had been agreed. Although Northern Ireland did use an existing helpline which had been established by the health promotion agency. Sweden did not run a helpline because it was not utilised by young people last year instead they trained tutors instead. Greece did run a helpline which was available daily to all young people.

One of the objectives of the programme is that you will encourage smokers and non-smokers to enter the competition, as well as doing this you also agree to utilise all avenue of health promotion in creating awareness about the project to health professionals. In doing so all partners must therefore advertise and publicise their competition. For this year's competition partners like Finland, Sweden, Northern Ireland and Spain all contacted schools direct to advertise the competition with young people and with teachers, health coordinators and school nurses. Other partners advertised in Newspapers or magazines like Germany, Sweden and Northern Ireland. Others advertised on the web like Germany and Iceland.

After the competition period has finished all partners have offered prizes for the winners. Partners like Germany, Finland, Northern Ireland and Spain, Sweden all offered cash prizes to the winners. Greece gave the prize of a computer. All prizes in the competition are equally shared between smokers and non-smokers.

This year's international winner was Sweden they have a trip to further give away to one of the participants in their competition.

Proving that all partners were successful in running their competition and achieving the objective are the participation figures in total 15588 young people entered the competition for 2004. The breakdown of this was quitters 7433 and those that were smokefree 8155. So basically nearly half as many smokers as non-smokers entered the competition this year which is brilliant. All partners have therefore achieved the objective of creating awareness for all young people smokers and non-smokers alike. Both smokers and non-smokers are now knowing the dangers of tobacco through knowledge from this project. They are therefore wanting to do something about it and are joining the quit & win competitions that all partners are running throughout Europe to try and quit smoking.

All partnering countries in the competition are asked to assess the activities that they have ran that year by way of process and outcome evaluation as one of the objectives of the programme. This year 2004 some partners tried to use the same

pre and post questionnaires as other partners had used to give some continuity to the overall outcome evaluation.

Those partners that used the same questionnaires for evaluation were Spain, Greece, Northern Ireland and Iceland. Germany and Sweden therefore did not use the questionnaires. Sweden did a small control evaluation and therefore were unable to use the questionnaires. Germany do continuous evaluation of their project and therefore did not use the questionnaires either. Finland did not do any evaluation of their project the reason for this was lack of permanent staff at their organisation.

All evaluations will be disseminated locally and international throughout Europe by either the partners themselves delivering your presentations at conferences or by presentations at international meetings. Internationally evaluations will be disseminated by ktl helsinki through their website and newsletter.

All in all what can be stated is that all partners in the programme have tried to compile and achieve all the objectives that were set out for them. All partners have implemented the project in their country. They have ran their competition, produced and developed materials, distributed the materials to schools, colleges, universities or the youth sector. Materials have also been distributed to Health Professionals to encourage them to get involved in the project or simply to create awareness about the project with the Health Professionals. Partners have advertised their competitions in schools in the health and voluntary sectors in newspapers and in magazines. After having completed their competitions all partners apart from one did compile with the objective and completed their evaluation. Which they will also disseminate throughout Europe.

Manpower for the Execution Of All Activities:

Finland (Finnish Health Association)

Function	Name	Persons	Days	Daily rate	cost
Project Co-ordinator	Jasmin Ronkainen	1	93	58.4356	5434.51

January 1st - June 11th, Project co-ordinator Jasmin Ronkainen, 93 work days. Assisted in the Project from 12th of June on the Quit & Win Finland (Just Be Smokefree) - competition has been co-ordinated by the planning officer Tuula Ojala and secretary Pirjo Siniranta among other jobs.

Germany(IFT NORD)

Function	Name	Persons	Days	Daily Rate	Costs
Nat. Project-Coordinator	Hanewinkel		36	388.00	13,968.00
Project-Manager	Wiborg		40	279.00	11,160.00
Project-Staff	Isensee		40	245.00	9,800.00
Account Manager	Rettberg-Gauke		24	274.00	6,576.00
Project Administration	Sülter		24	134.00	3,216.00
<i>Personnel Costs Pertaining To National Officials</i>					
Secretarial Costs					
Function	Name	Persons	Days	Daily Rate	Costs
Project Administration	Jastrob	1	64	142.00	9,088.00
Apprentice	Wenke	1	48	76.00	3,648.00
Other Personnel Costs					
Internet / EDV	Panzlaff	reserve unexpect.	64	230.00	14,720.00
Data Base Programming	Schwering/ part time		48	88.00	4,224.00
Data Base Programming	Kaiser/ part time		36	84.00	3,024.00
Distribution/Data Entry	Balzersen	part-time	48	68.00	3,264.00
Distribution/Data Entry	Reiners	part-time	24	68.00	1,632.00

Project National Co-ordinator Reiner Hanewinkel PHD, Project Co-ordinator Gudrun Wiborg PHD, assisted by Project staff Barbara Isensee PHD, Financial Administration from Account Manager Gabrielle Rettberg-Gauke and Financial Administration Bjorn Sulter,

Greece (Hellenic Cancer Society)

Function	Name	Persons	Days	Daily Rate	Costs
National co-ordinator	Halari Olga	1	120	86,50	10.380,00
Project Manager	Pilali Maria	1	50	80,00	4.000,00
Secretary	Apostolidi Niki	1	100	64,68	6.468,00
Project Staff	Koiliaridi	1	40	47,61	1.904,40

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The Project Manager of the programme is Mrs Maria Pilali, Biologist PhD, the Project Co-ordinator is Mrs Olga Halari, and they have been assisted by the Secretary Mrs Niki Apostolidi and the Project Staff Mrs Despoina Koiliaridi.

United Kingdom (Ulster Cancer Foundation)

United Kingdom (As Partner)

Gerry Mc Elwee (Project Manager)	20 days x daily rate 298 = cost 5,960.00 euro
Cathy McAleenan (Project Co-ordinator)	60 days x 159 daily rate = cost 9,540.00 euro
Eilish Martin (Secretary)	25 days x 102 daily rate = cost 2,550.00 euro
Patricia Barrett (Financial Administration)	2 days x daily rate 298 = cost 596.00 euro
Robert Anderson (Data Entry)	10 days x 102 daily rate = cost 1,020.00 euro

United Kingdom (As Co-Ordinator)

Gerry Mc Elwee (Project Manager)	25 days x daily rate 298 = cost 7,450.00 euro
Cathy McAleenan (Project Co-ordinator)	80 days x 159 daily rate = cost 12,720.00 euro
Eilish Martin (Secretary)	40 days x 102 daily rate = cost 4,080.00 euro
Patricia Barrett (Financial Administration)	20 days x daily rate 298 = cost 5960.00 euro
Dawn Dawson (Financial Administration Assistant)	10 days x 128 x daily rate = cost 1,280.00 euro

Project Manager Gerry Mc Elwee Head of Cancer Prevention, the project Co-ordinator is Cathy Mc Aleenan and they have been assisted by secretary Eilish Martin, Data Entry Person Robert Anderson and financial Administration for the programme Patricia Barrett and Dawn Dawson.

Spain(EASP)

<u>Function</u>	<u>name</u>	<u>person</u>	<u>days</u>	<u>rate</u>	<u>cost</u>
	<i>Mariano Hernan</i>	<i>1</i>	<i>55</i>	<i>301.67</i>	<i>16.591.85</i>
<u>Project manager</u>	<i>Ainhoa Rodriguez</i>	<i>1</i>	<i>66</i>	<i>105.32</i>	<i>6951.12</i>
<u>Project coordinator</u>	<i>Silvia Bustamante</i>	<i>1</i>	<i>176</i>	<i>36.23</i>	<i>6376.48</i>
<u>secretariat</u>	<i>Rosario Prietio</i>	<i>1</i>	<i>20</i>	<i>100.2456</i>	<i>2004.91</i>
<u>finance</u>	<i>Jose Cuellar</i>	<i>1</i>	<i>10</i>	<i>171.2172</i>	<i>1712.17</i>

Mariano Hernan (Staff A)

He is the project coordinator and the director of the Childhood Observatory in Andalucia. He supervises any action taken related to the development of all activities. He is a key person in the dissemination of information and in establishing contacts with different health and education professionals who are essential in raising attention on the contest. This is due to his labour representing the competition when communicating with media (radio, press, television) attending meetings and conferences.

Ainhoa Rodriguez (Staff B)

She is the technical officer. She has been in charge of hiring the promotional material design for publicity campaign and giving assessment and support in every single activity taken into action. She attended Spring School organised by ENYPAT in Finland, April 2004 in representation of Quit & Win Spain. She gave assessment in presenting results of Quit & Win 2003 effectiveness evaluation for the VI National Prevention and Treatment Conference in Barcelona, November 2004.

Silvia Bustamante (Staff C)

She has been the person who has carried out all actions taken regarding to organise the publicity campaign (preparing and sending promotional material, attending requests of any information related to Quit & Win competition, clarifying any doubts related to the participation in the contest...), contacting winners, elaborating reports, attending international meeting in Belfast, analysing data from questionnaires filled by participants in order to elaborate a descriptive study. She participated in the VI National Prevention and Treatment Conference presenting a poster communication about the results and evaluation of the Quit & Win in Andalusia (Spain). She has elaborated a process evaluation design to collect teachers' and participants' opinion about the web

page and different issues related to participation, tobacco related activities developed in the centres in order to promote and strengthen its use in future editions. This action will take place in case of available funds.

Rosario Prieto (Secretariat)

She has been in charge of all administrative issues. Organising all invoices related to expenses generated by the project; travel, accommodation and subsistence when attending Spring School in Finland, international meeting in Belfast and VI National Prevention and Treatment Conference in Barcelona.

Carlos Ramos (Encoding)

This person has been hired to unify all data collected from participants' inscriptions through the contest's web page (www.easp.es/dejalovgana) and via ordinary mail into one single data base SPSS format 11.5 version in order to develop a descriptive study of participants' characteristics and information asked in the questionnaire attached to inscription.

Jose Cuellar (Financial Department)

He has elaborated financial reports and coordinated all account related matters for Quit & Win Project in Spain.*

Iceland(Tobacco Control Task Force)

Function	Name	Persons	Days	Daily Rate	Costs	
Project-Coordinator	Vidar Jensson	1	120	120.00	14,400.00	
Other Personnel Costs						
Evaluation	Oddur Porri Vidarsson	1	10	73,62	736.20	

Project Coordinator Vidar Jennsson assisted by project staff Oddur Porri Vidarsson who was responsible for evaluation

Sweden(Research & Development County Council Vastbotten)

function	name	person	days	rate	cost
Project manager	Ywonne Wiklund	1	220	90	19,800
secretary	Marie Strindlund	1	10	70	700.00
lecturer	Ulf Forss	1	2	750	1500

Project Manager

Ywonne Wiklund has worked as project manager, around 220 days during the year 2004, responsible for all parts in the project. This includes all parts from producing the campaign material together with the pupils at a media-programme on an upper secondary school, to evaluate the results after the campaign.

Secretary

Marie Strindlund has during 10 days worked with different secretarial work as distribution of information and campaign-material, registration of participants and answers from the application-form and helped the project manager to organise meetings and education for tutors.

Lecturer

Ulf Forss, Dialogteamet Skellefteå AB has been used 2 days as a lecturer to educate the tutors. They are very professional and one of the best in north Sweden in this area. The education includes a theoretical part, training and exercises.

Scientist

Lars Weinehall, scientist and Doctor has been paid by fee for needed help (around 3 days), in the work with some special items with the evaluation.

All Project coordinators/project manager co-ordinate and assist project staff in the assistance of the project quit and win, making sure objectives of developing materials

are met. Through to the core focus of running the competition in their country appropriate to their local needs and culture . All financial administration assist in the completion of the budgets.

Partners Involved

ULSTER CANCER FOUNDATION

IFT-NORD

FINNISH HEALTH ASSOCIATION

RESEARCH & DEVELOPMENT COUNTY COUNCIL VASTBOTTEN

TOBACCO CONTROL TASK FORCE

HELLENIC CANCER SOCIETY

EASP

In the year 2004 Quit & Win has seven European partners. The Quit & Win programme is similar in each partner country and therefore there is no direct distribution of work to each partner. Although each partner has run the competition each partner has developed and conducted optional supporting elements appropriate to their local needs and culture.

Each partner may have also varied the length of time they run their competition this could vary from a 1 to 3 month period. The additional optional methods used by each partner will contribute to the comparability of data and methods and identify effective methods of intervention.

All partners involved are experienced in the field of health promotion and tobacco control coming from a wide range of organisations including medicine, education, research epidemiology, psychology, health promotion, youth work and the community sector thus providing a huge amount of expertise for the programme .

I will now explain what activities each partner has conducted in their country

Organisation: Finnish Health Association

Just Be Smokefree -competition (Quit & Win Finland) is targeted for 16-20 year-old students in high schools and in vocational schools. This year 1793 students participated in the competition in two categories: the quitters and the ones who continued to stay smokefree. This year there were 311 participants in the first category and 1482 in the latter one. The competition began in 1st of January and after the three month competition period, the prizes were drawn for three participants in each category. The winners were tested for staying smokefree.

In April a two day seminar on cessation was held for 15 professionals working among high school students or other young people all over the country. The third and last seminar day was held in September. The seminar was held in order to support professionals in their work with young people and to encourage them to work against tobacco use. The seminar was held in cooperation with one of the non-governmental organisations.

The invitation letters of the 2005 competition were sent in November to all high schools and vocational schools. The order form of competition material was also sent. The competition material in 2004-2005 will be the same as in year 2003.

In June a new application for national funding was done for the Finnish Ministry of Social and Health affairs. The application was named “Smokefree” in order to combine elements from the two competitions (Smokefree class and Just Be Smokefree).

In August 2004 the planning officer Tuula Ojala took part in the multinational Quit&Win -meeting in Belfast, Ireland.

The co-ordinator for the competition was Jasmin Ronkainen until 11th June 2004. From 12th of June on the Just Be Smokefree -competition has been co-ordinated by the planning officer and secretary among other jobs.

Just Be Smokefree –competition is considered very important and necessary among 16-20 year old people. Especially in vocational schools there are a lot of pupils who smoke. Also it’s shown that almost half of those 15-24 year old people, who smoke daily, would like to quit. The problem in the Finnish Just Be Smokefree -competition has been the lack of evaluation and permanent staff. This has made it difficult to develop the competition so that it serves the schools and participants better.

Organisation:

IFT-NORD

“Just be Smokefree” is a smoking cessation program targeting adolescents and young adults, which is carried out in Germany for the fifth time. Target groups are not only smokers, but also non- and ex-smokers. Moreover the project takes into account that a great number of smokers do not wish to stop at the moment and therefore need to be approached differently than smokers, who are prepared to quit.

- Smokers, who are prepared to give up, are provided with a self-help cessation manual. They can register alone, in a team together with other smokers or non-smokers or together with a non-smoker, who supports them in quitting (“supporter”).
- Smokers, who are not prepared to quit smoking, are offered – on the web-site of the program – a range of different tests with individualised feedback in order to sensitise them to their smoking behaviour, motives and risk situations. Furthermore, hints for reduction are given.

- Non-smokers can register as supporter for a smoker or as team members to support smokers.
- As far as the age range is concerned, the target group are adolescents and young adults (main target group: 14-25 years; but no definite inclusion criterion). For the supporters, no special age range is targeted.

Aim:

To assist adolescents and young adults in smoking cessation.

To motivate adolescents and young adults, who are not yet prepared to quit, to reflect their smoking behaviour and/or to reduce their cigarette use.

Method:

Adolescents and young adults who are interested in the program have to register via mail or internet. After registration, all participants receive a quit guide. They are asked for feedback about their success in quitting and about the program. Among all respondents who stopped smoking successfully, prize draws were held at four occasions (End of March, June, September and beginning of December; with prizes of €1,000 in each prize draw). Winners were tested for cotinine by their GP.

Settings:

“Just be Smokefree” can flexibly be run in different settings. Different approaches for contacting, informing and supporting the participants are available:

Printed material for individual use, use with partners or in teams

Internet: web-site with information, guest-book, tests, and registration

Newsletter are sent via e-mail

Telephone help-line

Material:

Flyer with information on the programme for multipliers (e.g. teachers, paediatrics)

Leaflet with information for adolescents and young adults including a prepaid post-card for registration

Quit-guide including a chapter for supporters and a chapter for teams

Poster

Webpage

Time frame:

The campaign was run continuously in the entire year 2004.

Collaboration:

“Just be Smokefree” is supported by the “Deutsche Krebshilfe” (German Cancer Aid) and a health insurance company (“Deutsche Angestellten Krankenkasse, DAK”). IFT-Nord co-operates with the “Berufsverband der Kinder- und Jugendärzte” (German association of paediatrics) and the “Bundesärztekammer” (German medical association)

Participants:

In 2004, 4,084 smokers registered for the program. Table 1 shows the participation rates in detail:

Table 1. Participation rate “Just be Smokefree” in 2004

Quitters	Number
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	3,300 (80.8%)	
<i>In a team</i>	462 (11.3%)	
<i>With a supporter</i>	322 (7.9%)	
Quitters		4,084

Most of the subjects registered online (n=3,564, 87.3%). In addition to the registered participants, there were 302 supporters, 27,256 tests were conducted online and the quit guide was downloaded 3,727 times from the web-page.

