

NICOFIENDS GAME ON

YOUTH GROUP GAMES AND
CREATIVE CHALLENGES



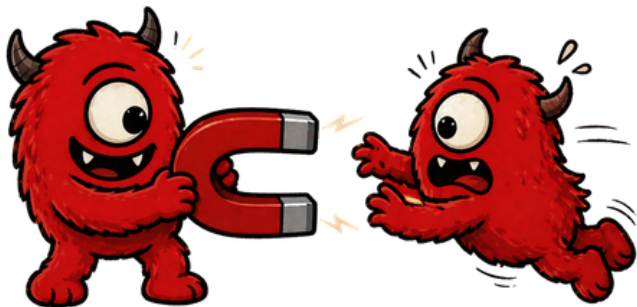
INTRODUCTION

ASH Wales has created this pack for youth workers, teachers and community facilitators working with children and young people aged 4 to 18.

It includes quick games and creative activities that help young people explore peer pressure, influence and choice in a relaxed, practical way. The activities focus on the pressures that can make smoking, vaping or nicotine products seem normal, tempting or harmless.



WHAT IS A NICOFIEND?



A Nicofiend is a pressure, feeling, message, product or post that can make smoking, vaping or nicotine products seem normal, tempting or harmless.

This could be boredom, stress, curiosity, wanting to fit in, group chats, dares, trends, bright packaging, sweet flavours or the idea that “everyone’s doing it”.

HOW THIS WORKS IN A SESSION

- Choose one or more activities that suit the age group, available time and setting.
- Use the quick questions after each activity to explore what influenced people’s choices.
- Finish with a creative response. Young people can design an original Nicofiend character.
- Nicofiends can show any pressure, feeling, message or trick linked to smoking, vaping or nicotine.
- Older young people can take their character further by adding a short slogan or campaign message.
- Every entry must include an original Nicofiend design, its name and a short explanation of the pressure, feeling or trick it represents.

You only need to print the guide and resource pages for the activities you choose.

CHOOSE AN ACTIVITY

Use the age, time and preparation columns to find an activity that works for your group.

Keeping sessions safe and accessibility: page 4

Pressure cards: page 5

Activity	Age	Time	Preparation	Pages
Copy or Choose?	4–7	10 mins	None	6
Little Feelings Monster	4–7	15–20 mins	Low	7–9
My Brave Phrase	4–7	10 mins	Low	10–11
Choice Shield	7–10	15–20 mins	Low	12–13
Pressure Postcards	7–10	10–15 mins	Medium	14–18
Cup Choice	7–10	10–15 mins	Medium	19
Power Up Tower	7–14	15–25 mins	High	20–21
Reason Rumble	10–14	10–15 mins	Low	22
VIP Room	10–14	10–15 mins	Low	23–24
Mystery Auction	11–16	20–30 mins	High	25–27
Choice Compass	11–16	15–20 mins	Medium	28–32
Hype Lab	11–16	15–20 mins	Low	33
Pass It On	11–14	20–30 mins	Low	34–35
What's Missing?	14–18	20–30 mins	Medium	36–43
Pressure Web	14–18	20–25 mins	Medium	44
Risk Ladder	14–18	20–30 mins	Medium	45–49
Create Your Nicofiend	4–18	15–40 mins	Low	50–53
Take it further: Lead the Mission	14–18	60 mins	High	53

Certificate: page 54

Low: basic stationery or one printable · Medium: several printables or materials · High: preparation needed before the session

KEEPING SESSIONS SAFE

- Keep discussions general and use fictional examples.
- Do not ask young people to share their own or their family's experiences of smoking, vaping or nicotine.
- Do not ask where products are bought, who uses them or who sells them.
- Let anyone pass on speaking, sharing, acting or taking a leading role.
- Avoid asking a young person to defend or explain a personal choice in front of the group.
- If a young person shares a concern, respond calmly and follow your organisation's safeguarding procedure.
- If someone asks for help with smoking, vaping or nicotine, listen without judgement and help them speak to a trusted adult or suitable health service.
- For younger children, keep the focus on feelings, copying, confidence, choice and trusted adults. Older groups can discuss products and marketing more directly, but the session should remain focused on pressure, influence, choice and support.

ACCESSIBILITY AND INCLUSION

Activities are flexible. Young people can take part by talking, moving, voting, drawing, designing, writing or working with others.

- Read instructions aloud, keep prompts short and use drawing, stickers, voting or discussion in place of writing.
- Give clear choices and examples. Explain timings, warn before the end and allow extra thinking time.
- Let young people work alone, with a trusted friend or in a small group. Offer a quieter space and let anyone pass on speaking or sharing.
- Ideas can be explored through characters, slogans, symbols, comics, collages, digital designs or group work.
- Activities and entries can be completed in Welsh, English or both.

TELL US HOW IT WENT

Used a Nicofiends activity with your class or group?
Scan the QR code to complete our quick two-minute feedback form. Your feedback will help us understand what worked and improve future activities.

For teachers, youth workers and group leaders.
ash.wales/nicofiends-feedback



ash.wales/nicofiends



@ashwalescymru

PRESSURE CARDS

These cards give leaders quick examples of pressure lines that might come up. They can be used for Pressure Postcards, Create a Nicofiend, Choice Shield, Choice Compass, Reason Rumble, Pass It On or any discussion about pressure, influence and choice.

- Choose cards that feel right for the age group and activity.
- Read a card aloud, place it on the table or give one to each group.
- Keep discussion general. Do not ask for personal experiences.

**GO ON,
JUST TRY IT**



**DON'T BE
BORING**



**IT'S ONLY
ONCE**



**NO ONE
WILL KNOW**



**IT HELPS
YOU CHILL**



**YOU'RE TOO
SCARED**



**IT TASTES
LIKE SWEETS**



**EVERYONE IS
DOING IT**



**I DARE
YOU!**



**YOU'LL FEEL
LEFT OUT**



**ONLY BORING
PEOPLE SAY NO**



**YOU CAN STOP
WHenever
YOU
WANT**



COPY OR CHOOSE?

THIS ACTIVITY EXPLORES:

Copying, confidence and making your own choice

HOW TO SET-UP?

Ask the group to spread out safely. Explain that they will copy a leader, then choose their own actions.

YOU WILL NEED:

A safe space to move

TIME NEEDED: 10 MINUTES

HOW TO RUN IT

1. Ask children to stand in a space where they can move safely.
2. Explain that you are going to do some actions and they should copy you.
3. Use simple actions such as clapping, waving, jumping, spinning, touching toes or making a funny face.
4. After a few rounds, tell them that this time they can either copy you or choose their own action.
5. Try a few more rounds.
6. Ask them how it felt to copy and how it felt to choose something different.

QUICK DEBRIEF

Was it fun to copy?

How did choosing your own action feel?

