

MAKING YOUR SCHOOL GATES SMOKEFREE



Action on Smoking and Health (ASH) Wales Cymru is a registered charity (1120834)

 @ashwalescymru #SMOKEFREEWALES

ash wales
cymru
action on smoking and health

About

ASH Wales

We are the leading organisation working for a smokefree Wales through tobacco control. We raise awareness of the health, social and economic effects of smoking by delivering projects and campaigning with communities, young people and partners across Wales.

In 2013, we launched a campaign for smokefree playgrounds, influencing all 22 councils in Wales to introduce a blanket voluntary smoking bans in areas where children play. We're currently working alongside communities and local authorities to develop smokefree beaches and universities.

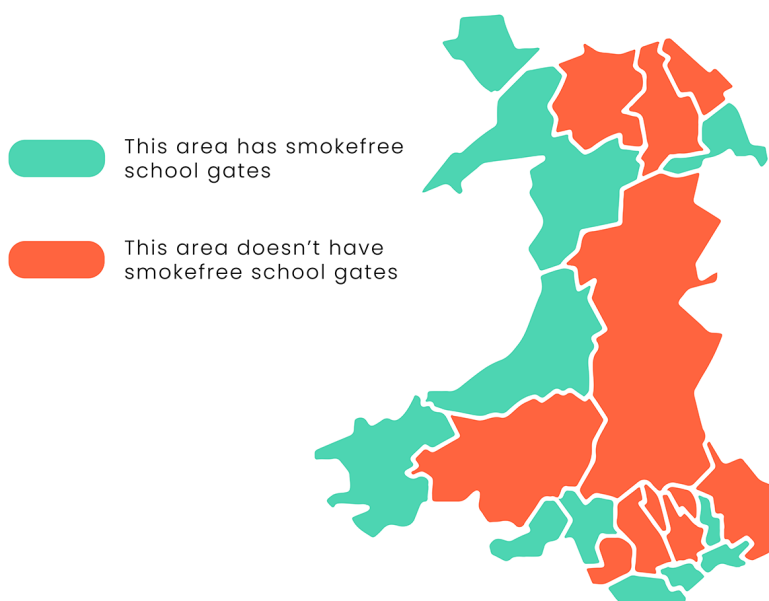
Smokefree School Gates

Since launching the smokefree school gates campaign ASH Wales has worked with local authorities and healthy schools officers throughout Wales. We provide a step by step toolkit and signage to support schools with the policy.

Local authorities that have implemented the smokefree school gates policy so far are: **Cardiff, Gwynedd, Anglesey, Wrexham, Pembrokeshire, Ceredigion, Newport, Bridgend, Swansea, Vale of Glamorgan and Neath Port Talbot.**



Smokefree Schoolgates in Wales



Why Smokefree School Gates?

School gates are a part of the school which are usually overlooked within the school's smoking policy.

Many children walk in and out of school through clouds of second-hand smoke created by adults and other school children. This policy should be in place to protect people from second-hand smoke.

Children exposed to smoking are significantly more likely to start smoking themselves

Children exposed to smoking from family, friends or teachers are much more likely to start smoking themselves. Children with parents who smoke are 70% more likely to start smoking.



Smoking is a habit of childhood

Two thirds of smokers start before the age of 18. People who start smoking earlier are often the heaviest smokers later in life.

Set an example for healthy living

What the school defines as important to the well-being of staff and pupils, helps shape the community and the family home. Your school plays a vital role in preparing young people for adult life.



Cigarette butts are the most littered item in the world, found on 80% of Wales' streets

How many can you find outside your school? Empower your pupils to take environmental action through the Keep Wales Tidy Eco-Schools programme: keepwalestidy.org/eco-schools

Updating or creating your smokefree school policy

Current legislation

Smoking has been banned in all indoor public places and in cars that carry children under 18. In addition to this, measures such as the significant reduction in tobacco advertising, regular price increases and raising the age of sale for tobacco products to 18, have changed the perception that tobacco use is an acceptable or a normal thing for young people to do.