Organisation: Hellenic Cancer Society

This was the third consequent year the “DON’T START – QUIT & WIN” competition was organized in Greece. The name of the competition in Greece is «Απέχω και Κερδίζω» (“Abstain and Win”).

Aim:

To help young smokers to quit smoking and non-smokers to stay smoke free.

Age Range - Target group:

The young people age 14-19, which are lyceum (public and private) schools students.

Concept of The Competition:

Young people aged between 14-19 could enter the competition by completing and returning the application form to the Hellenic Cancer Society (HCS). Focus is both on cessation and on prevention. The competition is in co-operation with the Ministry of National Education. All young people were asked to stay smoke free for three months and encouraged to adopt a healthier lifestyle. If after the three-month period they have remained smoke free their name was entered in the draw.

Timeframe:

The competition period was from February 15th to May 15th.

Materials:

Poster, leaflet with information on tobacco and cessation, teachers book, quit diary, questionnaires.

Standard care (on National Level):

The public sector and NGOs as the Hellenic Cancer Society, the Greek Antismoking Society, the Hellenic Action Against Cancer, the Heart and Lung Association, the Greek coalition against tobacco, Scientific Associations as the Panhellenic Medical Association, the Pulmonary Association, with the support of the Ministry of Health are involved in smoking cessation activities. The **NGOs** and **Scientific Associations** have their own funding (donations, programmes, fund raising events) and specific actions are partially supported by the Ministry of Health.

Telephone Help/Quit lines:

The Hellenic Cancer Society has launched a Smoking Quitline which operates daily. It offers counselling on cessation methods and informational material. There is no specific service for pregnant women, yet but it is in the plans of the Society to offer.

Persons interested in telephone counselling in Greece have to pay the telephone charge, there is no additional costs for the counselling itself.

Cessation Clinics:

A number of cessation clinics-cessation practices have started operating. At first, two clinics had started operating one in Athens and one in Thessaloniki and during the last three years there is an impressive increase all over the country. There are 28 public cessation clinics operating in hospitals of the country, in health centres, and municipal health centres and two private cessation practices with branches in many cities. Obviously, it is too soon to evaluate the effectiveness of the operation of the cessation clinics.

Counselling Strategies by Health Care Professionals:

The manual „Counselling manual on smoking cessation during pregnancy and post partum“ and other written information/brochures/booklets on tobacco are provided by the Hellenic Cancer Society free of charge to all professionals upon request.

The competition was launched with letters sent to the Headmasters of 850 lyceums in the Attica region (Athens is included), Ahaia, Crete, Thessalia, Thessaloniki, Cephallonia, Thrace, and Corfu, and also by a Press Release.

Participants could choose between group or person participation. To responders, we sent the leaflet with information on tobacco and cessation, posters and the other material produced. Visits to schools took place upon request.

The young people who decided to enrol in the competition had to fill two questionnaires, one at the beginning and one at the end of the competition. The teachers also had to complete a questionnaire at the end of the competition, in which their opinion on the content and the effectiveness of the project was investigated, and they could write remarks and suggestions. These were used to evaluate the project.

The prizes were two computers one for the non-smokers and one for the quitters.

1.198 young people have registered for the competition, 285 young people in the quit part of the competition, and 913 young people in the don't start part of the competition.

Organisation:

Ulster Cancer Foundation

Young people aged between 14 and 18 years old are asked to enter the competition by completing and returning the application form to the Foundation. Smokers are able to participate if they are willing to stop smoking for one month. Non-smokers are able to participate in the competition by pledging to remain smokefree for the one-month period. All young people are asked to 'Just be Smokefree' and are encouraged to adopt a healthier lifestyle. If after the one-month period they have stayed continuously stopped or remained smokefree their name will be entered into a draw.

Distribution:

The Ulster Cancer Foundation distributed 22,000 application forms and posters to all secondary schools and Colleges in Northern Ireland. We distributed to all swimming

pools, health and leisure centres, pharmacies, doctors surgeries and youth services in Northern Ireland.

This year a pharmacy called Gordon's with 37 stores in N-Ireland distributed application leaflets and posters to all their stores and helped encourage young adults in their pharmacies to enter the competition.

This year also be distributing are competition literature throughout the United Kingdom with the collaboration of two other Health Promotion Organizations one in Glasgow Scotland and one in Essex England.

Settings:

Participants can enter competition in one of several ways. Through information obtained from a teacher or school nurse. Or participants can enter via online web page or they may enter by simply picking up a leaflet in one of numerous outlets where the leaflets have been placed i.e. doctors surgery, leisure centres, Health centres youth clubs, libraries, swimming pools and local pharmacies.

Prizes:

9 individual cash prizes of £100 each, 4 for smokers and 5 for non-smokers were presented to the winners, which were from 9 different secondary schools in N-Ireland. 14 runners up prizes of a £20.00 CD voucher each were also presented to students from another 14 schools in N-Ireland.

Competition Period:

The competition was launched and promoted at the beginning of the new academic year September 2004/05 in Northern Ireland and ran for 4 weeks. The Competition began 1st October and last for 4 weeks until 31st of October 2004.

Competition Materials:

Leaflet containing information about the competition, an application form and evaluation (pre questionnaire).

Poster advertising competition and rules.

2 Gender specific posters advertising freephone helpline.

Gender specific postcards with smoking information and advice.

Bookmark containing quit tips

Telephone helpline available for support (0800 85 85 85)

Pens advertising Just Be Smokefree

Web Page for online entry to competition, email address to enter competition: justbesmokefree@ulstercancer.org . Also website containing information on smoking and information on the work of the Ulster Cancer Foundation

Support Resources available on entry to competition:

Leaflets:

101 reasons not to smoke today. A quit guide for young people this leaflets contains information on why you should quit and why you should stay stopped.

No Nicoteens Say No To Tobacco. This leaflets contains information about Tobacco and the Environment,

The politics of profit,

Raw deal for the Third World

Targeting young people

A good source of tobacco information for non-smokers as well as those smokers who would like to quit.

Information Sheets:
Quit Tips.

Bookmark
Containing Quit Tips

Helpline

Offering individual support. Posters went up all over N-Ireland in schools, health centres, leisure centres, colleges, universities etc advertising helpline support available to those who had entered the competition to those young adults that simply just wanted advise on tobacco issues.

Support letters: 4 throughout the month to all participants. Each participant who entered the competition received a support pack, which contained a letter of entry to the competition and leaflets for support. They then received 1 letter pre week offering support over the month of the competition. After the competition ends participants can still receive information by contacting our HQ at the Ulster Cancer Foundation or by phoning our helpline.

Time Frame For Competition:

January-April

Preparation period of the competition. Teachers, health professional consulted on what we should do this year for our competition.

May-June

Initial drafting of the competition material, consultation takes place with teachers and health professionals. Pre questionnaire will become part of initial application form for young people to fill in when joining the competition.

July

Finalising competition material. Article advertising competition for October 2004 was placed in Unreel movie magazine, which would be distributed to all Odeon Cinemas in the United Kingdom throughout July, August and September.

August

Printing of competition material took place. Information packs were made ready and posted out to all teachers, health co-ordinators and school nurses in schools and colleges. Health and leisure centre and Gordon's pharmacies also received all competition material to display. Distribution of material also took place throughout United Kingdom with the help of the health promotion organisations in Glasgow and Essex.

September

Distribution of competition material took place. Launch of competition was held at our HQ in Belfast. PR and advertising took place in Newspapers, Magazines and on TV and radio throughout the month of September 2004

October

Beginning of competition 1st of October. Competition ran for 4 weeks until 31st of October. During the month all participants received a support pack of information after joining the competition, pack would include a letter, leaflets and quit guide. Further to this all participants over the month of October would receive 4 support letters, one pre week of the competition. Freephone helpline was also available.

November

At the beginning of November 9 winners were picked for the top prizes of £100 cash each, 14 other young adults were also picked for the runner-up prizes of a £20 CD voucher. All winners came from schools or colleges throughout N-Ireland.

December

Distribution of post questionnaires took place and were sent to all 1845 participants who entered competition. Post questionnaires were sent to all participants' home addresses. Included in the envelope was a letter explaining the importance of filling in the questionnaire (in order to help our evaluation) and a freepost envelope with our address on it? For convenience of sending it back. Both pre and post questionnaires were given to a researcher from the University of Ulster for evaluation.

Participation Rates Just Be Smokefree 2004 United Kingdom:

Participation In Northern Ireland

Daily Smokers	286
Occas Smokers	68
<u>Non-Smokers</u>	<u>1421</u>
Total	1775

Participation In Scotland

Daily Smokers	2
Occas Smokers	2
<u>Non-Smokers</u>	<u>41</u>
Total	45

Participation In Essex England

Daily Smokers	4
Occas Smokers	0
<u>Non-Smokers</u>	<u>16</u>
Total	20

Total participation for the whole of United Kingdom was 1840.

Organisation:

EASP

Quit & Win. The Project in Spain: ‘Dejalo y Gana’.

Community intervention is considered to be a useful strategy to help smokers (previously motivated) to give up.

‘Quit and Win’ is part of these initiatives, promoting abstention among secondary schools for a limited period of time by means of a material incentive among those who succeed in giving up or those who do not start smoking.

Health and development of adolescents are positive concepts, and are behaviour-related; to encourage healthy behaviour among young people one must be receptive to their development needs, something which requires the acquisition of the credentials needed to move in their social setting. Quit and Win “Dejalo y gana” project aims were to promote an environment of support, power acquisition and orientation, using a mechanism of incentives as a motivating factor for young people in the process of making healthy decisions and which helps to integrate other complementary actions (disseminating information, social development of young people, health promotion, etc.) throughout the intervention.

The objective of this intervention was to raise awareness in young people (15 to 19 years) of the risks associated with smoking. A further aim was to promote an active attitude towards smoking, geared towards generating actions that help raise young people’s awareness of the risks involved, providing information and support to make it easier for them to give up smoking or instil this attitude in other young people in their social and community context. In our case the reference person in the educative centres were the career advisers and ourselves like Andalusian school of public health.

The Spanish team proposes to act through competition both for the prevention and control of young people’s smoking habit, and the creation and support of suitable environments for health. To achieve this, the willingness of those students to take part in the competition is rewarded: both those who want to quit smoking and those who will not start smoking during a month (the span of time is May 2004).

For the intervention was developed successfully and for the objectives to be fulfilled in their entirety, it was necessary to devise a design strategy for the competition based on an effective and consolidated network of contacts with institutions, organisations, associations and programmes linked to the subject matter in question, without forgetting the mediators (in our case former young mediators -career advisers- as well as members of youth associations, teachers or pupils themselves) in the schools, who will help first of all to raise awareness among the population (particularly by using institutional campaigns and communication strategies), and secondly to distribute the information about the competition in the centres, as well as helping in the follow-up of the whole process in order to produce an in-depth analysis of the improvements for future interventions.

To obtain a positive result we must be realistic about the means at our disposal, and know how to use them efficiently. We must seek and be able to make the most of all the possible available support (see attached I –contacts structure), by establishing relations with all those people or public and private institutions that can help us by acting or mediating in our favour. The inclusion of the competition in campaigns, events, presentations and so on can

act as a reinforcing element to make the “anti-tobacco” message reach a greater number of people. The use of the internet will also disseminate information on the competition.

Scope

The intervention is to be carried out in Spain, specifically in the region of Andalusia. The aim of limiting the programme to a specific geographical context is to make it easier to establish contact with the institutions and different organisations, as well as making it easier to control and supervise the different actions carried out.

Andalusia (with eight different departamentos) is also the region with the largest population aged 15 to 19 years old (at 20.6%). Andalusian people under eighteen represent a 21% from the whole population and show the highest rates of smoking among young spanish people. For these reasons it was chosen to act within this specific geographical context.

Andalusian school of public health (EASP) is in this very region. In the past 15 years they have developed programs and projects to prevent smoking.

Population

The intervention was aimed specifically at people between 15 and 19 years of age. According to the studies reviewed, this is an age when the habit becomes a fixed one and in which the social and community setting can play a crucial role in determining future behaviour .

This age group is made up of secondary school students. 213 centres have participated in 2004, those were Forma Joven network act in 2003.

The centres were provided with information on how to prepare and broadcast the competition, an activity in which mediators (referents in the centre : Forma Joven mediators –acting as career adviser in the centres), played a fundamental role.

Support

As mentioned previously, the network of contacts and links for the “Quit and Win” – “Déjalo y gana” competition with other programs, organisations and institutions has been a crucial element in the programme’s success. We have aimed to incorporate a co-ordinated strategy with the various institutions (mainly education and health) which can help and support the competition’s development in education centres in the most suitable and effective way.

Below are the institutions and programmes that have been involved in getting the competition underway:

Official institutions:

Andalusian Health Ministry / Andalusian Health Service (advertising campaigns, tobacco-related programmes, interinstitutional programmes.).

Andalusian Education and Science Ministry (schools, advertising in magazines, educational teams support, teachers and pupils, Forma Joven mediators work.).

Programmes and Projects:

Smoke-free Class Programme. To know its experience was very important for us (European initiative: Andalusian Health Ministry and Andalusian Education and Science Ministry: developed in Andalusia, especially emphasis in Cordoba).

Health Promotion and Tobacco Plan (Andalusian Health Ministry).

Forma Joven Network Programme (Andalusian Health Ministry/Andalusian Health Service, Andalusian Youth Institute/Andalusian presidency ministry, Drugs Commissioner/Andalusian Social Affairs Ministry, Andalusian Education Ministry, Andalusian Youth Ministry). This is our platform to disseminate the information about competition and our direct contact in the centres.

Starting the Competition

The first step to begin the competition was to inform the regional health and education ministries of the Andalusian government of the 'Quit and Win' programme, and of the EASP's intention to develop it during the 2003-2004 school year. Two letters were drawn up and sent to the management offices of both institutions, requesting permission to begin the necessary contacts with schools, provincial career advisers and education co-ordinators for health (Primary Healthcare Districts) in Andalusia, and get the competition underway.

Having received the approval of the institutions mentioned, letters were written to provincial careers advisers, school principals and advisers, and education co-ordinators for health in the Primary Healthcare Districts.

They were sent to 213 centres throughout Andalusia, and in the province of Granada, where the EASP is located.

Previously, Forma Joven centres chosen to participate in the competition were informed of the competition and its imminent start-up by the Provincial Delegation of the Regional Education Ministry.

Along with the letter, the centres were sent the material needed to begin the competition (posters, leaflets, inscription cards and promotional material).

A fortnight after the information and material were sent, a reinforcement letter was sent out to the centres, reminding them of the rules of the competition and encouraging advisers to begin activities that would promote the competition among the pupils (see Appendix V).

The letter asked the advisers to collect the inscriptions in order to be sent to the EASP, making it easier for the participants to take part, though they could of course also send their free posted inscription card straight to the EASP.

For any kind of clarification or guidance, therefore, the EASP was at the disposal of the school's advisers in order to solve problems as soon as possible. Schools that asked for additional material with which to carry out complementary activities, such as workshops on smoking prevention, exhibiting health promotion material, etc., were dealt with right away.

Distributing information on the Competition

The former is an important element that failed in previous editions. The aim must be to find ideal contacts to channel the information even if it is of a general nature, and to concentrate effort on education and on the involvement of the contacts (Forma Joven mediators). Media strategies and advertising in general, was also to be reinforced.

The role played by students and parents at school, together with the Forma Joven mediators, is very important; generating an oral and local way of communication to make involvement easier.

The person in charge of tobacco (coordinator of Health Education) prevention in every region of Spain was informed about our project.

Material

- Presentation and information letters to the schools selected to implement the competition (see Appendices III, IV and V).
- Posters presenting the competition, distributed in schools and other institutions related to the prevention and promoting health (Appendix VI)
- Leaflets and inscription cards (see Appendix VII).
- Promotional material:
 - T-shirts featuring the competition logo.
 - Wooden-pencils featuring the competition logo.

The promotional material and total number of T-shirts and wooden-pencils, posters and leaflets, are shown in Appendices VIII and IX.

- Website providing information on the competition, tobacco prevention and control resources, and where those wishing to participate can sign up, as well as making suggestions and evaluating the competition: www.easp.es/dejaloygana (Appendix X)
- Press releases disseminating information related to the imminent start of contest and giving some information data when analysed (Appendix XI).

Advertising Campaigns

The publicity campaign for the competition outside the schools and institutions involved (in posters, T-shirts and pencils) took the form of a press release sent to national and local television, press and radio in order to make the competition known to the public. The external advertising campaign was therefore based on the initiative of eah medium to follow the news and their requests to the EASP and the project management team to participate in interviews and press conferences.