When might it help to pause before copying?

Make it harder

Let them take turns being the leader, then ask the group to choose whether to copy or do their own action.

KEY MESSAGE

Copying can be fun, but we can stop and choose what feels right for us. It is okay to make a different choice.

LITTLE FEELINGS MONSTER

THIS ACTIVITY EXPLORES:

Feelings, confidence and asking for help

HOW TO SET-UP?

Offer examples such as brave, worried, left-out, shy or joining-in. Keep the discussion general and gentle.

YOU WILL NEED:

- Paper
- Colouring pens

TIME NEEDED: 15-20 MINUTES

HOW TO RUN IT

1. Explain that feelings can sometimes feel big, silly, wobbly or brave. Ask children to draw a little monster that shows a feeling. Their monster could be a brave monster, worried monster, left-out monster, joining-in monster, shy monster or "I want to choose" monster.
2. Ask them to give their monster a name.
3. Invite anyone who wants to share their monster to say what feeling it shows.

QUICK DEBRIEF

- What feeling does your monster show?
- Who could help when a feeling gets big?

Make it easier

Give them a simple monster outline to colour in.

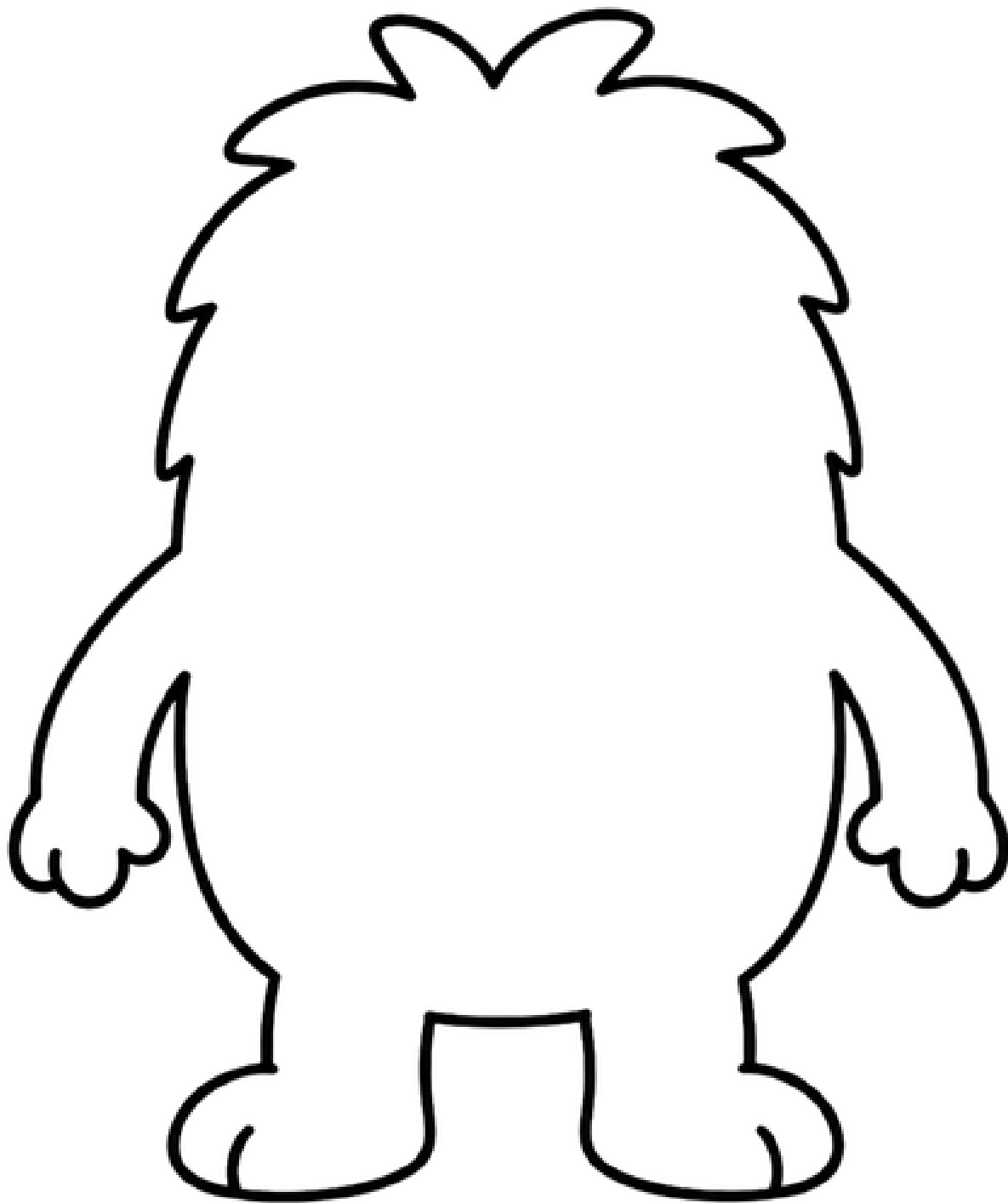
Make it harder

Ask them to add a speech bubble showing what their monster might say.

KEY MESSAGE

Big feelings can make choices harder.
Noticing the feeling and talking to a trusted adult can help.