Currently, smoking policies relating to school gates, are decided and governed by schools themselves. Smoking on school grounds is to become illegal in 2020, however this will not cover school gates.

What do we put in the policy?

Clearly state which areas are smokefree on the school premises. It's up to you on how far past the school gates you wish to take it. Some have gone as far as the first school road crossing patrol area. If you have extra spaces like playing fields, put these into consideration too.

Include what times the policy is to be adhered to, such as after school or half term events, activities or meetings held by the teachers and when the children have been taken off site on school trips.

Irrespective of specific content or actions, it is important to frame your smokefree school gates policy in upbeat terms and emphasise the positive outcomes that the policy aims to deliver.

What about e-cigarettes?

This is a tricky one as there are so many views to put into consideration. ASH England have put together a check list on whether or not you should consider including e-cigarettes into your policy. This document can be found here: bit.ly/2cGwzQM



Communication

okay, we've got our policy, what next?

Make sure everyone knows where to find your policy: put it on your school website, social media channels, notice boards or in the school newsletter if you have one. Hand a policy out to each member of staff and send a letter out to every parent. Involve any school clubs, the school council, mentors or sports teams to actively assist in communicating the policy.

Signage and branding?

For those looking for a quick fix, we offer a design service. Many schools across Wales have used our signage. It is adjustable to your needs and available at your request. For more info please contact communications@ashwales.org.uk or call 029 2048 0621.

Some schools across Wales have had their signs created by school children, which is cost effective and generates better buy-in from the local community, parents, staff and other school children. Why not create a competition?



HOW should we launch the policy?

An excellent way of raising awareness of a new smokefree school policy is to organise a formal launch event. Organising an event helps to set a clear date for the implementation of the policy and provides an opportunity to involve and inform key community partners, pupils, parents and staff

A launch event could include:

- Speeches from staff, pupils or partners highlighting the reasons why your school has developed a smokefree school policy
- Showcasing tobacco prevention and awareness raising activities and projects that pupils have been involved with. Previous launch events have seen pupils creating songs, poems, raps and art.
- Coverage from local newspapers and radio stations in order to raise further awareness of your smokefree school policy. We can assist you with this, just contact communications@ashwales.org.uk or call 029 2048 0621.



Example signage

THANKS FOR KEEPING OUR SCHOOL GATES SMOKEFREE



DIOLCH AM GADW EIN GATIAU YSGOL YN DDI-FWG

THANKS FOR KEEPING OUR SCHOOL GATES **SMOKEFREE**
DIOLCH AM GADW EIN GATIAU YSGOL YN **DDI-FWG**



THANKS FOR KEEPING OUR SCHOOL GATES SMOKEFREE
DIOLCH AM GADW EIN GATIAU YSGOL YN DDI-FWG



Smoke Free Play Area
Ardal Chwarae Di-fwg



Ysgyfaint Ifanc yn Chwarae
Young Lungs at Play



Designed by Jessica Askey Lewis. Aged 10 years

Template letter to send home

Dear parent/guardian

Dear parent/guardian

On [date] our school will be adopting a new [or updated] smokefree school policy.

As of 2020 Wales is set to become the first country in the UK to extend its smoking ban to outdoor areas, which will include school grounds. Our updated school policy will now also include the school gates. This policy will apply during school hours and during activities before and after school.

The policy will provide a strong message to students, parents and staff that is consistent with our healthy schools approach. We are committed to improving the health of all our staff and students, as well as that of other members of our community.

A classroom full of children – 30 young people – take up smoking every day in Wales. Those who start smoking before the age of 16 are twice as likely to continue to smoke compared to those who begin later in life, and they are more likely to become heavier smokers.

We recognise the important role that teachers, parents and other adults have in influencing the attitudes and smoking behaviour of children and young people. We look forward to receiving your support in maintaining [name of school] as a smokefree community.

If you or another family member would like support to stop smoking, please contact Help Me Quit, the national stop smoking service in Wales, who offer a free and confidential advice and support for smokers. For more information please visit helpmequit.wales or phone 0808 252 8179

Yours sincerely,