A folder was prepared which included a summary of the project and all the promotional and informative material distributed in the schools. This folder was distributed among professionals and managers related to the subject matter. These folders are sent along with this report.

Schedule

The following table summarises the schedule for the intervention, showing the different activities carried out throughout the year as part of the competition:

Quit & Win Project 2004											
ACTIVITIES	JAN	FEB	MAR	ABR	MAY	JUN	JUL	SEP	OCT	NOV	DEC
COORDINATION, INSTITUTIONS, HELPS AND COLABORATIONS											
MATERIAL DESIGN INFORMATIVE/ WEB PAGE											
PUBLICITY CAMPAIGN AT LOCAL LEVEL											
STARTING THE COMPETITION											
PROPAGANDA AND EXPLANATION TO THE MASSMEDIA											
FINAL OF THE COMPETITION, PRIZES & WINNERS											
QUESTIONNAIRE STUDIES & OUTCOMES											
ANALYSIS OF THE PROCESS & OUTCOMES											
VI NATIONAL PREVENTION AND TREATMENT CONGRESS											
PROGRAM EVALUATION											

Prizes and Winners:

One of the suggestions that appears in the assessments from each country made in previous editions was to offer more prizes and to have more winners, providing an incentive for young people to participate.

After the assessment carried out in previous editions, it's seem that money is the most appealing prize.

So, the prizes for the winners were:

10 winners, 5 smokers and 5 non smokers . Each of them is given a cash prize of 150 Euros (1500 Euros in prizes).

The winners were presented in may, the international non-smoking day (31- may-2004). See attached XII

The winners were called personally and were told how they would receive the prize.

Organisation: Public Health Institute of Iceland (Lýðheilsustöð)

"Vertu ferskari" Quit and Win don't start was carried out in Iceland for the second time 2004.

This competition is aimed at helping young old people to stop smoking and helping others to stay smokefree. 3581 participated from all over the country, 3130 non-smokers and 451 smokers. Most of the participants registered for the competition through our website, <http://www.lydheilsustod.is/vertuferskari>.

Age range: 15 – 20 years

Aim:

To help young smokers to quit smoking and encouraging non-smokers to stay non-smokers

Competition Period: 20th October – 20th November 2004.

Competition Materials:

- ◆ Leaflet containing information about the competition, an application form and evaluation.
- ◆ Poster containing information on the competition and rules.
- ◆ Web page containing information on the competition and rules. Also used for registration and evaluation.

Prizes:

The Competition is divided into two categories, non-smokers and smokers who are willing to quit.

The main prize: 50.000.- Icelandic kronur for both categories and second prize 40.000.- Icelandic kronur also in both categories.

The Process:

In September, brochures and posters were sent to all schools whose students are between 15 and 20 years of age. In the brochure, the rules of the competition were explained, and a website was launched for registration. When people registered, they were asked to answer a few questions, which every country had agreed to use.

The competition was advertised on various websites visited by this age group. Using modern technology, we were able to see that our page was getting many visits directly from these websites.

This is the second time we take part in the “Quit and Win don’t start Competition”. Last year the number of participants were far beyond our expectations or little over 3500.

This year we did not expect so much participation because teachers in elementary schools were on strike for 7 weeks last autumn. Therefore we could not reach the age group 15 – 16 year old through the schools as the year before with brochures. However the number of participants were almost the same or 3581.

Organisation:

Research and Development Section Vasterbotten

Aims with Quit & Win, Don’t Start & Win campaign and competition

- To produce the campaign material together with young people in the same age as the target group 16 – 20 years.
- To make a campaign that includes the importance of friend-support, for quitting and as a support to stay tobacco-free.
- To challenge young tobacco users to be tobacco-free during 2 month.
- To encourage and support young people who already are tobacco-free to continue to be tobacco-free.
- To give the tobacco-question attention, connected to the methods that the tobacco industry uses when they work to get new smokers and moist-snuff users, especially amongst the young people.
- To provide training methods in tobacco-cessation for young people for those who will act as tutors in the schools
- To motivate at least 10% of the youth in upper secondary school in Västerbotten county to take part in the competition.
- To evaluate the campaign and to develop the tobacco prevention methods amongst young people.

The Campaign Material:

Production:

The campaign material has been produced in collaboration with a media program and students in the same age as the target group. As project manager of the work I have given lessons with different topics about tobacco and advertising and also acted as a sounding board and given different kind of support. The campaign 2004 in the county of Västerbotten had the underline “KLARAR DU DET?” - DO YOU MAKE IT?

One very important concept even this year has been to use friend support in the competition. To take part in the competition you’ve got to do it together with a friend, to be one another’s support. The pupil’s concept and ideas has then been worked up by an advertising agency.

Material and Advertising:

This year's campaign material contains a poster, leaflets and application form, postcards, youth support, information canvases and a home page. T-shirts with the message "Jag klarar det, I have decided – tobacco-free" has been used both as support and prize in the competition and a pen with the message "Jag har bestämt mig, I have decided, Tobacco-free" was sent to all the participants together with the questionnaire.

We have bought short advertising spots on the radio during two weeks on a popular youth channel. We have also had information about the campaign and competition in a special magazine for youth at upper secondary school that was given free to all students. We co-operate with an advertising agency to do the finish layout with all material.

The postcard this year work as a "day-by-day diary", to count the tobacco-free days during the competition period. In the leaflet and on the homepage there are examples on different kind of harm of tobacco use and some advice needed when you want to quit.

Distribution Of The Material:

This year we packed class-envelopes with leaflets, postcards and information. We hoped that this way would make the number of participants bigger. Posters and extra materials were also sent to the contact-persons and the school-nurses at the schools. Some of our big schools had during this last spring a conflict between the teachers and the head of the schools. The result of this was that quite a big number of teachers refused to do anything else than to teach during this period and our class-envelopes were left beside. We had 851 participants this year, that is around 100 more then last year.

Information and Training:

Västerbottens County has a land area of 55.401 square metres, around 250.000 inhabitants and 20 upper secondary schools with around 10 000 pupils. During the beginning of 2004 we had different kind of contacts with the schools, giving them information about the aims of the campaign by letters and on school-meetings. All schools have chosen a contact person that all contacts have gone through, information, questionnaires and the campaign material. We also invited interested staff from the schools to take part in a training-day to prepare them to be tutors and a good support for the pupils who needed some extra support to stay tobacco-free. We had two days on two different places in the county with a very good lecturer in this training method that also included lessons about tobacco harm.

Collaboration Partners:

The schools are our most important partner. We co-operate with the pupils and teachers at a media-program on Midgårdsskolan in Umeå to produce the material. It is also important with good contacts to distribute the campaign material, the competition and the questionnaires. Different persons at the school act as contact-persons, like school-nurses, social worker at school, headmaster and the secretaries.

851 pupils participated in Q&W 2004, their tobacco habits:

- 611 youth, 72% are tobacco-free
- 240 youth, 28% used tobacco
- 167 smoked, out of them 52 were daily smokers
- 141 used snuff, out of them 64 were daily snuffers
- 68 used both snuff and smoked
- 42 used tobacco occasionally

Time Schedule:

January – February:

Campaign work together with the students at the media school.

Information contacts by letters and meetings at different schools in the whole county.

February:

First questionnaires to have information about the tobacco situation before the campaign started to pupils in form 11 at 7 of the schools. This questionnaire has been done all years we have participated, 2002, 2003 and 2004. Finishing layout work and printing all the material to the campaign together with advertising company.

Giving information to the schools in the county on meetings. Two days to educate tutors from the schools at two different places in our county.

March:

Packing the material in class envelopes and distribution of the material to the schools.

Campaign period and application period. Preparing Q&W questionnaire number 1 and answering envelopes to be ready to be sent out to all participants.

31st of March – 31st of May: Competition period, 2 month to stay tobacco-free.

April:

Registration of the participants and their tobacco-habits. Sending out the questionnaire and the youth support, a pen together with a free-postage envelope. Writing and producing new contents to the home page.

May:

Registration of those who have answered the questionnaire Q&W 1. Writing new contents and encourage on the home page. Preparing the certification for the winners and their parents who have to certify that there son/daughter really has been tobacco-free. Ordered and layout the T-shirt that will be the second prize in the competition connected to the lottery to those who have answered both questionnaires.

1st of June:

The winners were drawn and I had personal contact with all winners, their teachers and schools. Some of the winners had been occasionally tobacco users, but had stop when they applied to the competition and found it as a good support. The winners of the first prize were tobacco-free and the headmaster of their school decided to give them a big surprise on their graduation festive meeting, with around 1200 youth.

I was there to celebrate and the give the two winners this big surprise, flowers and a big check with their first prize. In front of all youth I had the possibility to give Quit&Win, Don't Start&Win and the tobacco-free choice a great and positive attention.

Writing the Interim budget-report and technical-progress report for the period 1st of January to 30th of June. Preparing the following up questionnaire and answering envelopes to be sent out on the 1st of July. During this period I have part-time worked with the evaluation for year 2003 to get a PP presentation ready for the Quit&Win meeting in Belfast.

July:

On the 1st of July a new following up questionnaire will be sent out to all participants. There will be a lottery for those who have sent in both questionnaires were they can win t-shirts with the message: "JAG KLARAR DET", "I MADE IT".

August:

Meeting in Belfast with all participants. 20th of august is the deadline for questionnaire Q&W 2. Registration of all questionnaires will be done during the autumn. Sending a bill with the winners to the school to notice and give attention to the Quit&Win competition that will come next spring.

September – December: Registering the following up questionnaire and have a lottery with the campaign t-shirt among the pupils who have answered both questionnaires. Writing letters and sends them their prize. Continue the evaluation work and start to write the report. Scanning and registering all questionnaires for year 2004, this work with the data is delayed and will continue during 2005. Start to prepare the Quit&Win, Don't Start&Win campaign for 2005. And hope that next year we will do an even better campaign, out of what we've learned from last years. End of year 2004 budget and final report.

Co-ordination of all seven partners and their project is conducted by the National co-ordinator Ulster Cancer Foundation Northern Ireland and then European Coordinator KTL Helsinki. All partners are responsibility to run their projects, the Ulster Cancer Foundation as coordinator will make sure the partners complete the work by email, the partners are also asked to complete interim and end of year reports . As well as this all partners must attend international project meetings at which they will be asked to present their project. This meeting not only gives the co-ordinator an opportunity to make sure all partners have completed their work but also gives partners an opportunity to air any problems they may have also. Meetings are also an opportunity about sharing and learning experiences from each other for our projects.

This years European planning meeting of the partners involved in the ENYPAT Framework Project “Don’t Start Quit & Win” took place on the 6th & 7th of August 2004. The meeting was hosted by the coordinator Ulster Cancer Foundation and took place in Belfast. All seven partners came together for the two day meeting as well as two observer countries Romania and Czech Republic .

All partners have contributed and conducted what was set out in the objectives. Each partner has ran a smoking prevention and cessation project which they have made available to all young people both smokers and non-smokers alike. All partners have not only advertised the benefits of smoking cessation with young people but also with adults and health professionals. Professionals have therefore helped to promote the competition in schools, colleges and youth centres. All partners have produced materials for the competition i.e. leaflets and posters as well as support materials for the young people who have entered the competition quit –guides/ helpline. Having produced and ran the competitions all partners have met the set objective by evaluating the process and the outcome by way of questionnaires. The results of which will be utilised and disseminated by each local co-ordinator, as well as disseminated throughout Europe by the national coordinator.

Countries involved in 2004

Finland Finnish Health Association
Germany IFT-NORD
Greece Hellenic Cancer Society
Iceland tobacco Control Task Force
Sweden Research & development Vasterbotten
Spain EASP
United Kingdom Ulster Cancer Foundation

The activities conducted by each of these countries is the same as that asked of partners involved in section 1.3. Each of the partners involved in this project is from one of these countries. Therefore rather than being repetitive about how each partnering country has conducted their activities you will see this contained in section 1.3 .

How all partners have made available their results of their project is in a variety of ways. All results by each partnering country will be disseminated nationally by the coordinator and internationally using different methods for different target groups. Initially all results will be made available only to other project coordinators through the end of year reports written by all coordinators. Further to this all partners will be asked to present their findings at international meetings to all other health professionals

The ENYPAT Framework Project will facilitate dissemination of results throughout Europe to all other health professionals. Articles will be written for the national KTL newsletter, local quit & win newsletter as well as articles written for journals or presentations at conferences or at spring school in Helsinki. Results will also be made available on the ENYPAT website.

Other organisations can be utilised to publicise results i.e. Globalink, Who Framework Convention on Tobacco Control, ASH.

At a local level all partners will make available their results by placing them on their own website thus making them assessable for young people as well as health professionals. Partners will also make results available to all nursing and teachers unions, departments of health and education and the youth sector.

Achievement of Objectives:

The Quit & Win Don't Start and Win Programme is similar in each partner country. The objective being that all partners have undertaken to run a quit & win competition which lasts from 1/3 month period. All partners were successful in running their competition in the year 2004. Implementation and achievement of partners running their competition was hindered by commission funding not being available from the beginning of the 2004 year. However **partners in the project endeavoured to run their project in the hope of funding coming as they embarked on running their competitions from the start of January 2004. What this has meant is that partners in the project this year all ran their competitions at all different stages. Some partners ran their competitions and embarked on their evaluations straight away in the first half of the 2004 year. Other smaller organizations who could not start their projects before confirmation of funding from Europe had only preparation stages completed in the first half of the year and only endeavouring to run their competitions at the beginning of the new 2004 academic school year in the second half of the year 2004.**

Each partner undertook to develop material for the competition. This material not only was competition material ie application leaflets and posters for young people who would be encouraged to enter but also for health professionals to encourage them to support the project with young people. Partners also had an objective to produce support material for all young person who would enter the competition to give them the support they needed to quit or the awareness to know what they were doing was harmful to their health.

Finland in their material found continuity to work for them and used the same material as had been previously used by them in 2003.

Germany used leaflets for recruitment of young people and flyers for advertising to teachers. For support they produced quit –guides and also had a webpage.

Greece used leaflets and posters with tobacco information as did the United Kingdom to advertise to young people as well as health professionals. Like Greece the United Kingdom also used and sent letters to headmasters and health co-ordinators at schools and colleges to encourage the teachers to encourage the competition with students. For support Greece had a helpline which operated daily. Northern Ireland did not launch a helpline which was first thought because the problem being with funding not coming through until late it left little time for a new helpline to be established. What Northern Ireland did do was use a helpline which was already in existence and promote that on all their literature. For support material Northern Ireland have brought tobacco literature which they gave to all who entered the competition, they also have a webpage which was available for entry into the competition or for support from the Ulster Cancer Foundation. Spain used and developed material, competition posters and inscription cards for young people as well as a webpage for entry to the competition or for support. For health professionals they produced and sent out letters to career advisers and health co-ordinators. Unlike the other partners Sweden produced their material posters, leaflets and postcards with the young people who may or would enter the competition. This proved to be a good way of introducing the students to the idea of the competition. Information and training was also offered for support. What was not done was a helpline which was initially thought off. Reason given was that it had been tried in 2003 and very few students had used it instead money and energy was put into

educating tutors. Iceland like other partner produced leaflets and posters for the competition for support they also offered the webpage. All partners therefore achieved the said objective of producing the material.

As for the objective of distribution of competition material as well as awareness of the competition. All partners undertook this in a variety of ways. Some partner like Greece Spain, Finland, Ireland, Sweden all took to inform schools about the competition through principals, health coordinators or career advisers . After publicising the competition they then distributed the competition materials to these people for distribution at the schools to the young people. Others like Germany, Iceland and Spain use the website for awareness as well as entry into the competition, small amount of materials are distributed to the schools but the web is the focus pf publicity for entry into the competition.

As for advertising of the competition partners have advertised in magazines like Northern Ireland or advertised the competition in Newspapers Germany and Sweden. Sweden has also advertised the competition on the radio. Some partners have decided to do advertising thought their webpage Spain Iceland and Germany. All did achieve their objective of distribution of material and creating awareness with young people both smokers and non-smokers as well as encouraging the project with health professionals.

Only one partner had problems with distribution of material and that was Iceland . In Iceland teachers went on strike over the competition and evaluation period and this meant that competition material distributed though the teachers was slow to take place.

These participation rates for all partners are a good example of how each partnering country has ran their competition, produced and distributed the materials and achieved the objective of not only encouraging young people to join the competition but also created awareness about tobacco education with the young people and health professionals whom help, support and encourage the competition.

Participation Rates Of Partners 2004

COUNTRY	QUITTERS	SMOKEFREE
Finland	311	1482
Germany	4084	N/a
Greece	285	913
United Kingdom	1477	298
Spain	585	1721
Iceland	451	3130

Sweden	240	611

TOTAL QUITTERS 7433

TOTAL SMOKFREE 8155

TOTAL 15588 PARTICPANTS IN 2004

All partners undertook the objective of evaluation of their project. Here country by country are the findings that each partners made. It must be explained that not all partners are able to do the same evaluation process because simply they have ran their competition a little different from some other partners. For those that could they used the same per and post questionnaires on all participants whom had entered the competition. for monitoring and assessment . Conclusions presented are based therefore on the answers given by all participants whom entered the competition and completed the questionnaires.