MY FEELINGS MONSTER

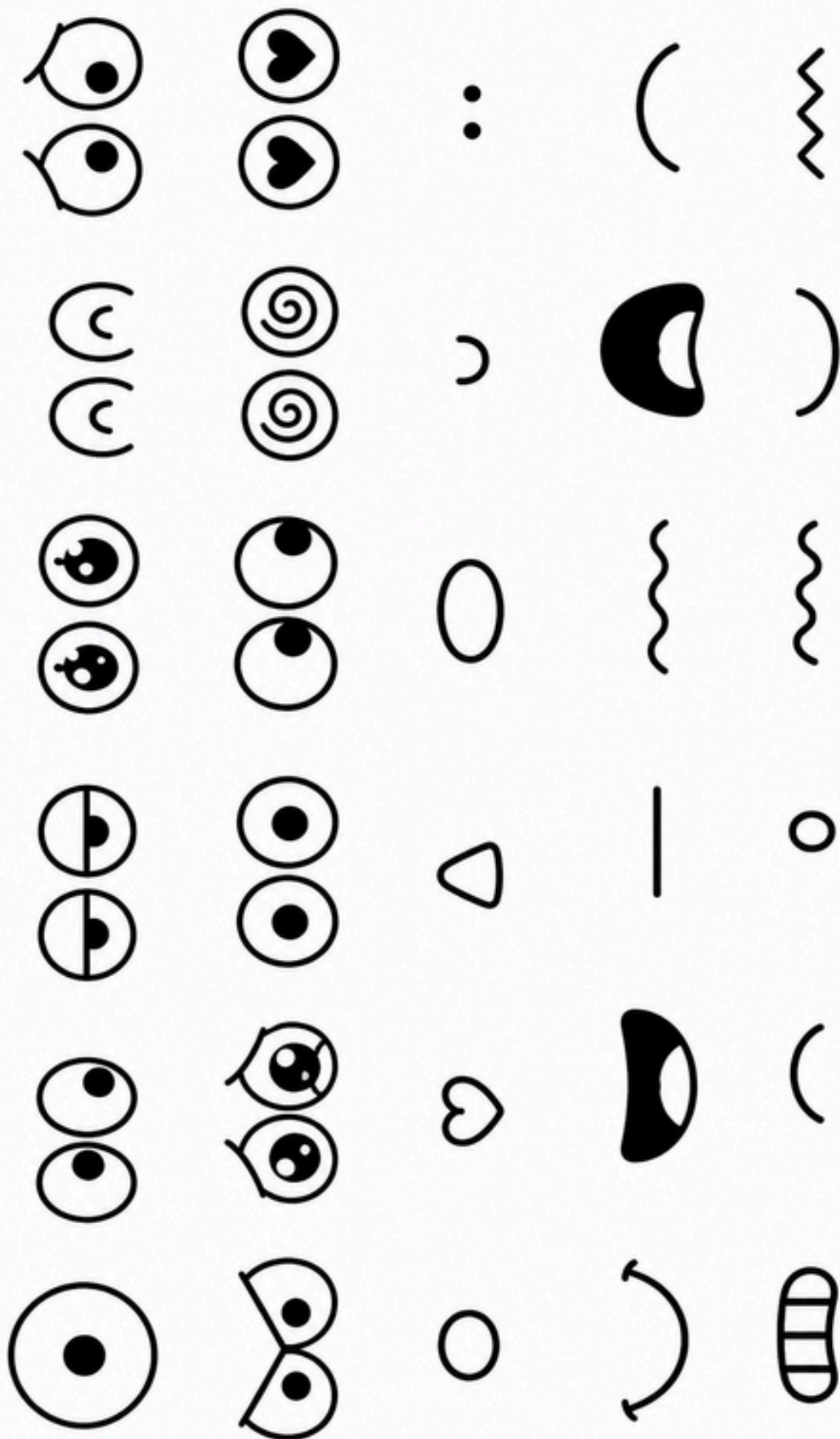


NICOFIEND NAME:

FEELING:

Submitting this as a competition entry? Include the young person's first name and age/year, and their school or group if relevant.





CUT AND STICK FACES

MY BRAVE PHRASE

THIS ACTIVITY EXPLORES:

Saying no, confidence and making choices

HOW TO SET-UP?

Prepare short phrases such as "No thanks", "I don't want to", "I'm choosing something else" and "Let's go."

YOU WILL NEED:

Phrase cards or a leader-read list
Paper and pens

TIME NEEDED: 10 MINUTES

HOW TO RUN IT

1. Explain that sometimes we need simple words to help us make our own choice.
2. Read out a few short phrases.
3. Ask children to choose one phrase they like.
4. Practise saying the phrases together.
5. Ask them to decorate their phrase or say it with a confident voice.

QUICK DEBRIEF

- Which phrase felt easiest to say?
- When might someone need a brave phrase?

Make it easier

Choose one phrase as a whole group and practise it together.

Make it harder

Ask them to make up their own brave phrase.

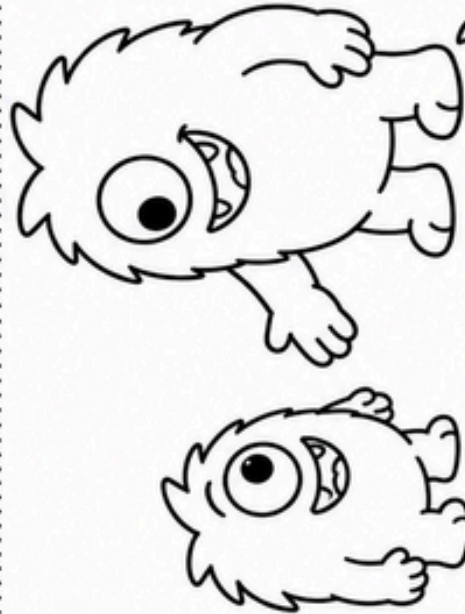
KEY MESSAGE

A short, confident phrase can help when something does not feel right. We can say no and ask a trusted adult for help.

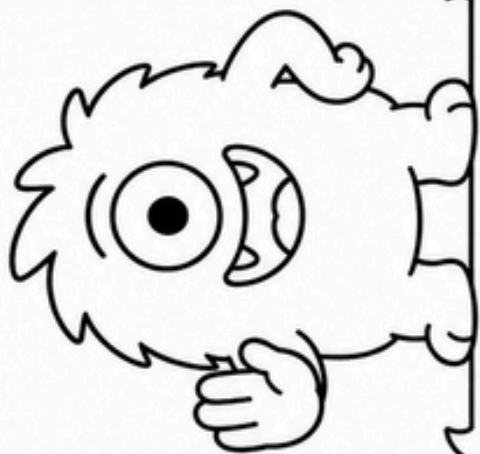
My Brave Phrase cards
Print and cut out these phrases, or read them aloud.



I don't want to.



Can I have help?



No thank you.



I'll choose something else.

CHOICE SHIELD

AGE 7-10

THIS ACTIVITY EXPLORES:

Planning, confidence and support

YOU WILL NEED:

Choice Shield sheets
Colouring pencils

HOW TO SET-UP?

Prepare one example shield with four sections: I notice, I can say, I can do and I can ask.

TIME NEEDED: 15-20 MINUTES

HOW TO RUN IT

1. Ask participants to complete four parts of their shield.
2. I notice: what might pressure look or sound like?
3. I can say: one simple line to use.
4. I can do: how to move away or change the moment.
5. I can ask: one trusted person who could help.
6. Decorate the shield and choose one idea to remember.

QUICK DEBRIEF

Which part would be most useful?

Make it easier

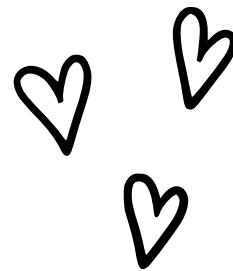
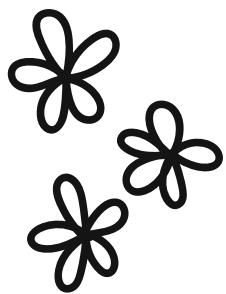
Fill in one example shield together as a group first.

Make it harder

Create a shield for a friend who might feel under pressure.

KEY MESSAGE

We do not need a perfect answer. A simple plan can help us notice pressure, respond and get support.