This will allow us to measure impact on terms of:

- a) Numbers of smokers/non-smokers reached
- b) Changes in knowledge, attitudes and behaviour of both groups.
- c) Numbers of smokers who stopped
- d) An insight into the needs of young smokers who want to stop.
- e) Number of young people available to offer peer support

EXAMPLE OF THE QUESTIONNAIRES

POST QUESTIONNAIRES FOR SMOKERS AND NON-SMOKERS

SMOKERS QUESTIONNAIRE

Name----- Age----- Male ☐ Female ☐

Quit and Win Competition

Questions for participants – follow up questionnaire

I am now:

- ☐ A non-smoker ☐ An occasional smoker (less than 1 per day) ☐ A daily smoker (more than 1 per day)

1a Did you stop smoking recently? ☐ Yes ☐ No

What prompted you to stop smoking?

- ☐ The competition ☐ No Smoking Day
☐ To save money ☐ For my health

1b Did you stop smoking since joining the competition? ☐ Yes ☐ No

1c Are you still stopped? ☐ Yes ☐ No

2a If you still smoke, how often? ☐ Daily ☐ Sometimes

2b If you smoke how many do you smoke each week? _____

3a During the competition did you think about stopping? ☐ Yes ☐ No

3b During the competition did you try to stop? ☐ Yes ☐ No

3c During the competition did you stop at all? ☐ Yes ☐ No

3d If you stopped at all for how long did you stay stopped _____ days

Do you intend to quit at any time in the next 3 months?

☐ Yes ☐ No ☐ Don't know

Yes thinking about it ☐

Yes plan to do it quite soon ☐

No plans at all to quit ☐

How difficult did you / do you find it to stop smoking?

☐ Very Difficult ☐ Difficult ☐ Neither difficult or Easy

☐ Easy ☐ Very Easy

6 Did the competition assist you in stopping smoking? ☐ Yes ☐ No

If yes in what way did it assist you? _____

If no why did it not assist you? _____

7 Did the competition assist you in thinking about stopping?

☐ Yes ☐ No

If yes in what way did it assist you? _____

If no why did it not assist you? _____

8 Why did you participate in the Competition?

☐ To stop smoking completely ☐ To quit for one month and win a prize

☐ To reduce smoking ☐ Other (Please specify) _____

9 Did any of your friends participate in the "Just Be Smokefree" competition?

☐ Yes ☐ No

Name:-----

Age-----

Male ☐

Female ☐

Quit and Win Competition

Questions for participants – follow up questionnaire

- 1 At outset of competition you were a non-smoker – are you still a non-smoker?**
☐ Yes Go to Question 2 ☐ No Go to Question 5
- 2 Since joining the competition have you ever tried to smoke?**
☐ Yes ☐ No
- 3 Since joining the competition have you ever been tempted to start smoking?**
☐ Yes ☐ No
- 4 How difficult is it to stay a non-smoker?**
☐ Very Difficult ☐ Difficult ☐ Neither difficult or easy
☐ Easy ☐ Very Easy
- 5 Would you have liked more support during the competition to remain smokefree?**
☐ Yes ☐ No
Better Literature (Please specify) ☐

Support Groups ☐
Other: _____
- 6 Did any of your closest friends participate in the “Just Be Smokefree” competition?**
☐ Yes ☐ No
- 7 Would you like to help other smokers to Quit?**
☐ Yes ☐ No

Those partnering countries that were able to use the questionnaires were: Greece, United Kingdom ,Spain, Iceland

Quit and Win don’t start in Iceland (Vertu ferskari) – Follow up Survey

Participants in Q&W Iceland	– 3581
Smoking participants	– 451
Non-smoking participants	– 3130

The participants were divided into two groups, the people that didn’t smoke at the time of registration, and the people who did. The latter group was composed of people that smoked daily and people who smoked on an irregular basis.

120 people were randomly selected and asked a few questions through phone. 54 came from the group of non-smokers and 66 from the group of smokers.

The Group of Non-Smokers:

Of the 54 people phoned, only two (3.7%) had taken up smoking.

Both of them wanted to quit, and both wanted help to quit.

20% said that they had been tempted to smoke after they registered for the competition.

95% said it was easy or very easy to stay smokefree (78% said very easy, 17% said easy).

5% said it was hard.

85% didn't need support to stay smokefree, 13% needed support.

94% of the people asked were willing to help other people to quit smoking. The remaining 6% said they would rather help themselves!

22% knew of a friend who had participated, 60% weren't sure, and 18% didn't know of a friend.

The Group of Smokers:

This group was composed of people who smoked on a daily basis and irregular smokers. 27.4% had given up smoking, while 72.7% were still smoking.

People that quit:

67% of the people that quit, felt it was easy or very easy to quit. 33% found it hard or very hard.

56% said the competition had helped them to stop smoking. Most of the remaining 44% stated that they had already decided to quit at the time of registration.

People that didn't quit:

60% of the people that had not quit had tried to quit during the competition. They stayed smoke-free for an average of two weeks (Minimum two days, maximum two months!).

81% said they were planning to quit over the next three months.

27% said that it was very easy or easy to quit smoking. 73% said it was hard or very hard.

43% said the competition had inspired them to try to give up smoking.

27% knew of a friend who had participated, 44% weren't sure and 29% didn't know of a friend who had participated.

SPAIN

Results of participation data Quit & Win 2004

A total of 2492 participants have been registered in Quit & Win 2004 competition. Inscriptions were taken into account through the website designed for this purpose (www.easp.es/dejaloygana) or via ordinary mail.

The present study describes participation data corresponding to 15-19 years old boys and girls who said to be smokers or non-smokers at the moment of inscribing in the contest 2004. Participants provided this and other information by filling in a

questionnaire within the inscription. Those persons within this profile were considered as valid cases.

There were 168 participants not included in this study as they did not have a valid age (15-19): 56 of these did not indicate their age. 82 people of 14 years old were registered in the competition; 36 of whom were men (43.9%) and 46 women (56.1%). A 12.8% smoked (10 cases) and 87.2% (68 cases) were non-smokers at the beginning of the competition (4 lost ones by the system).

11 people of 11 years old were registered; 7 of whom were men (63.6%) and 4 women (36.4%). 10 of these people were non-smokers (90.9%) at the beginning of the competition and a person did not indicate her age.

14 people of 13 years old; 9 of whom were men (64.5%) and 5 women (35.7%). Two of them said to be smokers at the beginning of the contest (16.7%) and 10 said to be non-smokers (83.3%) (two lost cases).

There was a 20 year old woman registered who did not smoke at the beginning of the competition. A 22 year old man who was a smoker at the beginning; a 25 year old woman who was non-smoker; a 26 year old woman who a smoker and a male smoker who was 29 years old.

TOTAL NUMBER OF PARTICIPANTS AGED 15 TO 19 YEARS OLD: 2324.

18 of whom did not said if they where smokers or not at the beginning of the competition. They were not considered as valid.

TOTAL NUMBER OF VALID PARTICIPANTS to be considered in Quit & Win Study 2004 was: 2306.

Education Centres participating in different Quit & Win editions.

Year	2002*	2003	2004
N° of centres	150	205	213

Participation per Sex in different Quit & Win editions.

Year	2002*	2003	2004
Girls	42.4%	58.1%	56.9%
Boys	52.6%	41.9%	43.1%

Total number of participants in different Quit & Win editions.

Q & W 2002 *	Q & W 2003	Q & W 2004
3283	3222	2492

* All available data from Quit & Win Competition 2002.

Valid participants in 2004: Smokers and non-smokers per Province.

Quit & Win 2004 Participants	Smokers	%	Non- Smokers	%	Total	%
Almería	53	26.8%	145	73.2%	198	8.6%
Cádiz	70	24.1%	221	75.9%	291	12.6%
Córdoba	120	22.7%	409	77.3%	529	22.9% %
Granada	88	29.5%	210	70.5%	298	12.9%
Huelva	46	25.0%	138	75.0%	184	8.0%
Jaén	107	27.9%	277	72.1%	384	16.7%
Málaga	57	26.8%	156	73.2%	213	9.2%
Sevilla	44	21.1%	165	78.9%	209	9.1%
Total Valid	585	25.4%	1721	74.6%	2306	100.0%

1. Variable: Tobacco use

Variable Tobacco	Frequency	Percentage 2004	Percentage 2003	Percentage 2002*
Smokers	585	25.4%	24.9%	24.8%
Non Smokers	1721	74.6%	75.1%	75.2%
Total	2306	100.0%	100%	100%

25.4% participants (15-19 years old) were smokers at the beginning of the competition. There is a mayor participation of non-smokers.

2. Variable Sex

Variable Sex	Frequency	Percentage
Boys	995	43.1%
Girls	1311	56.9%
Total	2306	100.0%

Girls have had a greater participation with a 56.9%.

3. Variable Age

Variable Age	Frequency	Percentage
15	992	43%
16	703	30.5%
17	376	16.3%
18	163	7.1%
19	72	3.1%
Total	2306	100%

43% of people in the study were 15 years old, 30.5% were 16 and a 16.3% were 17. There was smaller number of 18 (7.1%) or 19 (3.1%) years old participants. The mean age of participants was 16,28 years old.

4. Variable: Province

Variable Provinces	Frequency	Percentage
Almería	198	8.6%
Cádiz	291	12.6%
Córdoba	529	22.9% %
Granada	298	12.9%
Huelva	184	8.0%
Jaén	384	16.7%
Málaga	213	9.2%
Sevilla	209	9.1%
Total	2306	100.0%

Córdoba was the province that counted with the highest number of 15-19 participants (22.9%). In second place was Jaén province with a 16.7%, followed by Granada (12.9%) and Cádiz (12.6%).

5. When did you start smoking? (From a total of 585 smokers in the contest 2004)

Variable Age of Start Smoking	Frequen cy	Valid Percentag e
7	1	0.2%
8	4	0.7%
9	10	1.8%
10	12	2.2%
11	14	2.6%
12	67	12.3%
13	90	16.5%
14	175	32.1%
15	110	20.2%
16	42	7.7%
17	17	3.1%
18	3	0.6%
Total	545	100%
Lost cases	40	
Total	585	

32.1% of smokers at the beginning of the competition said to have started smoking at the age of 14.

20% of these people started at the age of 14; 16.5% at 13 and 12.1% when they were 12 years old.

The average age to start smoking was 13.7 years.

6. Variable Age

Variable	Average	S.D.	Lost cases	N
Participant's Age	15,97	1,075	0	2306
Smoker's Age	16,28	1,124	0	585
Age of start to be a smoker	13,7	1,697	40	545

7. When do smoke?

¿When do you Smoke?	Frequency	Valid Percentage
Daily	372	67.1%
Weekly	69	12.5%
Sporadically	113	20.4%
Total	554	100.0%
Lost cases	31	
Total	585	

67.1% of tobacco users before the contest did it daily and 20.4% of smokers said to consume tobacco sporadically.

8. Have you ever thought of stopping before?

Have you ever thought of stopping before?	Frequency	Valid Percentage
Yes	500	90.4%
No	53	9.6%
Total	553	100.0%
Lost cases	32	
Total	585	
Yes	500	90.4%

The most of smokers (90.4%) when completing the questionnaire said to have thought about quitting before, and 9.6% had not tried it.

9. Have you ever tried to stop before?

Have you ever tried to stop before?	Frequen cy	Valid Percentage
Yes	367	66.7%
No	183	33.3%
Total	550	100.0%
Lost cases	35	
Total	585	

10. Would you like any kind of support to quit smoking?

Would you like any kind of support to quit or continue being a no smoking person?	Frequen cy	Valid Percentage
Yes	374	68%
No	176	32%
Total	550	100%
Lost cases	35	
Total	585	

Regarding the proportion of smokers who said (pre-test questionnaire 2004) they would like to receive some kind of support to quit (68%), a slightly increase it has been observed in relation to 2003 edition (63.1%).

11. Which kind of support do you think you need?

<u>Teachers' support</u>	Frequen cy	Valid Percentage
Yes	73	30.7%
No	165	69.3%
Total	238	100%
Lost cases	347	
Total	585	

In the study 2004, a smaller percentage of young smokers (69%) have been registered not thinking in teachers as the type of help they need to stop smoking. This proportion was 75% in 2003.

Medical Support	Frequen cy	Valid Percentage
Yes	176	58.5%
No	125	41.5%
Total	301	100%
Lost cases	284	
Total	585	

In the current descriptive, more than half of smokers (58.5%) think about medical aid as the kind of support they need to stop using tobacco. In 2003 this percentage was somewhat smaller (48.6%)

Leaflets/Booklets Support	Frequen cy	Valid Percentage
Yes	134	53.4%
No	117	46.6%
Total	251	100%
Lost cases	334	
Total	585	

It has been observed a slightly increase on the percentage of smokers thinking about self-help books and other kind of literature for stopping as the type of support they need; this is: 53.4% in the second study and 42.6% en 2003 study.

Other Support	Frequen cy	Valid Percentage
Yes	170	29.1%
Lost cases	415	70.9%
Total	585	100.%

29% of smokers at the beginning of the competition said they needed another type of help.

12. Have you participated in the contest before?

Have you participated in the contest before?	Frequency	Valid Percentage
Yes	109	12.1%
No	790	87.9%
Total	899	100%
Lost cases	1407	
Total	2306	

12. Variables: Tobacco use per Sex

Variable Sex	Smokers	Non-smokers	P
Boys	(N= 245) 24.6%	(N=750) 75.4%	0.474
Girls	(N=340) 25.9%	(N=971) 74.1%	
Total	(N=585) 100%	(N=1721) 100%	

13. Variables: Tobacco use per Age

Variable Age	Smokers	Non-smokers	P
15	(N= 168) 16.9%	(N= 824) 83.1%	<0.001
16	(N= 200) 28.4%	(N= 503) 71.6%	
17	(N= 129) 34.3%	(N= 247) 65.7%	
18	(N= 61) 37.4%	(N= 102) 62.6%	
19	(N= 27) 37.5%	(N=45) 62.5%	
Total	(N=585) 25.4%	(N=1721) 74.6%	

14. Variables: Tobacco use per Provinces

Variable Provinces	Smokers	Non-smokers	P
<u>Almería</u>	(N= 53) 26.8%	(N= 145) 73.2%	0.720
Cádiz	(N= 70) 24.1%	(N= 221) 75.9%	
Córdoba	(N= 120) 22.7%	(N= 409) 77.3%	
Granada	(N= 88) 29.5%	(N= 210) 70.5%	
Huelva	(N= 46) 25.0%	(N= 138) 75.0%	
Jaén	(N= 107) 27.9%	(N= 277) 72.1%	
Málaga	(N= 57) 26.8%	(N= 156) 73.2%	
Sevilla	(N= 44) 21.1%	(N= 165) 78.9%	
Total	(N= 585) 25.4%	(N= 1721) 74.6%	

15. Variables: Type Consume per Sex

N=554

Lost cases=31

Variable Sex	Daily	Weekly	Sporadically	P
<u>Boys</u>	(N=157) 69.5%	(N=31) 13.7%	(N=38) 16.8%	0.202
Girls	(N=215) 65.5%	(N=38) 11.6%	(N=75) 22.9%	
Total	(N=372) 67.1%	(N=69) 12.5%	(N=113) 20.4%	

16. Variables: Type of Consume per Age

N=554

Lost cases =31

Variable Age	Daily	Weekly	Sporadically	P
15	(N=95) 61.7%	(N=21) 13.6%	(N=38) 24.7%	0.160
16	(N=135) 69.2%	(N=27) 13.8%	(N=33) 16.9%	
17	(N=89) 72.4%	(N=15) 12.2%	(N=19)15.4 %	
18	(N=) 3663.2%	(N=3) 5.3%	(N=18) 31.6%	
19	(N=) 1768.0%	(N=3) 12.0%	(N=5) 20.0%	
Total	(N=372) 67.1%	(N=69) 12.5%	(N=113) 20.4%	

17. Variables: Have you ever thought of stop smoking before per Sex

N=553

Lost cases =32

Variable Sex	Yes	No	P
Boys	(N=193) 86.2%	(N=31) 13.8%	0.005
Girls	(N=307) 93.3%	(N=22) 6.7%	
Total	(N=500) 90.4%	(N=53) 9.6%	

18. Variables: Have you ever thought of stop smoking before? per Age

N=553

Lost cases =32

Variable Age	Yes	No	P
15	(N=138) 89.6%	(N=16) 10.4%	0.810
16	(N=175) 90.2%	(N=19) 9.8%	
17	(N=110) 89.4%	(N=13) 10.6%	
18	(N=53) 93.%	(N=4) 7.%	
19	(N=24) 96.%	(N=1) 4.%	
Total	(N=500) 90.4%	(N=53) 9.6%	

19. Variables: Have tried to stop before per Sex

N=550 Lost cases =35

Variable Sex	Yes	No	P
Boys	(N=129) 57.8%	(N=94) 42.2%	<0.001
Girls	(N=238) 72.8%	(N=89) 27.2%	
Total	(N=367) 66.7%	(N=183) 33.3%	

20. Variables: Have tried to stop smoking before? per Age

N=550 Lost cases =35

Variable Age	Yes	No	P
15	(N=97) 63%	(N=57) 37%	0.599
16	(N=137) 71%	(N=56) 29%	
17	(N=79) 65.3%	(N=42) 34.7%	
18	(N=37) 64.9%	(N=20) 35.1%	
19	(N=17) 68%	(N=8) 32%	
Total	(N=367) 66.7%	(N=183) 33.3%	

21. Variables: To wish support to quit smoking per Sex

N=550 Lost cases =35

Variable Sex	Yes	No	P
Boys	64.0%	36.0%	0.095
Girls	70.7%	29.3%	

22. Variables: To wish support to quit smoking per Age

N=550 Lost cases=35

Variable Age	Yes	No	P
15	(N=104) 68.0%	(N=49) 32.0%	0.597
16	(N=126) 64.9%	(N=68) 35.1%	
17	(N=85) 69.1%	(N=38) 30.9%	
18	(N=39) 70.9%	(N=16) 29.1%	
19	(N=20) 80.0%	(N=5) 20.0%	
Total	(N=374) 68.0%	(N=176) 32.0%	

23. Variables: To wish support to quit smoking per Type of consume

N=545 Lost cases=40

Variable When do you smoke?	Yes	No	OR	P
Daily	(N=269) 72.7%	(N=101) 27.3%	1,748	0.003
Weekly	(N=38) 55.1%	(N=31) 44.9%	0,804	
Sporadically	(N=64) 60.4%	(N=42) 39.6%	1	

24.Variables: Teachers support per Sex

N= 238

Lost cases=347

Teachers' Support?	Boys	Girls	P 2004
Yes	(40) 38.8%	(33) 24.4%	0,017
No	(63) 61.2%	(102) 75.6%	

25.Variables: Teachers support per Age

N:238

Lost cases:347

Teachers' Support?	Age					P 2004
	15	16	17	18	19	
Yes	(23) 30.7%	(23) 30.7%	(15) 31.3%	(5) 18.5%	(7) 53.8%	0,271
No	(52) 69.3%	(52) 69.3%	(33) 68.8%	(22) 81.5%	(6) 46.2%	

26. Variables: Medical support per Sex

N: 301

Lost cases: 284

Medical support?	Boys	Girls	P 2004
Yes	(86) 65.6%	90 52.9%	0,027
No	(45) 34.4%	(80) 47.1%	

27. Variables: Medical support per Age

N: : 301

Lost cases: 284

Medical support?	Age					P 2004
	15	16	17	18	19	
<u>Sí 2004</u>	(48) 56.5%	(47) 54.0%	(47) 62.7%	(22) 61.1%	(12) 66.7%	0.737
No 2004	(37) 43.5%	(40) 46.0%	(28) 37.3%	(14) 38.9%	(6) 33.3%	

28. Variables: Leaflets/booklets' support per Sex

N: 251 Lost cases: 334

Leaflets/booklets support?	Boys	Girls	P 2004
Yes 2004	(49) 46.7%	(85) 58.2%	0,070
No 2004	(569) 53.3%	(61) 41.8%	

28. Variables: Leaflets/booklets' support per Age

N: 251

Lost cases : 334

Booklets/leaflets' support?	Age					P 2004
	15	16	17	18	19	
<u>Yes 2004</u>	(35) 43.2%	(41) 56.2%	(32) 58.2%	(18) 64.3%	(8) 57.1%	0,238
No 2004	(46) 56.8%	(32) 43.8%	(23) 41.8%	(10) 35.7%	(6) 42.9%	

United Kingdom

Evaluation was compiled and completed via pre and post questionnaires, which all participants who have entered the competition have filled in. Pre questionnaires are part of initial application form and post questionnaire are posted out to participants home and freepost envelope supplied for return to the Ulster Cancer Foundation. The questionnaires were then given to University of Ulster Researcher Felicity Hasson who has compiled all the data and produced this evaluation.

SPSS Tables

Post Questionnaire Non Smoker Sample (Green Sheets) Frequencies Frequency Table

Age of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thirteen	10	2.8	2.9	2.9
	Fourteen	96	27.0	28.1	31.0
	Fifteen	125	35.2	36.5	67.5
	Sixteen	63	17.7	18.4	86.0
	Seventeen	27	7.6	7.9	93.9
	Eighteen	20	5.6	5.8	99.7
	Twenty-three	1	.3	.3	100.0
	Total	342	96.3	100.0	
Missing	Missing	13	3.7		
Total		355	100.0		

Gender of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	141	39.7	40.6	40.6
	Female	206	58.0	59.4	100.0
	Total	347	97.7	100.0	
Missing	Missing	8	2.3		
Total		355	100.0		

At outset of competition you were a non-smoker- are you still a non-smoker?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	353	99.4	99.4	99.4
	No Go to Question 5	2	.6	.6	100.0
	Total	355	100.0	100.0	

Since joining the competition have you ever tried to smoke?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	2.5	2.6	2.6
	No	340	95.8	96.9	99.4
	Not application to candidate now a smoker	2	.6	.6	100.0
	Total	351	98.9	100.0	
Missing	Missing	4	1.1		
Total		355	100.0		

Since joining the competition have you ever been tempted to start smoking?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	6.5	6.5	6.5
	No	329	92.7	92.9	99.4
	Not applicable to candidate now a smoker	2	.6	.6	100.0
	Total	354	99.7	100.0	
Missing	Missing	1	.3		
Total		355	100.0		

How difficult it is to stay a non-smoker?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Difficult	2	.6	.6	.6
	Difficult	11	3.1	3.1	3.7
	Neither difficult ot easy	56	15.8	15.9	19.5
	Easy	73	20.6	20.7	40.2
	Very easy	209	58.9	59.2	99.4
	Not applicable to candidate (now a smoker)	2	.6	.6	100.0
	Total	353	99.4	100.0	
Missing	Missing	2	.6		
Total		355	100.0		

Would you have liked more support during the competition to remain smokefree?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	7.0	7.6	7.6
	No	306	86.2	92.4	100.0
	Total	331	93.2	100.0	
Missing	Missing	24	6.8		
Total		355	100.0		

Better Literature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	3.7	3.9	3.9
	No	318	89.6	96.1	100.0
	Total	331	93.2	100.0	
Missing	Missing	24	6.8		
Total		355	100.0		

Better Literature please specify

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Leaflets	4	1.1	1.1	1.1
More information /literature on smoking	3	.8	.8	2.0
Leaflets about effects	1	.3	.3	2.3
Not applicable to candidate	342	96.3	96.3	98.6
Not specified	5	1.4	1.4	100.0
Total	355	100.0	100.0	

Support groups

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	9	2.5	2.7	2.7
No	322	90.7	97.3	100.0
Total	331	93.2	100.0	
Missing Missing	24	6.8		
Total	355	100.0		

Other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	8	2.3	2.3	2.3
No	323	91.0	91.0	93.2
Missing	24	6.8	6.8	100.0
Total	355	100.0	100.0	

Other please specify

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pens	1	.3	.3	.3
Got friend to stop for long time 2 months	1	.3	.3	.6
Youths	1	.3	.3	.8
Someone could have came in and talked to us about it	1	.3	.3	1.1
Advertisements	1	.3	.3	1.4
Classes in school/ youth clubs in school	1	.3	.3	1.7
Support group in HC for teenagers	1	.3	.3	2.0
mum / friends	1	.3	.3	2.3
Not applicable to candidate	347	97.7	97.7	100.0
Total	355	100.0	100.0	

Did any of your closest friends participate in the "Just be Smokefree" competition?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	304	85.6	85.9	85.9
	No	48	13.5	13.6	99.4
	Don't know	1	.3	.3	99.7
	Don't remember	1	.3	.3	100.0
	Total	354	99.7	100.0	
Missing	Missing	1	.3		
Total		355	100.0		

Would you like to help other smokers to quit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	281	79.2	79.4	79.4
	No	72	20.3	20.3	99.7
	Indifferent	1	.3	.3	100.0
	Total	354	99.7	100.0	
Missing	Missing	1	.3		
Total		355	100.0		

Post Questionnaire All Respondents Characteristics Frequencies

Statistics

		Age of respondent	Gender of respondent
N	Valid	375	380
	Missing	17	12

Frequency Table

Age of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thirteen	11	2.8	2.9	2.9
	Fourteen	102	26.0	27.2	30.1
	Fifteen	140	35.7	37.3	67.5
	Sixteen	70	17.9	18.7	86.1
	Seventeen	28	7.1	7.5	93.6
	Eighteen	21	5.4	5.6	99.2
	Nineteen	1	.3	.3	99.5
	Twenty	1	.3	.3	99.7
	Twenty-three	1	.3	.3	100.0
	Total	375	95.7	100.0	
Missing	Missing	17	4.3		
Total		392	100.0		

Gender of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	152	38.8	40.0	40.0
	Female	228	58.2	60.0	100.0
	Total	380	96.9	100.0	
Missing	Missing	12	3.1		
Total		392	100.0		

Pre Questionnaire All Respondent Characteristics

Statistics

		Name of school/ college?	Gender of Respondent	Age of Respondent	Smoking Status of Respondent
N	Valid	2128	2238	2193	2242
	Missing	121	11	56	7

Frequency Table

Name of school/ college?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Downshire High School	24	1.1	1.1	1.1
	Omagh Intergrated School	1	.0	.0	1.2
	Convent Grammer, Strabane	1	.0	.0	1.2
	Little Flower Girls School	4	.2	.2	1.4
	Omagh Academy	1	.0	.0	1.5
	QUB	1	.0	.0	1.5
	St Brigids College	69	3.1	3.2	4.7
	Barstable School	7	.3	.3	5.1
	Dean Magure College	5	.2	.2	5.3
	Graham Training	2	.1	.1	5.4
	Sullivan Upper School	1	.0	.0	5.5
	Park Hall College	13	.6	.6	6.1
	St Aloysills	2	.1	.1	6.2
	Slemish College	2	.1	.1	6.3
	Thornhill College	19	.8	.9	7.1
	Omagh High School	12	.5	.6	7.7
	St Pauls High School	25	1.1	1.2	8.9
	Ballyclare Secondary School	146	6.5	6.9	15.7
	Our Lady & St Patrick's College Knock	1	.0	.0	15.8
	Wallace High School	19	.8	.9	16.7
	Fort Hill College	52	2.3	2.4	19.1
	Limavady High	57	2.5	2.7	21.8
	St Columbs College	278	12.4	13.1	34.9
	Springburn Academy	20	.9	.9	35.8
	Dominican College	14	.6	.7	36.5
	Drumragh College	17	.8	.8	37.3
	Glastry College	8	.4	.4	37.6
	Ballynahinch High	9	.4	.4	38.1
	St Patrick's Grammer School	19	.8	.9	39.0
	Brentwood School	7	.3	.3	39.3
	Craigavon Senior High	5	.2	.2	39.5
	Methodist College	6	.3	.3	39.8
	St Joseph's	11	.5	.5	40.3
	St John's	39	1.7	1.8	42.2
	Christian Brothers Secondary School	29	1.3	1.4	43.5
	Lismore	21	.9	1.0	44.5
	Brownlow College	3	.1	.1	44.6
	St Dominic's High School	183	8.1	8.6	53.2
	Banbridge Academy	80	3.6	3.8	57.0
	Regent House	213	9.5	10.0	67.0
	Ballysillian	3	.1	.1	67.2
	UBI Lurgan	63	2.8	3.0	70.1
	Our Lady of Mercy	66	2.9	3.1	73.2
	St Rose's	208	9.2	9.8	83.0
	Appleton School	11	.5	.5	83.5
	St Louises College	66	2.9	3.1	86.6
	Lisburn Institute	45	2.0	2.1	88.7
	Newtownhamilton High	39	1.7	1.8	90.6
	Cathkin High	36	1.6	1.7	92.2
	Our Lady's Grammer	26	1.2	1.2	93.5
	Our Lady of Mercey Strabane	18	.8	.8	94.3
	St Patricks Academy Dungannon	63	2.8	3.0	97.3
	Aquinas	15	.7	.7	98.0
	Devenish College	14	.6	.7	98.6
	Armagh College	2	.1	.1	98.7
	Dungannon FHE College	2	.1	.1	98.8
	Drumcree College	4	.2	.2	99.0
	Fivemiletown High School	10	.4	.5	99.5
	St Catherine's College	2	.1	.1	99.6
	Armagh the college	1	.0	.0	99.6
	BIFHE	1	.0	.0	99.7
	Gravsend Tech	1	.0	.0	99.7
	Collegale grammer Enniskillen	1	.0	.0	99.8
	Foly & L'Derry College	1	.0	.0	99.8
	St Martin's	1	.0	.0	99.9
	Bangor Grammer School	1	.0	.0	99.9
	St Mary's Grammer School	1	.0	.0	100.0
	Dummary High	1	.0	.0	100.0
	Total	2128	94.6	100.0	
Missing	Missing	121	5.4		
Total		2249	100.0		

Gender of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	973	43.3	43.5	43.5
	Female	1265	56.2	56.5	100.0
	Total	2238	99.5	100.0	
Missing	Missing	11	.5		
Total		2249	100.0		

Age of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Eleven	2	.1	.1	.1
	Twelve	1	.0	.0	.1
	Thirteen	66	2.9	3.0	3.1
	Fourteen	652	29.0	29.7	32.9
	Fifteen	774	34.4	35.3	68.2
	Sixteen	392	17.4	17.9	86.0
	Seventeen	227	10.1	10.4	96.4
	Eighteen	63	2.8	2.9	99.3
	Nineteen	13	.6	.6	99.9
	Nine	1	.0	.0	99.9
	Twenty	1	.0	.0	100.0
	Twenty-three	1	.0	.0	100.0
	Total	2193	97.5	100.0	
Missing	Missing	56	2.5		
Total		2249	100.0		

Smoking Status of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am a non-smoker	1799	80.0	80.2	80.2
	I am an occasional smoker	91	4.0	4.1	84.3
	I am a daily smoker (More than 1 per day)	352	15.7	15.7	100.0
	Total	2242	99.7	100.0	
Missing	Missing	7	.3		
Total		2249	100.0		

***Pre Questionnaire Non Smoker Sample Frequencies
Frequency Table***

Name of school/ college?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Downshire High School	21	1.2	1.2	1.2
	Omagh Intergrated School	1	.1	.1	1.3
	Convent Grammer, Strabane	1	.1	.1	1.3
	Little Flower Girls School	4	.2	.2	1.6
	Omagh Academy	1	.1	.1	1.6
	QUB	1	.1	.1	1.7
	St Brigids College	53	2.9	3.1	4.8
	Barstable School	5	.3	.3	5.1
	Dean Magure College	5	.3	.3	5.4
	Sullivan Upper School	1	.1	.1	5.4
	Park Hall College	6	.3	.4	5.8
	St Aloysills	2	.1	.1	5.9
	Thornhill College	19	1.1	1.1	7.0
	St Pauls High School	19	1.1	1.1	8.1
	Ballyclare Secondary School	121	6.7	7.1	15.2
	Our Lady & St Patrick's College Knock	1	.1	.1	15.3
	Wallace High School	18	1.0	1.1	16.3
	Fort Hill College	44	2.4	2.6	18.9
	Limavady High	53	2.9	3.1	22.0
	St Columbs College	260	14.5	15.2	37.2
	Springburn Academy	19	1.1	1.1	38.3
	Dominican College	12	.7	.7	39.0
	Drumragh College	14	.8	.8	39.8
	Glastry College	1	.1	.1	39.9
	Ballynahinch High	5	.3	.3	40.2
	St Patrick's Grammer School	17	.9	1.0	41.2
	Brentwood School	7	.4	.4	41.6
	Craigavon Senior High	5	.3	.3	41.9
	Methodist College	6	.3	.4	42.2
	St Joseph's	7	.4	.4	42.6
	St John's	36	2.0	2.1	44.7
	Christian Brothers Secondary School	26	1.4	1.5	46.3
	Lismore	12	.7	.7	47.0
	Brownlow College	1	.1	.1	47.0
	St Dominic's High School	153	8.5	8.9	56.0
	Banbridge Academy	74	4.1	4.3	60.3
	Regent House	195	10.8	11.4	71.7
	Ballysillian	2	.1	.1	71.8
	UBI Lurgan	27	1.5	1.6	73.4
	Our Lady of Mercy	46	2.6	2.7	76.1
	St Rose's	133	7.4	7.8	83.9
	Appleton School	7	.4	.4	84.3
	St Louises College	49	2.7	2.9	87.1
	Lisburn Institute	28	1.6	1.6	88.8
	Newtownhamilton High	33	1.8	1.9	90.7
	Cathkin High	32	1.8	1.9	92.6
	Our Lady's Grammer	13	.7	.8	93.3
	Our Lady of Mercey Strabane	6	.3	.4	93.7
	St Patricks Academy Dungannon	63	3.5	3.7	97.4
	Aquinas	13	.7	.8	98.1
	Devenish College	9	.5	.5	98.7
	Armagh College	2	.1	.1	98.8
	Dungannon FHE College	2	.1	.1	98.9
	Drumcree College	4	.2	.2	99.1
	Fivemiletown High School	9	.5	.5	99.6
	Armagh the college	1	.1	.1	99.7
	Gravsend Tech	1	.1	.1	99.8
	Collegale grammer	1	.1	.1	99.8
	Enniskillen	1	.1	.1	99.8
	Foly & L'Derry College	1	.1	.1	99.9
	St Martin's	1	.1	.1	99.9
	Bangor Grammer School	1	.1	.1	100.0
	Total	1710	95.1	100.0	
Missing	Missing	89	4.9		
Total		1799	100.0		