CHOICE SHIELD

MY PLAN FOR PRESSURE

I NOTICE



What might pressure look or sound like? *Example: Everyone is doing it*



I CAN SAY

What could I say? *Example: No thanks*

I CAN DO

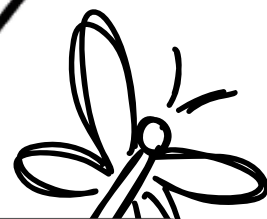


How could I move away or change the moment? *Example: stand with a friend*



I CAN ASK

Who could help me? *Example: I could go and find a leader*



MY REASON TO SAY NO

PRESSURE POSTCARDS

AGE 7-10

THIS ACTIVITY EXPLORES:

Pressure, persuasion, saying no, confidence and how silly messages can still try to pull people in.

YOU WILL NEED:

- Pressure Postcard cards
- Pens or pencils
- Optional plain paper if you want to reuse the cards

HOW TO SET-UP?

- Give each pair or small group one postcard.
- Explain that each postcard has been sent by a Nicofiend.
- Their job is to spot the pressure and decide what someone could say, think or do.

TIME NEEDED: 10-15 MINUTES

HOW TO RUN IT

1. Give each pair or group a postcard.
2. Ask them to read it carefully.
3. Ask them to work out what the Nicofiend is trying to make someone do.
4. Ask them to spot the pressure trick. This could be teasing, rushing, making something seem normal, making someone feel left out or making a bad idea sound exciting.
5. Ask them to write or discuss one response: What could someone say, think or do?
6. Invite a few groups to share their postcard and response.
7. Link the activity back to real life pressure around smoking, vaping and nicotine.

QUICK DEBRIEF

- What was the Nicofiend trying to make someone do?
- What pressure trick did it use?
- Did it make the choice sound fun, normal or hard to refuse?
- What could someone say back?
- What could someone do if they felt put on the spot?

KEY MESSAGE

Pressure is not always serious or obvious. It can sound funny, dramatic, confident or tempting. It can come from a message, a group, a joke or the feeling that everyone else is joining in. This activity helps young people spot the pressure, pause and choose their own response.

FOMO Fiona

Postcard from Glitter Cave

Dear sensible person,

Greetings from Glitter Cave.

Everyone has gone inside. The cave smells weird, the floor is sticky and one person has not blinked for eight minutes, but the photos look amazing.

You can stay outside if you want.

I mean, you will miss the whole thing, but that is totally fine. Probably.

From,
FOMO Fiona



Spot the trick

What is FOMO Fiona trying to do?

What could you say, think or do?

Shiny Packet Pete

Postcard from Sparkle Beach

Dear sensible person,

Wish you were here at Sparkle Beach.

I found a shiny packet with a cool name, bright colours and zero useful information. Naturally, everyone wants it.

No one knows what is inside, but it looks expensive, and that is basically the same as safe. Probably.

From,
Shiny Packet Pete



Spot the trick

What is Pete trying to do?

What could you say, think or do?

Slurpy Sid

Postcard from Slushie Lagoon



Dear sensible person,

Wish you were here at Slushie Lagoon.

I have saved you the last cup of Mystery Blue. Everyone is having some, and they are all looking at me like I am a hero.

You said you were not sure, but I told them you would definitely try it. Bit awkward if you say no now, isn't it?

From,
Slurpy Sid



What could you say, think or do?

Spot the trick

What is Slurpy Sid trying to do?

Freebie Frankie

Postcard from Freebie Fair



Dear sensible person,

Greetings from Freebie Fair.

I have found a stall giving away mystery goodies for free. No labels, no details and no one can explain what the catch is, which somehow makes people want them even more.

I saved you one because saying no to a freebie in front of a crowd is meant to feel impossible. That was thoughtful of me.

From,
Freebie Frankie



What could you say, think or do?

Spot the trick

What is Freebie Frankie trying to do?

Hurry Up Holly

Postcard from Rush Rush Rapids

Dear sensible person,

Greetings from Rush Rush Rapids.

There is a giant slide here that everyone is racing down without checking where it lands. The queue is shouting, 'Go on, hurry up,' and apparently thinking for two seconds is ruining the vibe.

If you stop to ask a question, people sigh dramatically. If you wait your turn, they call you slow. Very convenient for my plans.

From,
Hurry Up Holly



What could you say, think or do?

Spot the trick

What is Hurry Up Holly trying to do?

Just Once Jax

Postcard from One-Time-On Bay

Dear sensible person,

Greetings from One-Time-On Bay.

The rule here is simple. Nothing counts if you only do it once. Try the mystery challenge, take the risky shortcut, say yes just for today, and if anyone worries I tell them they are overthinking it.

My favourite part is pretending one choice has no effect at all. Very handy when I want people to ignore their instincts and act like consequences take a holiday too.

From,
Just Once Jax



What could you say, think or do?

Spot the trick

What is Just Once Jax trying to do?

Tiny Try

Postcard from Button Island



Dear sensible person,

Wish you were here at Button Island.

There is a giant red button on the beach. It says **DO NOT PRESS** in huge letters, which has made it far too interesting for everybody around me.

You said pressing it seemed like a terrible idea, and honestly I was disappointed by how sensible you were being.

So I have come up with a better plan. What if you do not properly press it? What if you just tap it a tiny bit. A polite press. A miniature press. A press so small it barely counts as pressing at all.

See? Completely different.

From,
Tiny Try Tim



What could you say, think or do?

Spot the trick

What is Tim trying to do?

Don't Be Boring Boris

Postcard from Wobble Pier



Dear sensible person,

Wish you were here at Wobble Pier.

There is a bridge made of jelly. It wobbles every time someone breathes near it, and the safety sign has fallen into the sea.

You said you did not want to cross it, which was a very sensible choice and frankly terrible news for my entertainment plans.

Now everyone is chanting, "don't be boring", so I have decided this is no longer a bad idea. It is now a test of courage.

Helpful of me, isn't it?

From,
Don't Be Boring Boris



What could you say, think or do?

Spot the trick

What is Boris trying to do?

THIS ACTIVITY EXPLORES:

Peer pressure, confidence, group influence, changing your mind

YOU WILL NEED:

- 10 cups
- A small token, sticker or prize
- Paper slips
- Pens

HOW TO SET-UP?

- Place 10 cups upside down in a row.
- Number the cups 1 to 10.
- Hide a small token, sticker or prize under one cup.

TIME NEEDED: 10-15 MINUTES

HOW TO RUN IT

1. Ask everyone to write their name and first cup choice on a slip of paper. Fold the slips and collect them.
2. Let participants discuss their guesses in pairs without changing what is written.
3. Choose one slip and invite that participant to come forward.
4. Read their original guess aloud.
5. Let the group offer advice for a few seconds.
6. Ask: "Are you sticking with your first choice or switching?"
7. The participant chooses a cup and checks underneath.
8. Ask whether the group influenced their decision.
9. If the prize is not there, remove the empty cup and repeat with another participant.