Gender of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	835	46.4	46.6	46.6
	Female	955	53.1	53.4	100.0
	Total	1790	99.5	100.0	
Missing	Missing	9	.5		
Total		1799	100.0		

Age of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Eleven	2	.1	.1	.1
	Twelve	1	.1	.1	.2
	Thirteen	54	3.0	3.1	3.3
	Fourteen	541	30.1	30.9	34.2
	Fifteen	624	34.7	35.6	69.8
	Sixteen	283	15.7	16.2	86.0
	Seventeen	188	10.5	10.7	96.7
	Eighteen	52	2.9	3.0	99.7
	Nineteen	4	.2	.2	99.9
	Twenty	1	.1	.1	99.9
	Twenty-three	1	.1	.1	100.0
	Total	1751	97.3	100.0	
Missing	Missing	48	2.7		
Total		1799	100.0		

Smoking Status of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am a non-smoker	1799	100.0	100.0	100.0

If you are a non-smoker have you ever smoked?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	499	27.7	28.0	28.0
	No	1280	71.2	72.0	100.0
	Total	1779	98.9	100.0	
Missing	Missing	20	1.1		
Total		1799	100.0		

If you are a non-smoker have you ever tried to smoke?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	694	38.6	39.3	39.3
	No	1073	59.6	60.7	100.0
	Total	1767	98.2	100.0	
Missing	Missing	32	1.8		
Total		1799	100.0		

If you are a non-smoker have you ever been tempted to smoke?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	639	35.5	36.2	36.2
	No	1124	62.5	63.8	100.0
	Total	1763	98.0	100.0	
Missing	Missing	36	2.0		
Total		1799	100.0		

Have you ever tried to help your smoking friends to stop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1127	62.6	63.4	63.4
	No	651	36.2	36.6	100.0
	Total	1778	98.8	100.0	
Missing	Missing	21	1.2		
Total		1799	100.0		

As a non-smoker do you want support to remain smokefree?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1109	61.6	62.8	62.8
	No	658	36.6	37.2	100.0
	Total	1767	98.2	100.0	
Missing	Missing	32	1.8		
Total		1799	100.0		

What kind of support: From a teacher

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	199	11.1	13.2	13.2
	No	646	35.9	43.0	56.2
	Not applicable candidate does not need support	658	36.6	43.8	100.0
	Total	1503	83.5	100.0	
Missing	Missing	296	16.5		
Total		1799	100.0		

What kind of support: From a family member

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	453	25.2	29.2	29.2
	No	443	24.6	28.5	57.7
	Not applicable candidate does not need support	658	36.6	42.3	100.0
	Total	1554	86.4	100.0	
Missing	Missing	245	13.6		
Total		1799	100.0		

What kind of support: From a friend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	683	38.0	42.5	42.5
	No	267	14.8	16.6	59.1
	Not applicable candidate does not need support	658	36.6	40.9	100.0
	Total	1608	89.4	100.0	
Missing	Missing	191	10.6		
Total		1799	100.0		

What kind of support: From leaflets/ booklets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	421	23.4	27.3	27.3
	No	461	25.6	29.9	57.3
	Not applicable candidate does not need support	658	36.6	42.7	100.0
	Total	1540	85.6	100.0	
Missing	Missing	259	14.4		
Total		1799	100.0		

What kind of support: By calling a helpline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	204	11.3	13.7	13.7
	No	627	34.9	42.1	55.8
	Not applicable candidate does not need support	658	36.6	44.2	100.0
	Total	1489	82.8	100.0	
Missing	Missing	310	17.2		
Total		1799	100.0		

What kind of support: by visiting a website www.quiteandwin.net

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	354	19.7	24.1	24.1
	No	454	25.2	31.0	55.1
	Not applicable candidate does not need support	658	36.6	44.9	100.0
	Total	1466	81.5	100.0	
Missing	Missing	333	18.5		
Total		1799	100.0		

***Pre Questionnaire Smoker Sample Frequencies
Frequency Table***

Name of school/ college?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Downshire High School	3	.7	.7	.7
	St Brigids College	16	3.6	3.8	4.5
	Barstable School	2	.4	.5	5.0
	Graham Training	2	.4	.5	5.5
	Park Hall College	7	1.6	1.7	7.2
	Slemish College	2	.4	.5	7.7
	Omagh High School	12	2.7	2.9	10.5
	St Pauls High School	6	1.3	1.4	12.0
	Ballyclare Secondary School	25	5.6	6.0	17.9
	Wallace High School	1	.2	.2	18.2
	Fort Hill College	8	1.8	1.9	20.1
	Limavady High	4	.9	1.0	21.1
	St Columbs College	18	4.0	4.3	25.4
	Springburn Academy	1	.2	.2	25.6
	Dominican College	2	.4	.5	26.1
	Drumragh College	3	.7	.7	26.8
	Glastry College	7	1.6	1.7	28.5
	Ballynahinch High	4	.9	1.0	29.4
	St Patrick's Grammer School	2	.4	.5	29.9
	St Joseph's	4	.9	1.0	30.9
	St John's	3	.7	.7	31.6
	Christian Brothers Secondary School	3	.7	.7	32.3
	Lismore	9	2.0	2.2	34.4
	Brownlow College	2	.4	.5	34.9
	St Dominic's High School	30	6.7	7.2	42.1
	Banbridge Academy	6	1.3	1.4	43.5
	Regent House	18	4.0	4.3	47.8
	Ballysillian	1	.2	.2	48.1
	UBI Lurgan	36	8.0	8.6	56.7
	Our Lady of Mercy	20	4.4	4.8	61.5
	St Rose's	75	16.7	17.9	79.4
	Appleton School	4	.9	1.0	80.4
	St Louises College	17	3.8	4.1	84.4
	Lisburn Institute	17	3.8	4.1	88.5
	Newtownhamilton High	6	1.3	1.4	90.0
	Cathkin High	4	.9	1.0	90.9
	Our Lady's Grammer	13	2.9	3.1	94.0
	Our Lady of Mercey Strabane	12	2.7	2.9	96.9
	Aquinas	2	.4	.5	97.4
	Devenish College	5	1.1	1.2	98.6
	Fivemiletown High School	1	.2	.2	98.8
	St Catherine's College	2	.4	.5	99.3
	BIFHE	1	.2	.2	99.5
	St Mary's Grammer School	1	.2	.2	99.8
	Dummury High	1	.2	.2	100.0
	Total	418	92.9	100.0	
Missing	Missing	32	7.1		
Total		450	100.0		

Gender of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	138	30.7	30.8	30.8
	Female	310	68.9	69.2	100.0
	Total	448	99.6	100.0	
Missing	Missing	2	.4		
Total		450	100.0		

Age of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thirteen	12	2.7	2.7	2.7
	Fourteen	111	24.7	25.1	27.8
	Fifteen	150	33.3	33.9	61.8
	Sixteen	109	24.2	24.7	86.4
	Seventeen	39	8.7	8.8	95.2
	Eighteen	11	2.4	2.5	97.7
	Nineteen	9	2.0	2.0	99.8
	Nine	1	.2	.2	100.0
	Total	442	98.2	100.0	
Missing	Missing	8	1.8		
Total		450	100.0		

Smoking Status of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am an occassional smoker	91	20.2	20.5	20.5
	I am a daily smoker (More than 1 per day)	352	78.2	79.5	100.0
	Total	443	98.4	100.0	
Missing	Missing	7	1.6		
Total		450	100.0		

How many do you smoke each day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zero	6	1.3	1.7	1.7
	One	14	3.1	3.9	5.6
	Two	14	3.1	3.9	9.5
	Three	23	5.1	6.4	15.9
	Four	18	4.0	5.0	20.9
	Five	52	11.6	14.5	35.5
	Six	16	3.6	4.5	39.9
	Seven	11	2.4	3.1	43.0
	Eight	16	3.6	4.5	47.5
	Nine	6	1.3	1.7	49.2
	Ten	118	26.2	33.0	82.1
	Eleven	3	.7	.8	83.0
	Twelve	4	.9	1.1	84.1
	Fourteen	1	.2	.3	84.4
	Fifteen	19	4.2	5.3	89.7
	Eighteen	2	.4	.6	90.2
	Twenty	32	7.1	8.9	99.2
	Twenty-four	1	.2	.3	99.4
	Thirty	1	.2	.3	99.7
	Forty	1	.2	.3	100.0
	Total	358	79.6	100.0	
Missing	Missing	92	20.4		
Total		450	100.0		

How many do you smoke each week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One	8	1.8	2.4	2.4
	Two	7	1.6	2.1	4.5
	Three	8	1.8	2.4	6.9
	Four	8	1.8	2.4	9.4
	Five	7	1.6	2.1	11.5
	Six	2	.4	.6	12.1
	Seven	3	.7	.9	13.0
	Eight	1	.2	.3	13.3
	Ten	12	2.7	3.6	16.9
	Twelve	1	.2	.3	17.2
	Thirteen	1	.2	.3	17.5
	Fouteen	6	1.3	1.8	19.3
	Fifteen	10	2.2	3.0	22.4
	Twenty	25	5.6	7.6	29.9
	Twenty-one	4	.9	1.2	31.1
	Twenty-three	1	.2	.3	31.4
	Twenty-five	5	1.1	1.5	32.9
	Twenty-seven	1	.2	.3	33.2
	Twenty-eight	4	.9	1.2	34.4
	Thirty	13	2.9	3.9	38.4
	Thirty-five	22	4.9	6.6	45.0
	Thirty-six	1	.2	.3	45.3
	Forty	12	2.7	3.6	48.9
	Forty-one	1	.2	.3	49.2
	Forty-two	3	.7	.9	50.2
	Forty-three	1	.2	.3	50.5
	Forty-five	1	.2	.3	50.8
	Forty-eight	1	.2	.3	51.1
	Forty-nine	3	.7	.9	52.0
	Fifty	14	3.1	4.2	56.2
	Fifty-five	1	.2	.3	56.5
	Fifty-six	4	.9	1.2	57.7
	Fifty-seven	1	.2	.3	58.0
	Sixty	12	2.7	3.6	61.6
	Sixty-three	3	.7	.9	62.5
	Sixty-four	1	.2	.3	62.8
	Sixty-five	1	.2	.3	63.1
	Seventy	54	12.0	16.3	79.5
	Seventy-five	1	.2	.3	79.8
	Eighty	13	2.9	3.9	83.7
	Eighty-four	2	.4	.6	84.3
	Ninety	3	.7	.9	85.2
	One hundred	12	2.7	3.6	88.8
	One hundred and Five	7	1.6	2.1	90.9
	One hundred and twenty	3	.7	.9	91.8
	One hundred and twenty-five	1	.2	.3	92.1
	One hundred and thirty	1	.2	.3	92.4
	One hundred and thirty-five	1	.2	.3	92.7
	One hundred and forty	15	3.3	4.5	97.3
	One hundred and Fifty	1	.2	.3	97.6
	One hundred and sixty	3	.7	.9	98.5
	One packet	1	.2	.3	98.8
	Two-hundred	2	.4	.6	99.4
	Two hundred and ten	1	.2	.3	99.7
	Three hundred and twenty	1	.2	.3	100.0
	Total	331	73.6	100.0	
Missing	Missing	119	26.4		
Total		450	100.0		

Have you ever thought of stopping before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	395	87.8	88.4	88.4
	No	52	11.6	11.6	100.0
	Total	447	99.3	100.0	
Missing	Missing	3	.7		
Total		450	100.0		

Have you ever tried to stop before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	352	78.2	78.7	78.7
	No	95	21.1	21.3	100.0
	Total	447	99.3	100.0	
Missing	Missing	3	.7		
Total		450	100.0		

If yes, how long did you stop for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 day	26	5.8	6.0	6.0
	two days	41	9.1	9.4	15.4
	Three days	17	3.8	3.9	19.3
	Four days	9	2.0	2.1	21.4
	Five days	5	1.1	1.1	22.5
	One week	47	10.4	10.8	33.3
	Nine days	1	.2	.2	33.6
	Thirteen Days	1	.2	.2	33.8
	Fourteen days (two weeks)	54	12.0	12.4	46.2
	2 months	21	4.7	4.8	51.0
	1 year ago	8	1.8	1.8	52.9
	6 months	15	3.3	3.4	56.3
	3 weeks	18	4.0	4.1	60.5
	3 months	14	3.1	3.2	63.7
	3 and a half months ago	1	.2	.2	63.9
	1 year	1	.2	.2	64.1
	6 and a half months ago	1	.2	.2	64.4
	Two years	3	.7	.7	65.1
	5 weeks ago	2	.4	.5	65.5
	one month	13	2.9	3.0	68.5
	One Day	18	4.0	4.1	72.6
	Not long	2	.4	.5	73.1
	4 months	2	.4	.5	73.6
	5 months	5	1.1	1.1	74.7
	It was too hard!	1	.2	.2	74.9
	Several months	1	.2	.2	75.2
	4 weeks and 2 days	1	.2	.2	75.4
	17 months	1	.2	.2	75.6
	15 days	1	.2	.2	75.9
	2 years ago	1	.2	.2	76.1
	3 years	2	.4	.5	76.6
	ever	1	.2	.2	76.8
	18 months	1	.2	.2	77.0
	16 months	1	.2	.2	77.2
	Ten months	1	.2	.2	77.5
	7 months	1	.2	.2	77.7
	4 years ago	1	.2	.2	77.9
	Forever	1	.2	.2	78.2
	Not applicable to candidate did not try and stop	95	21.1	21.8	100.0
	Total	435	96.7	100.0	
Missing	Missing	15	3.3		
Total		450	100.0		

As a smoker/ occasional smoker do you want support to quit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	313	69.6	71.1	71.1
	No	127	28.2	28.9	100.0
	Total	440	97.8	100.0	
Missing	Missing	10	2.2		
Total		450	100.0		

What kind of support: From a teacher

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	14.7	20.9	20.9
	No	123	27.3	38.9	59.8
	Not applicable candidate does not want support	127	28.2	40.2	100.0
	Total	316	70.2	100.0	
Missing	Missing	134	29.8		
Total		450	100.0		

What kind of support: From a family member

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	101	22.4	30.5	30.5
	No	103	22.9	31.1	61.6
	Not applicant candidate does not want support	127	28.2	38.4	100.0
	Total	331	73.6	100.0	
Missing	Missing	119	26.4		
Total		450	100.0		

What kind of support: From a friend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	218	48.4	58.1	58.1
	No	30	6.7	8.0	66.1
	Not applicable candidate does not want support	127	28.2	33.9	100.0
	Total	375	83.3	100.0	
Missing	Missing	75	16.7		
Total		450	100.0		

What kind of support: From leaflets/ booklets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	129	28.7	38.9	38.9
	No	76	16.9	22.9	61.7
	Not applicable candidate does not want support	127	28.2	38.3	100.0
	Total	332	73.8	100.0	
Missing	Missing	118	26.2		
Total		450	100.0		

What kind of support: By calling a helpline 0800 85 85 85

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	16.4	23.3	23.3
	No	116	25.8	36.6	59.9
	Not applicable candidate does not want support	127	28.2	40.1	100.0
	Total	317	70.4	100.0	
Missing	Missing	133	29.6		
Total		450	100.0		

What kind of support: by visiting a website www.quiteandwin.net

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	94	20.9	29.7	29.7
	No	96	21.3	30.3	59.9
	Not applicable candidate does not want support	127	28.2	40.1	100.0
	Total	317	70.4	100.0	
Missing	Missing	133	29.6		
Total		450	100.0		

What kind of support: Other (please specify)

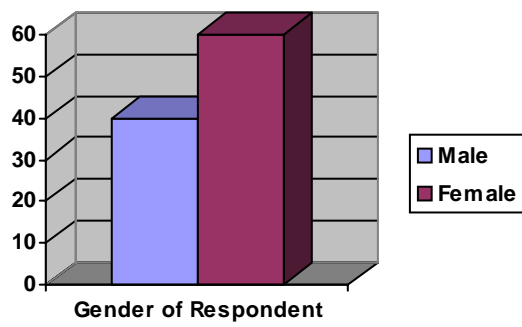
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	5.8	7.7	7.7
	No	183	40.7	54.5	62.2
	Not applicable candidate does not want support	127	28.2	37.8	100.0
	Total	336	74.7	100.0	
Missing	Missing	114	25.3		
Total		450	100.0		

Other please specify

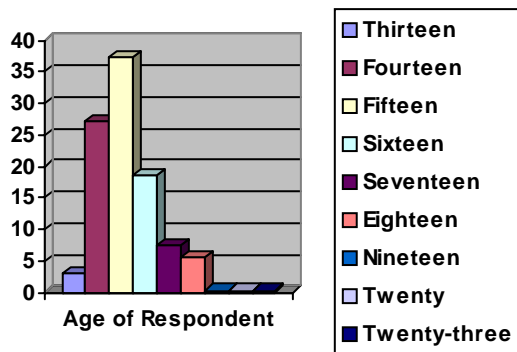
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Magazine	1	.2	.2	.2
	Friends trying to quit	1	.2	.2	.4
	Patches	3	.7	.7	1.1
	Don't no	1	.2	.2	1.3
	Doctor	3	.7	.7	2.0
	Help my self	1	.2	.2	2.2
	Postage	1	.2	.2	2.4
	Telling me more on the harm it does to your body	1	.2	.2	2.7
	Advertisements/ posters	1	.2	.2	2.9
	Hypnotist	1	.2	.2	3.1
	Something to keep me occupied	1	.2	.2	3.3
	Keeps me company	1	.2	.2	3.6
	Family friend	1	.2	.2	3.8
	I am not addicted	1	.2	.2	4.0
	A talk	4	.9	.9	4.9
	Any	2	.4	.4	5.3
	Friends to quit with me	1	.2	.2	5.6
	Someone to talk to	1	.2	.2	5.8
	Not applicable to candidate	424	94.2	94.2	100.0
	Total	450	100.0	100.0	

Charts based on Valid Percent

Post Questionnaire All Respondents Characteristics



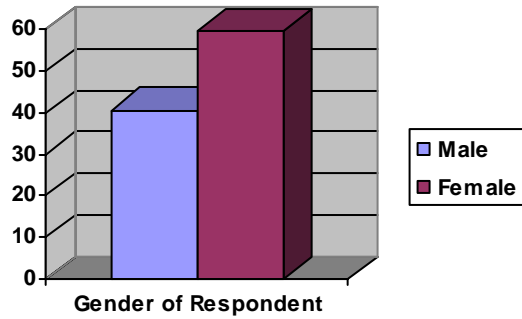
Age of Respondent



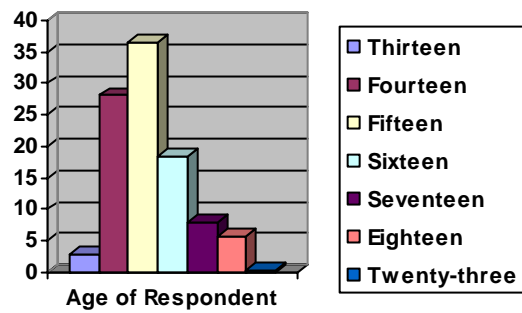
Charts based on Valid Percent

Post Questionnaire Non Smoking Sample Green Sheets

Gender of Respondent



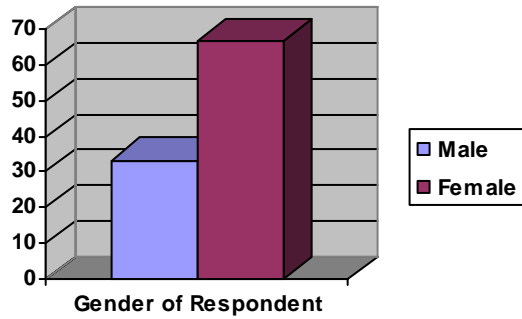
Age of Respondent



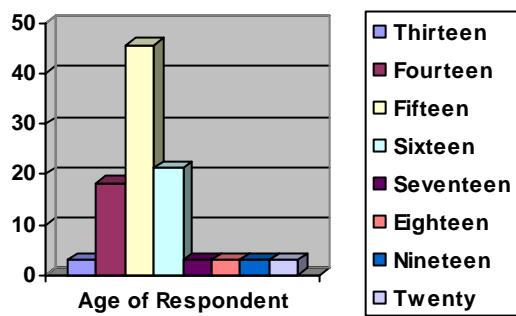
Charts based on Valid Percent

Post Questionnaire Smoking Sample (Pink Sheets)

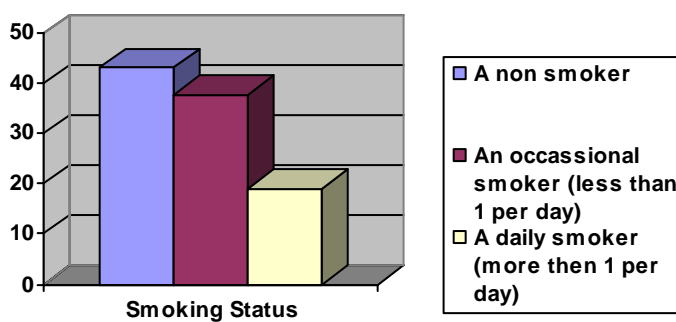
Gender of Respondent



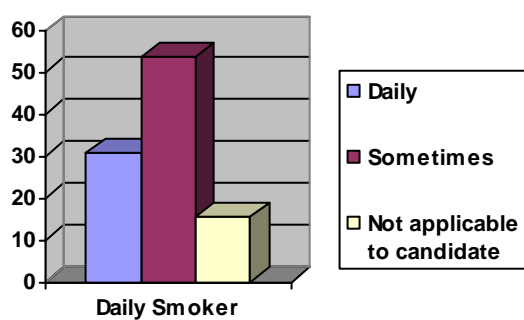
Age of Respondent



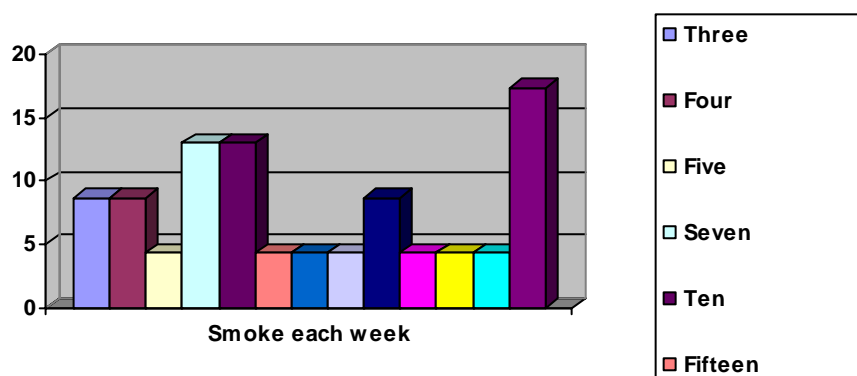
Smoking Status



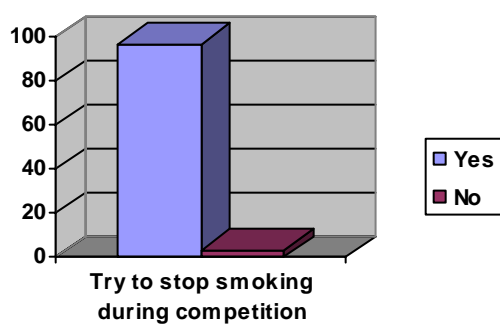
If you still smoke how often: Daily



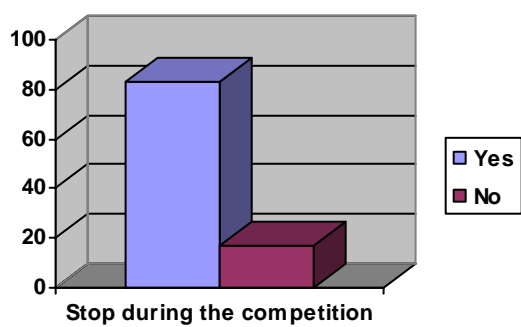
If you still smoke how often: weekly



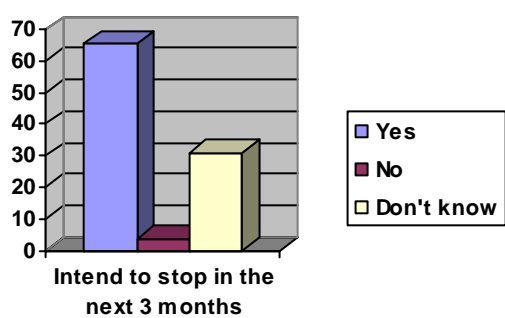
During the competition did you ever try to stop?



During the competition did you stop at all?



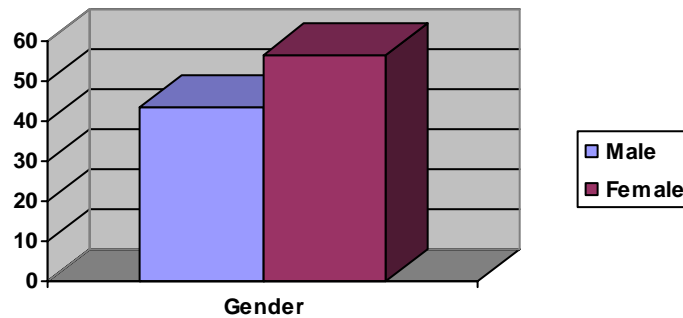
Do you intend to quit at any time in the next 3 months?