QUICK DEBRIEF

- Who changed their mind?
- What made you change?
- Did the group make the choice feel easier or harder?
- Was the loudest advice right?

KEY MESSAGE

Pressure is not always obvious. Sometimes it is confidence, noise, repetition or a group making one choice feel like the obvious one. This can happen around smoking, vaping or nicotine products too. If people make something sound normal, popular or low risk, it can feel easier to go along with.

THIS ACTIVITY EXPLORES:

Tempting offers, hidden catches, quick decisions and pressure to take risks.

HOW TO SET UP

Prepare an equal material pack for each team. Keep the Power Up Cards with the facilitator. Cover the catch on each card until the team accepts or refuses the offer.

TIME NEEDED: 15-25 MINUTES

YOU WILL NEED:

For each team:

- 10 drinking straws
- Six strips of tape
- Two sheets of A4 paper
- One small paper ball
- One pair of scissors

For the facilitator:

- Timer
- Ruler or tape measure
- Cut-out Power Up Cards
- Spare straws, tape and paper

HOW TO RUN IT

1. Give teams eight minutes to build the tallest free-standing tower they can.
2. After two or three minutes, offer each team a Power Up Card.
3. Read the benefit without revealing the catch.
4. Give the team a few seconds to accept or refuse.
5. If they accept, reveal the catch and apply it straight away.
6. If they refuse, continue the challenge without a penalty.
7. Offer each team the same number of cards.
8. At the end, measure every tower that stands without support.
9. Celebrate creative decisions, teamwork and thoughtful refusals, rather than height alone.

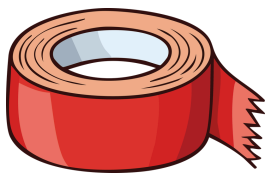
QUICK DEBRIEF

- Which Power Up sounded most tempting?
- Did any team accept a card before thinking about the catch?
- Did the offer help, or did it make things harder?

KEY MESSAGE

Something can look helpful, exciting or easy at first, but the catch may not be obvious straight away. Pressure around smoking, vaping or nicotine products can work in a similar way. The message may focus on a quick benefit, such as fitting in, relaxing or trying something once, but leave out cost, dependence, rules, pressure or feeling stuck.

EXTRA TAPE



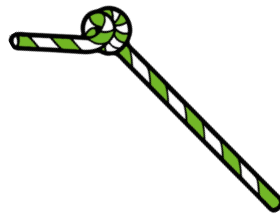
You get one extra strip of tape. **BUT** Your team loses 30 seconds.

HEIGHT BOOST



Your tower receives a 10 cm height boost, but it must stand untouched for 30 seconds.

STRAW TRADE



Receive one straw from the facilitator, but return one strip of tape.

FREEZE



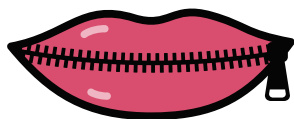
Gain one extra strip of tape, but stop building for 20 seconds.

MYSTERY BOOST



Accept 1 mystery material. Return 2 materials before receiving it.

NO TALKING BONUS



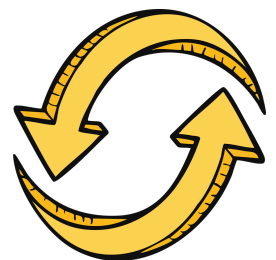
Get two extra straws. **BUT** your team cannot speak for one minute.

STRONG BASE



Get an extra piece of paper to strengthen your base. **BUT** your team loses 30 secs.

SWAP



Return one material to the facilitator and choose a different material.

REASON RUMBLE

AGE 10-14

THIS ACTIVITY EXPLORES:

Peer pressure, quick thinking and choice

YOU WILL NEED:

- Pressure cards
- A timer
- Paper and pens

HOW TO SET-UP?

Split the group into small teams and choose one realistic, age-appropriate pressure scenario. Use fictional scenarios and let anyone pass.

TIME NEEDED: 10-15 MINUTES

HOW TO RUN IT

- Split the group into small teams.
- Read one realistic pressure card. Give teams 30 seconds to think of possible responses, reasons or ways out.
- Start a 60-second timer.
- Move around the teams, asking each one for a different realistic response.
- A team can pass if it needs more time. Nobody is removed from the activity.
- Record every new response. Repeated answers do not count twice.
- Play again with a new card and see whether the group can beat its previous total.
- Add bonus rounds:
 - Funny round: Responses can be funny but must still be realistic.
 - Exit round: Every response must help the person leave or change the situation.
 - Silent round: Players mime an action, such as moving or putting a phone down.

QUICK DEBRIEF

- Which response sounded most realistic?
- Which response would be easiest to use?
- Was it harder to think when the timer was running?
- Did humour make any responses easier to say?
- Which actions could help someone leave the situation?

KEY MESSAGE

There is no single perfect response to pressure. A reason, a line, humour or a quick exit can all help someone choose for themselves.

THIS ACTIVITY EXPLORES:

Hidden rules, fitting in, popularity and what feels accepted by a group.

YOU WILL NEED:

- VIP Room rule cards
- Optional: a chair, doorway or marked space to act as the VIP entrance

HOW TO SET-UP?

Invite a volunteer to be the VIP Door Keeper. The Door Keeper secretly chooses one rule from the rule cards.

Every hidden rule must apply to objects, words or colours. Never base a rule on a person, body, identity, ability, culture, clothing or personal characteristic.

TIME NEEDED: 10-15 MINUTES

HOW TO RUN IT

1. Explain that some objects can enter the fictional VIP Room and some cannot.
2. The VIP Door Keeper chooses a secret rule like 'Only things ending in the letter E can come in.'
3. Young people take turns asking if something can come in.
4. The Door Keeper can answer: "Yes, that object can come in", "No, that object cannot come in" or "Try another object."
5. The group keeps guessing until someone works out the hidden rule.
6. Play again with a new Door Keeper and a new rule.

QUICK DEBRIEF

- What made the rule hard to spot?
- Did people start copying answers that worked?
- Did anyone guess by watching what other people asked?
- Did some things seem more accepted once they got a yes?

KEY MESSAGE

Groups can have hidden rules about what feels accepted, cool or normal. Once you spot the rule, it is easier to question it. Smoking, vaping or nicotine products can start to feel normal when people think they are part of fitting in, looking older, joining a group or not standing out.

This activity helps young people think about hidden pressure and how group approval can affect choices.

RULE CARD

Only yellow things can come in



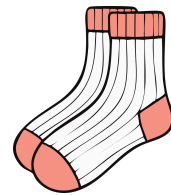
RULE CARD

Only things that sound expensive can come in



RULE CARD

Only things you can wear can come in



RULE CARD

Only things ending in E can come in



RULE CARD

Only things that sound relaxing can come in



RULE CARD

Only things with double letters can come in. E.g. ball, balloon or coffee



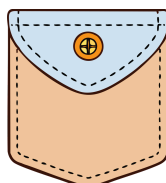
RULE CARD

Only things with one syllable can come in. E.g. phone, bag or dog.



RULE CARD

Only things that can fit in a pocket can come in



RULE CARD

Only things with bright colours can come in



MYSTERY AUCTION

AGE 11–16

THIS ACTIVITY EXPLORES:

Critical thinking, marketing pressure and missing information

YOU WILL NEED:

- Six envelopes
- Pitch and reveal cards
- 20 counters, coins or paper tokens for each team
- Paper for recording points

HOW TO SET-UP?

- Match each pitch card with its reveal card. Attach the pitch to the outside of an envelope and place the matching reveal inside.
- Give each team 20 auction tokens. Tokens left at the end do not count towards the final score.
- Do not use Quick Fix as the final envelope, since its catch affects the next auction.

TIME NEEDED: 20-30 MINUTES

HOW TO RUN IT

1. Split the group into teams and give each team 20 tokens.
 2. Hold up the first envelope and read its pitch without revealing what is inside.
 3. Teams bid using their tokens. Bids must increase by at least one token.
 4. The highest bidder pays the tokens and wins the envelope.
 5. Open the envelope straight away and read the reveal.
 6. Add or remove the points shown. Apply any extra instruction before the next auction.
 7. Repeat until all six envelopes have been opened.
 8. The team with the highest points score wins. Unspent tokens have no value.
- If nobody bids on an envelope, open it anyway and discuss what made the teams reject it.

QUICK DEBRIEF

- Which pitch made you want to bid most?
- Did popularity, urgency or appearance affect your choices?
- Did another team's bidding make an envelope seem more valuable?
- Which winning envelope was disappointing?
- What information would have helped you choose?
- Where do smoking, vaping or nicotine promotions use similar pressure?
- How can you pause and check a claim before acting?

KEY MESSAGE

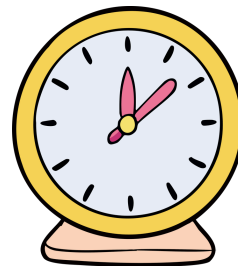
Hype can make an option appear better than it is. Pause, question the claim and look for the information that has been left out.

EVERYONE'S PICK



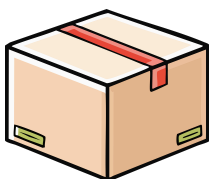
Loads of people are
choosing this. It feels like
the obvious one.

QUICK FIX



This could get you ahead
fast. It sounds like the
quickest way to win.

Plain One



No big hype
No flashy promise
Easy to ignore

LIMITED DROP



Once it's gone, it's gone.
You might miss out.

Safe Bet



Simple, steady and not very
exciting. It might still be useful

BRIGHT AND LOUD



Colourful, bold and
hard to miss. It grabs
attention straight away.



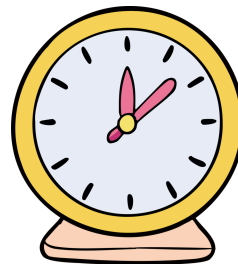
EVERYONE'S PICK



+1 Point

Following the crowd felt safe.
Popularity influenced the choice

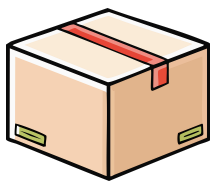
QUICK FIX



+6 points - miss the next
auction

Quick wins can come with a catch.

Plain One



+8 Points

It looked boring, but turned out
to be a strong choice!

LIMITED DROP



-2 Points

Pressure can make people act
before they think.

Safe Bet



+5 Points

Not every good choice looks
exciting.

BRIGHT AND LOUD



0 Points

It grabbed attention
but was worth
nothing!



THIS ACTIVITY EXPLORES:

Peer pressure, safe choices, confidence, getting out of pressure

YOU WILL NEED:

- Compass signs
- Pressure cards
- My Choice Compass sheets
- Pens

HOW TO SET-UP?

- Put the four compass signs around the room or on a table.
- Give each pair or small group one pressure card.
- Give each young person a My Choice Compass sheet.

TIME NEEDED: 15-20 MINUTES

HOW TO RUN IT

1. Give each pair or small group a pressure card.
2. Ask them to move around the four compass points.
3. At Notice, they name the pressure. Where is the pressure coming from?
4. At Say, they choose one line that feels realistic. For example: "I'm good", "Not for me" or "I'll pass".
5. At Exit, they choose one way to get out of the moment. For example: change the subject, move to another group or go and do something else.
6. At With, they choose who could help. For example: a friend, older young person, youth worker, teacher, parent, carer or trusted adult.
7. Ask each young person to fill in their own My Choice Compass sheet.
8. Finish by asking them to choose one reminder line they want to keep.

QUICK DEBRIEF

- Which pressure felt most realistic?
- Which response would feel easiest to use?
- What helps someone leave without making a big scene?
- Who could help someone stick with their choice?

KEY MESSAGE

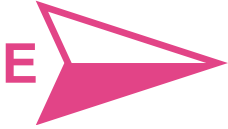
You do not need the perfect comeback. A simple plan can help you notice pressure, say what works for you, exit the moment and know who could help. This can help when smoking, vaping or nicotine is made to feel normal, popular or harmless.

NOTICE 

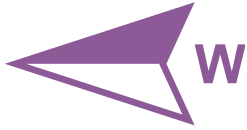
What pressure is showing up?

SAY 

What could I actually say?

EXIT 

How could I leave or change the moment?

WITH 

Who could help me or come with me?

NOTICE
The pressure I spotted was?

WITH
Someone who could help me is?

SAY
One line I can say

EXIT
How to get out of the moment?

WHEN PRESSURE SHOWS UP, I CAN...

SAY

I'M GOOD.

SAY

**NOT
FOR ME.**

SAY

I'LL PASS.

SAY

**NO
THANKS.**

SAY

**NAH, NOT
MY THING.**

SAY

**I'M NOT
RISKING IT.**

SAY

**WHY ARE YOU
BOTHERED?**

SAY

**I'M SAVING
MY MONEY.**

SAY

**I DON'T
WANT TO.**

EXIT

**GIVE ME A
MINUTE.**

EXIT

**I'M CHOOSING
SOMETHING
ELSE.**

EXIT

**LET'S DO
SOMETHING
DIFFERENT.**

EXIT

**CHANGE THE
SUBJECT.**

EXIT

**MOVE TO
ANOTHER
GROUP.**

EXIT

**GO AND GET
A DRINK.**

EXIT

**SAY YOU
NEED THE
TOILET.**

EXIT

**WALK AWAY
WITH A FRIEND.**

EXIT

**PUT YOUR
PHONE AWAY.**

WITH

A FRIEND.