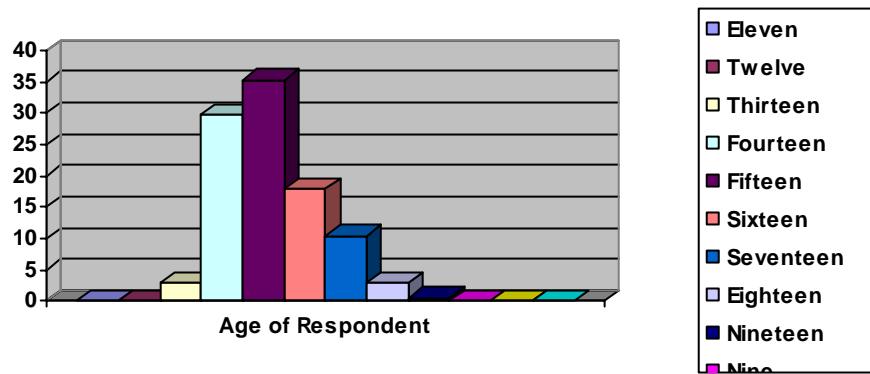
Charts based on valid Percent

Pre Questionnaire: All Respondents n=2249

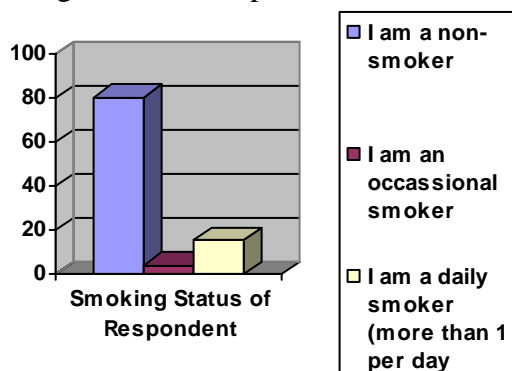
Gender of Respondents



Age of Respondent



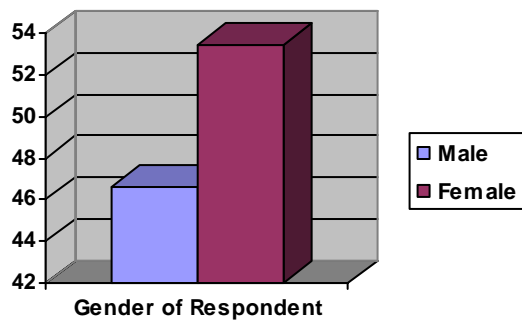
Smoking Status of Respondent



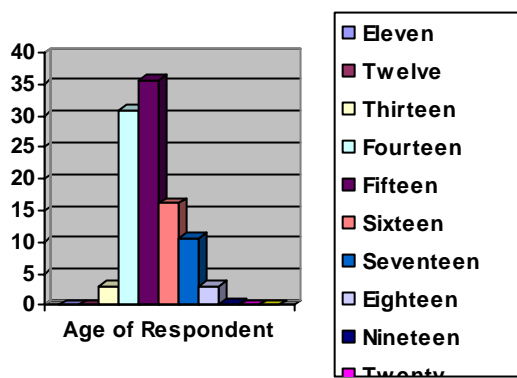
Charts based on valid percent

Pre Questionnaire Non Smoker Sample Bar Charts

Gender of Respondent



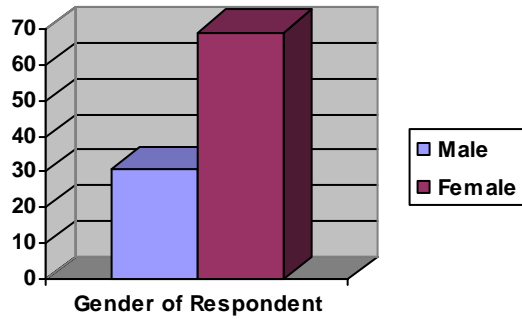
Age of respondent



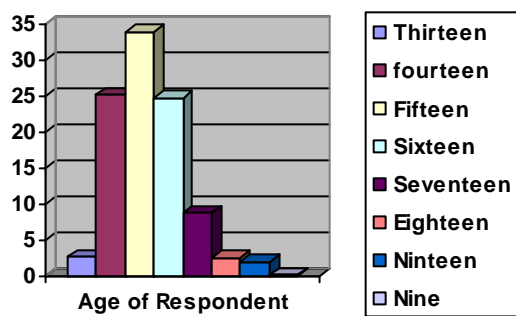
Charts based on Valid Percent

Pre Smoker Questionnaire: Smoker Sample

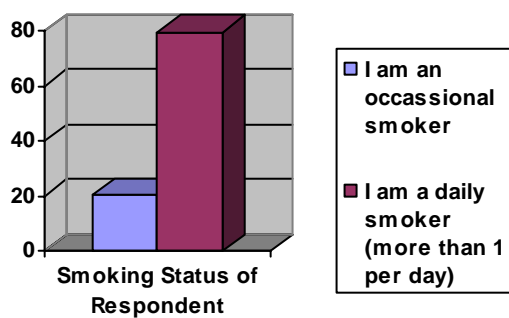
Gender of respondent



Age of Respondent



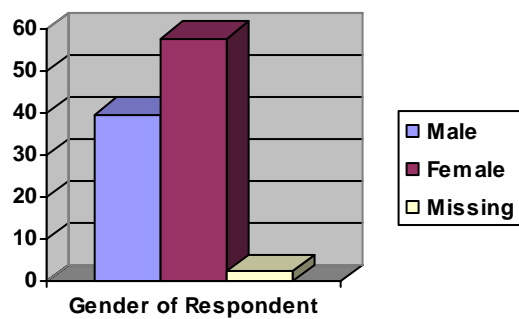
Smoking Status of Respondent



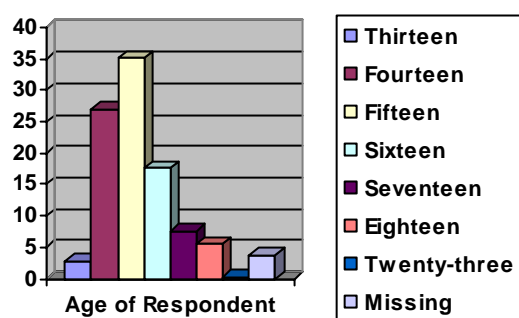
Charts based on percentages

Post Questionnaire Non Smoking Sample Green Sheets

Gender of Respondent



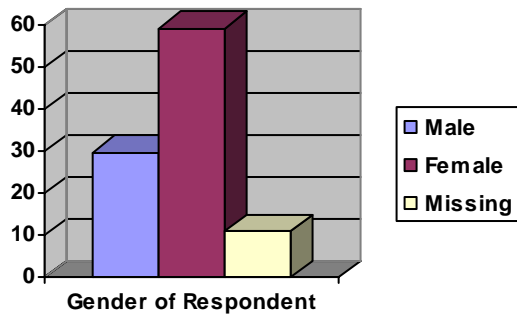
Age of Respondent



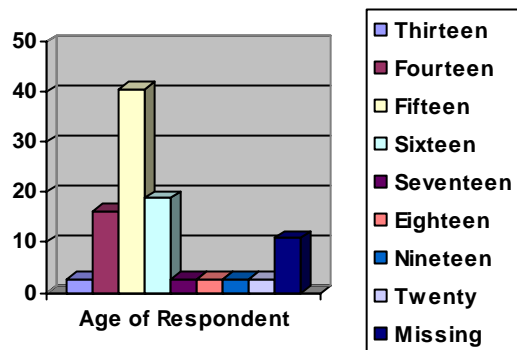
Charts based on Percentage

Post Questionnaire Smoking Sample Pink Sheets

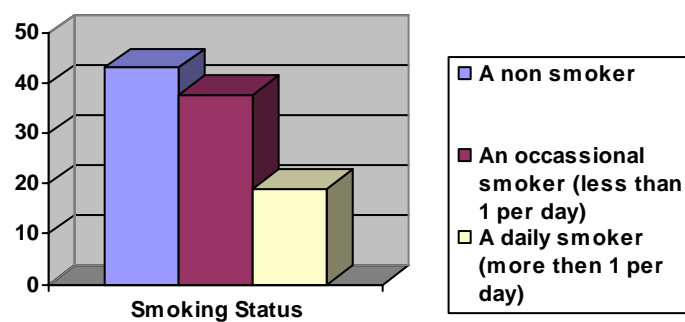
Gender of Respondent



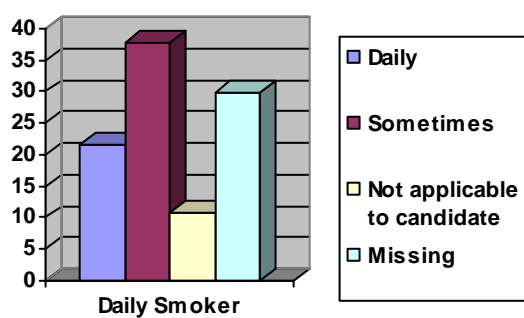
Age of Respondent



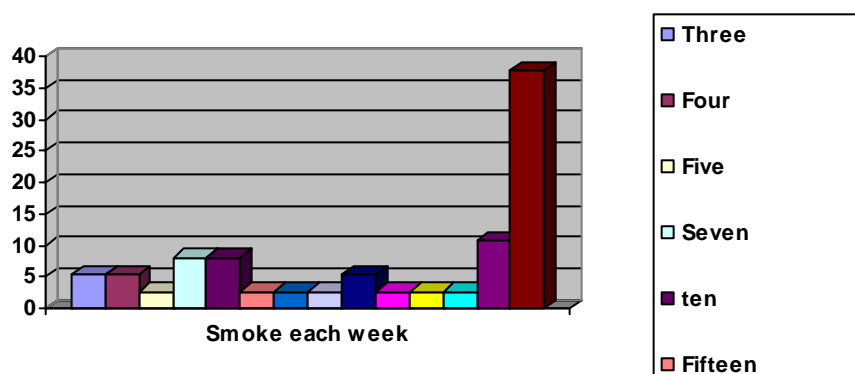
Smoking Status



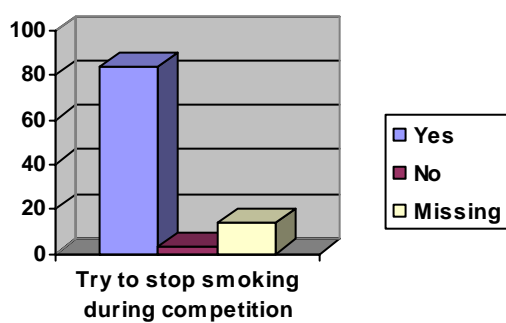
If you still smoke how often: Daily



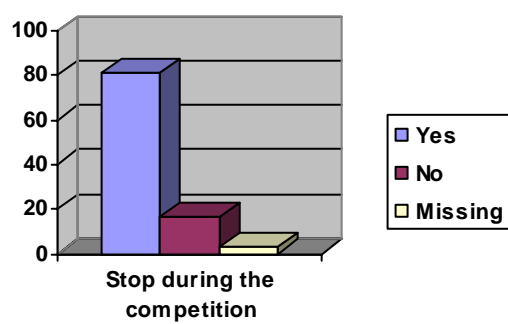
If you still smoke how often: weekly



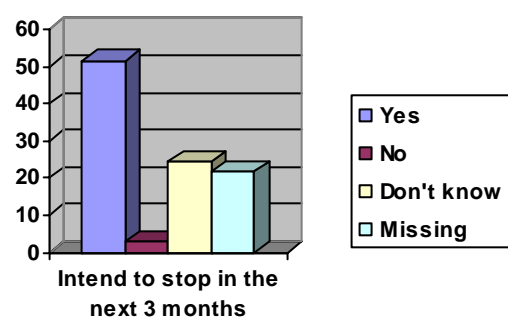
During the competition did you ever try to stop?



During the competition did you stop at all?



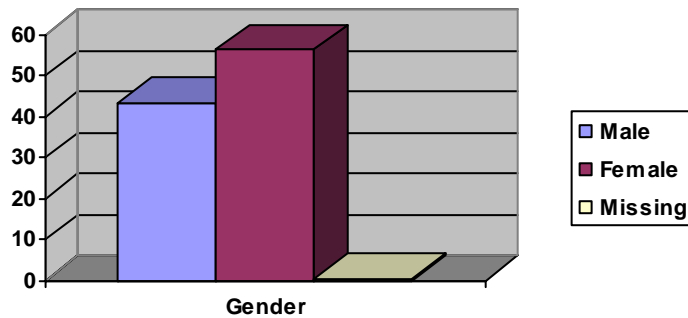
Do you intend to quit at any time in the next 3 months?



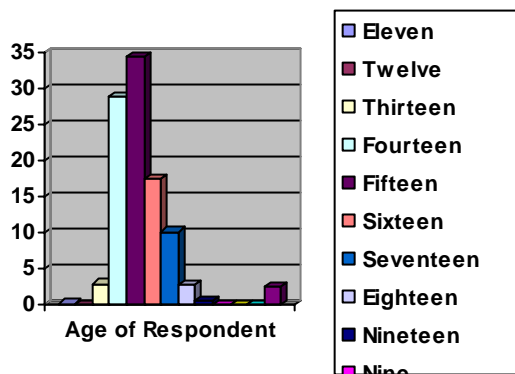
Charts based on Percentages

Pre Questionnaire: All Respondents n=2249

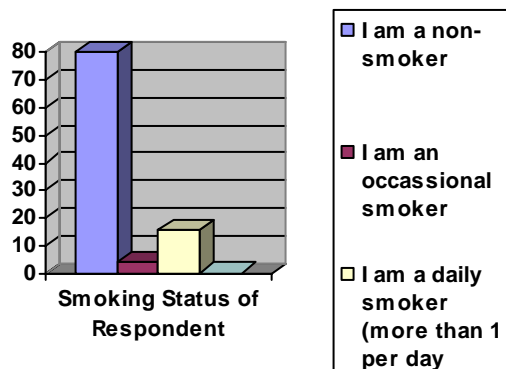
Gender of Respondents



Age of Respondent



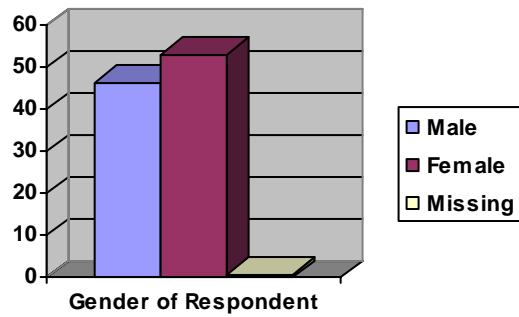
Smoking Status of Respondent



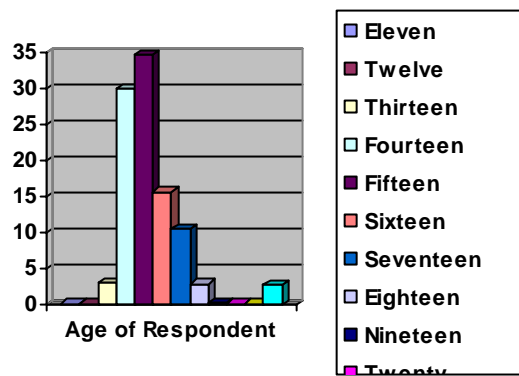
Charts based on Percentages

Pre Questionnaire Non Smoker Sample Bar Charts

Gender of Respondent



Age of respondent



Greece

All participants replied a questionnaire.

Results of Non-smokers (n= 913)

1. If you are a non-smoker have you ever smoked?
 A) Yes 17.2% (n=157) B) No 82.8% (n=756)
2. If you are a non-smoker have you ever tried to smoke?
 A) Yes 48.8% (n=445) B) No 51.2% (n=468)
3. If you are a non-smoker have you ever been tempted to smoke?
 A) Yes 44.5% (n=406) B) No 55.5% (n=473)
4. Have you ever tried to help your smoking friends to stop?
 A) Yes 68.8% (n=628) B) No 31.2% (n=263)
4. As a non –smoker do you want support to remain smokefree?
 A) Yes 26% (n=238) B) No 74% (n=647)
5. What kind of support do you feel you need?

From a teacher	Yes 9% (n=82)	No 62.8% (n= 573)
From a family member	Yes 32.8% (n=299)	No 43.9% (n=401)
From a friend	Yes 38.4% (n=351)	No 37.4% (n=342)
From a leaflet/booklet	Yes 12.6% (n=115)	No 59.8% (n=546)
By calling a helpline	Yes 5% (n=45)	No 67.6% (n=617)
By visiting a website www.quitandwin.net	Yes 12.3% (n=112)	No 60.3% (n=551)
Other		

Results of Smokers (n=285)

- 1a. I am an occasional smoker 40% (n=114) (Less than 1 per day)
- 1b. I am a daily smoker 60% (n= 171) (More than 1 per day)
2. If you smoke, how many do you smoke-

<u>Each Day</u>	1-10 cigarettes 23% (n=65)	<u>Each Week</u>	1-70 cigarettes 20% (n=56)
	11-20 cigarettes 25% (n=71)		71-140 cigarettes 13% (n=37)
	21 + cigarettes 8% (n=23)		141 + cigarettes 2% (n=5)
3. Have you ever thought of stopping before?
 A) Yes 70% (n=198) B) No 30% (n= 87)
5. Have you ever tried to stop before?
 A) Yes 60% (n=171) B) No 40% (n=114)
 If Yes how long did you stop for? -----
6. As a smoker/occasional smoker do you want support to quit?
 A) Yes 35.4% (n= 101) No 63.5% (n=181)
7. What kind of support do you feel you need?

From a teacher	Yes 7.7% (n=22)	No 81.4% (n=232)
From a family member	Yes 22.1% (n=63)	No 68.4% (n=195)
From a friend	Yes 47.4% (n=135)	No 43.9% (n=125)
From leaflets/booklets	Yes 9.1% (n=26)	No 79.6% (n=227)
By calling a helpline	Yes 5.3% (n=15)	No 83.2% (n=237)

By visiting a website www.quitandwin.net Yes 10.9% (n=31) No 78.6% (n=224)
Other (please specify)-----

The final questionnaire was completed by 399 on the “Don’t Start” scale, and 140 persons on the “Quit” scale of the competition. At the “Quit” part of the competition 51% of the participants were girls and 49% boys. At the “Don’t Start” scale of the competition 36% were boys and the 64% girls.

Evaluation Questionnaire

Non Smokers (n=399)

1. At the beginning of the competition you were non smoker, are you still one?
Yes 98% (n=391) No 3% (n=8)
2. Since you participated in the competition have you tried to smoke?
Yes 8% (n=33) No 92% (n=336)
3. Since you participated in the competition were tempted to smoke?
Yes 10% (n=39) No 85% (n=338)
4. How difficult is to remain non smoker?
Very easy 50% (n=194) Easy 28% (n=111)
Difficult 7% (n=26) Very Difficult 1% (n=3)
None 11% (n=44)
5. Would you like to have more support during the competition to remain smoke free?
Yes 12% (n=47) No 78% (n=310)
More information 3.5% (n= 14) Leaflets/booklets 2.25 % (n=9)
Group support 6% (n=24) Other
6. Do you have a friend participating in the competition?
Yes 64% (n=258) No 31% (n=123)
7. Would you like to help other smokers to quit?
Yes 82% (n=329) No 13% (n=51)
8. For those who started smoking-
Why did you start smoking? -
Would you like to quit smoking? Yes (n=4) No (n=1)
Would you like some help to quit smoking? Yes (n=1) No(n=4)

Smokers (n=140)

1. Now I am:
Non smoker 11% (n=16) Occasional smoker 26% (n=36)
Regular smoker 49% (n=69)
- 2a. Have you recently quit smoking? Yes 47% (n=66) No 41% (n=58)
- 2b. What urged you to quit smoking?
The competition 26% (n=36) World Non-Smoking Day 4% (n=6)
To save money 6% (n=8) For my health 31% (n=44)
- 2c. Have you quit smoking since the competition started?
Yes 41% (n=58) No 46% (n= 64)
- 2d. Are you still a non smoker? Yes 35% (n=49) No 49% (n= 69)
3. If you are still a smoker, how often do you smoke?
Daily 46% (n= 65) Occasionally 30% (n=42)
- 4a. During the competition have you ever thought of stopping?
Yes 56% (n=78) No 29% (n= 41)
- 4b. During the competition have you ever tried to quit?
Yes 49% (n=68) No 34% (n= 48)
- 4c. During the competition did you quit ? Yes 24% (n=33) No 61% (n=86)
5. If you quit smoking, how long have staid smoke free?
2-5 days 22% (n=31) 15-30 days 17% (n=24) 60 < days 3%
(n=4)
6. Do you intend to quit smoking during the following 3 months?
Yes I intend 32% (n=45) Yes I plan to quit shortly 8% (n= 11)
No, I do not intend to quit 8% (n= 12) I do not know 39% (n=55)
7. How difficult is it for you to quit smoking?
Very Easy 6% (n=9) Easy 18% (n= 26)
Difficult 23% (n= 33) Very difficult 19% (n= 27) None 23% (n=33)
- 8a. Did the competition helped you to quit smoking?
Yes 40% (n= 56) No 50% (n=70)
- 8b. Did the competition helped you to consider about quitting smoking?
Yes 54% (n=75) No 29% (n= 41)
9. Why did you participate in the competition?
To quit smoking 20% (n=28) To quit for a month and win a prize 10% (n=14)
To reduce smoking 39% (n= 55) Other
10. Do you have a friend participating in the competition?
Yes 62% (n= 87), No 20% (n=28)

Those partners whom completed an evaluation but were unable to use the questionnaire : Germany & Sweden

Germany

Evaluation of the program and the materials and outcome evaluation:

The 2004 program is evaluated continuously and the results will be available after the end of the project. Furthermore, follow-up evaluations of the years 2002 and 2003 were run.

Sweden

We have done an evaluation with control-group in year 2003. The headlines for this is to see what characterises the group of youth that this kind of campaign and competition attracts. And can we see any changes in tobacco-use in our county with the campaign comparing with a county without any campaign?

Most girls and most tobacco-free participants in the competition and more than half of them study on theoretical courses. There is also more information about the participants. We also could see a difference in change in tobacco-use comparing to another county without campaign. The number of participants was a bit too small to use as scientific result. The results were presented on the Belfast meeting in August. We also want to use 2004 years questionnaires to continue the work with the image of the participants. We are also interested in changes in the attitude against tobacco and to see how big the effect in quitting and reducing is among the pupils. We hope to get some answers to make this type of campaign more effective and how to reach more tobacco users and the group of youth that we don't reach today.

Evaluation from the questionnaires 2004 will be ready during 2005. The registration procedure has by different reasons been delayed.

All partners apart from Finland were able to complete the objective asked of them by completing an evaluation of their project unfortunately Finland did not complete an evaluation. Their reason for this was lack of permanent staff .

Conclusion:

Expected Results Of The Project:

Not that the project is completed we expect that young people will have increased knowledge and awareness of the effects of tobacco use. Young non-smokers will be encouraged to remain so. Young smokers will consider their habit and make efforts to stop. They will be encouraged and supported by other young people. Professionals and adults will become more aware of and involved in helping young people's cessation. Prevalence and consumption will be reduced.

Utilisation And Dissemination Of Results:

Findings of the evaluations will be published and disseminated through ENYPAT so that they may inform future programme development.

The resources and training materials will be similarly disseminated

Assessment:

As you read through all partners reports and evaluations of their project it is clear that although partners all ran there competitions as varied stages of the year all partners were still able to run successful competitions and meet the objectives set out for them. Although of course some countries competitions were more successful than others all partners were able to create greater awareness with young people and health professionals.

Budget Verifications:

Budgets verifications for all partner projects will be shown in their financial cost statements for the projects. Here they will show what the spent as well as what they did not spent for their project.

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