WITH

**AN OLDER
YOUNG
PERSON.**

WITH

**A YOUTH
WORKER**

WITH

A TEACHER.

WITH

**A PARENT OR
CARER.**

WITH

**SOMEONE WHO
WOULD LEAVE
WITH ME.**

THIS ACTIVITY EXPLORES:

Marketing, hype, persuasion and selling a feeling.

YOU WILL NEED:

- Ordinary objects, such as a spoon, sock, pencil, paper cup, plastic bottle, box, rubber band
- Paper and pens

HOW TO SET-UP?

- Place the ordinary objects on a table.
- Split young people into pairs or small teams.
- Each team chooses one object, or the facilitator gives each team one at random.

TIME NEEDED: 15-20 MINUTES

HOW TO RUN IT

1. Give each team one ordinary object.
2. Tell them they have five minutes to turn it into a must-have product.
3. Ask them to choose the feeling they want to sell, such as confidence, calm, popularity, status or fun.
4. Ask them to create a product name, slogan, three appealing claims and a short pitch, written advert or poster.
5. Give a one-minute warning before preparation time ends.
6. Teams can present their pitch, nominate a speaker, display their advert or play a recorded version.
7. Celebrate categories such as most tempting, funniest, most believable or best use of hype.

QUICK DEBRIEF

- What tricks did teams use?
- Did anyone sell confidence, calm, fun, popularity or status?
- Which pitch made the object sound better than it really was?
- Was anyone tempted by the story more than the object?

KEY MESSAGE

Marketing often sells a feeling, not just a product. Something ordinary can be made to seem more exciting, useful, popular or special through names, slogans, confidence and hype. Smoking, vaping and nicotine products are promoted in similar ways. The message may focus on flavour, confidence, fitting in, relaxing or looking older, but leave out cost, dependence, rules, pressure or feeling stuck.

PASS IT ON

THIS ACTIVITY EXPLORES:

Youth voice, peer support and campaigning

HOW TO SET-UP?

Explain that the group will create a campaign poster to help Year 5 or 6 pupils spot pressure linked to smoking, vaping or nicotine pouches.

YOU WILL NEED:

- Paper and pens
- Campaign Poster Planner

TIME NEEDED: 20-30 MINUTES

HOW TO RUN IT

- Ask each person or group to choose one pressure card or create a fictional example.
- Ask them to identify where the pressure is coming from.
- Ask what the message might make someone think, feel or do.
- Ask what information has been left out.
- Use the Campaign Poster Planner to develop one clear message.
- Create a poster that can be understood within five seconds.
- Check that the poster supports younger pupils without blaming or shaming anyone.
- Invite groups to share their poster ideas.

QUICK DEBRIEF

- Is the message clear?
- Would a Year 5 or 6 pupil understand it?
- Does it show one recognisable pressure?
- Does it help someone feel confident making their own choice?

KEY MESSAGE

Young people can use campaigning to help others recognise pressure and make their own choices.

POSTER PLANNER



Topic

- ☐ Smoking
- ☐ Vaping
- ☐ Nicotine Pouches

Where is the pressure coming from?

Examples: fitting in, stress, boredom, flavours, packaging, social media, "everyone's doing it" or "just try it".

What might it make someone think, feel or do?

What has been left out?

Examples: cost, dependence, rules, pressure, health effects or feeling stuck.

Clear message

What should a Year 5 or 6 pupil remember?

CHECK YOUR POSTER

- ☐ Is the message clear within five seconds?
- ☐ Is it about smoking, vaping or nicotine pouches?
- ☐ Would a Year 5 or 6 pupil understand it?
- ☐ Does it show one clear pressure or influence?
- ☐ Does it show what has been left out?
- ☐ Does it avoid blame and shame?

THIS ACTIVITY EXPLORES:

Advertising, missing information, persuasive messages and how products can sell a feeling.

YOU WILL NEED:

- What's Missing advert cards
- What's Missing worksheet
- pens or pencils

HOW TO SET-UP?

- Split young people into pairs or small groups. Give each group one advert and the two-page Ad Detective Sheet.

TIME NEEDED: 20-30 MINUTES

HOW TO RUN IT

1. Explain that adverts often show the part they want people to notice first.
2. Ask each group to study its advert.
3. Ask them to complete the two-page Ad Detective Sheet.
4. Ask groups to share one feature they noticed and one piece of information that was missing.
5. Give groups a final challenge: add a warning, question or missing message that would make the advert more honest.
6. Link the discussion to smoking, vaping and nicotine marketing.

QUICK DEBRIEF

- What caught your eye first?
- What feeling was the advert trying to sell?
- What information was missing?
- Why might missing information matter?
- How could someone pause before trusting an advert?

KEY MESSAGE

Adverts are made to grab attention and sell a feeling. They might focus on flavour, confidence, style, fun or fitting in, but leave out things like cost, pressure, rules, health impact or feeling hooked. This activity helps young people look past the first thing they notice and ask: what is missing?

WHAT DO YOU NOTICE FIRST?

- | | |
|----------------------------------|------------------------------------|
| ☐ Colour | ☐ Slogan |
| ☐ Image | ☐ Price |
| ☐ Person | ☐ Packaging |
| ☐ Product | ☐ Comments |

Something else:

WHAT FEELING IS IT TRYING TO SELL?

- | | | |
|--------------------------------------|--|--|
| ☐ Fun | ☐ Fitting in | ☐ Being healthy |
| ☐ Confidence | ☐ Looking good | ☐ Missing out if you say no |
| ☐ Freedom | ☐ Feeling calm | |
| ☐ Being older | ☐ Being popular | |

Something else:

WHAT DOES IT WANT YOU TO DO?

- | | |
|-----------------------------------|--|
| ☐ Buy it | ☐ Copy someone |
| ☐ Try it | ☐ Think it is normal |
| ☐ Share it | ☐ Think everyone is using it |
| ☐ Trust it | ☐ Think it is safer than it looks |

Something else:

WHAT HAS THE ADVERT NOT TOLD YOU?

WHAT IS INSIDE THE PRODUCT

WHO BENEFITS IF PEOPLE BUY IT

WHO DOESN'T BENEFIT?

WHAT QUESTION WOULD YOU ASK BEFORE TRUSTING IT?



He's one of the busiest men in town. While his doctor may say *Office Hours* 2 to 4, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

According to a recent *Nationwide survey:*

MORE DOCTORS SMOKE CAMEL THAN ANY OTHER CIGARETTE

T for Taste ...
T for Throat ...
 that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

CAMELS Costlier Tobaccos

ARGUSBAR NEON 2K
Powered by VOOPCO

Fresh Flavour Meets Bold Power

2000 PUFFS

ARGUSBAR NEON 2K

ARGUSBAR NEON 2K

ARGUSBAR

ARGUSBAR

ARGUSBAR

ARGUSBAR

ARGUSBAR

8001 MAH
800 MAH

UK
FORMULATED FLAVOURS

BATTERY INDICATOR

2025 Compliant

18+

Gee, Dad, you always get
the best of everything
...even

Marlboro!



Yes, you need
never feel
over-smoked
... that's the
Miracle of
Marlboro!

YOUR CHOICE OF IVORY TIPS •
PLAIN RED • BEAUTY BLUE • MILD

You're darn tootin
my dad smokes
Marlboro
...he knows
a good thing!

Yes, you need
never feel
over-smoked
...that's the
Miracle of
Marlboro!

MARLBORO
CIGARETTES
Philip Morris Inc.
MADE IN U.S.A.

YOUR CHOICE OF
IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (NEED)

I should say not! My Dad would never smoke anything but a Marlboro

Yes, you need never feel over-smoked by the Miracle



0870 01

OUT OF THIS WORLD FLAVOUR

Take your vape to another dimension with the all new Alfabar Alien.



LED light effect eyes

18+

This product contains nicotine which is a highly addictive substance.
Go to www.alfabarvape.com

ALFABAR
Give life more flavour. [alfabarvape.com](https://www.alfabarvape.com)

JCDecaux

Ltd

THIS ACTIVITY EXPLORES:

Social pressure, product appeal and support

YOU WILL NEED:

- String or wool
- Sticky notes
- Pens

HOW TO SET-UP?

Write "Young person feeling pressure around smoking, vaping or nicotine" on one large sticky note or sheet of paper and place it in the centre of the activity space. If working on the floor, keep string away from walkways.

TIME NEEDED: 20-25 MINUTES

HOW TO RUN IT

- Write "Young person feeling pressure around smoking, vaping or nicotine" in the centre of the activity space.
- Ask the group to add sticky notes showing where that pressure might come from. Examples could include friends, flavours, social media, wanting to fit in, stress, packaging, seeing other people use products
- Place the sticky notes around the centre and use string or wool to connect pressures that link together.
- Ask the group to add web breakers: people, facts, choices or actions that could weaken the pressure. These might include a trusted friend, a reason to say no, saving money, knowing the facts, caring about the planet, leaving the situation, speaking to a trusted adult
- Finish by removing three pieces of string. Each time, ask the group to name the web breaker that helped weaken that connection.

QUICK DEBRIEF

Which pressure connected to most things?

What helped break the web?

Make it easier

Build one web together as a whole group.

KEY MESSAGE

Pressure can build through friends, feelings, products, places and online messages. Support and practical choices can break those links.

THIS ACTIVITY EXPLORES:

Relative risk, product awareness and nicotine dependence

YOU WILL NEED:

- Product cards
- A table or clear floor space

HOW TO SET-UP?

Print and cut out one set of product cards. Give the group enough space to arrange them in a line.

TIME NEEDED: 20-30

HOW TO RUN IT

1. Split the young people into small groups.
2. Give each group a set of product cards.
3. Ask them to arrange the cards from higher risk to lower risk.
4. Explain that lower risk does not mean safe or risk-free.
5. Let groups place cards together or set one aside if they need more information.
6. Ask each group to explain the choices they found hardest.
7. Share the suggested broad order and quick facts from the facilitator notes.
8. Let groups move any cards after hearing the information.

QUICK DEBRIEF

- Which cards caused the most disagreement?
- What type of risk influenced your decisions?
- Which products involve harmful smoke?
- Which products contain nicotine?
- Where did unknown contents affect your decision?
- Why is NRT gum different from recreational nicotine products?
- Did any cards move after the discussion?

Make it harder

Ask whether any cards would move if the group focused on immediate harm, long-term harm, dependence or unknown contents.

KEY MESSAGE

Different products carry different types and levels of risk. Lower risk does not mean safe, harmless or suitable for young people. Licensed NRT gum is a stop-smoking treatment when used as directed.

RISK LADDER FACILITATOR NOTES

There is no single scientifically fixed order. Cards involve different risks, including long-term disease, intoxication, dependence and unknown contents. Use the order below as a discussion guide. Cards do not need to follow a strict internal order.

Highest concern

- Synthetic cannabinoids (Spice)
- Illicit THC vapes
- Tobacco and Cannabis

Very high concern

- Illegal cigarettes
- Legal Cigarettes
- Illegal hand-rolling tobacco
- Hand-rolling tobacco
- Shisha

High concern

- Cannabis edibles
- Cannabis/THC products
- Illegal nicotine vapes
- Heated Tobacco Products (HTP)

Lower concern, but not risk-free

- Legal Vapes
- Nicotine Pouches

Lowest concern within this activity

- Nicotine Replacement Therapy Gum

The order may change depending on the risk being discussed:

- Immediate harm: Spice, THC vapes and cannabis edibles may move higher.
- Long-term harm: Smoked tobacco products belong near the highest end.
- Dependence: Cigarettes, vapes, heated tobacco and pouches contain nicotine.
- Unknown contents: Illegal or unregulated products may move higher.
- Treatment: Licensed NRT gum belongs at the lowest end when used as directed.

Messages to reinforce

- Lower risk does not mean safe. Legal does not mean harmless.
- Burning tobacco causes most smoking-related harm.
- Illegal supply can add uncertainty about contents or strength.
- Legal nicotine vapes are less harmful than smoking, but are not risk-free or intended for young people.
- NRT gum is a regulated stop-smoking treatment.
- One-hour shisha session exposes a person to a volume of smoke equivalent to smoking 100 to 200 cigarettes
- The safest choice for young people is not to use these products.

QUICK FACTS

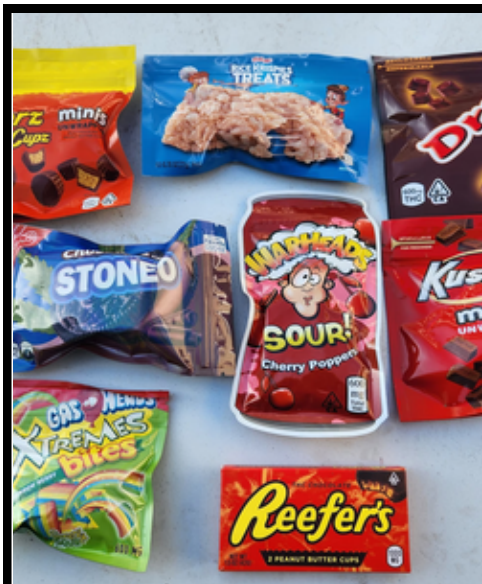
- **Synthetic cannabinoids (Spice):** These substances can be highly potent and unpredictable. Risks include severe anxiety, paranoia, hallucinations, seizures, loss of consciousness and overdose.
- **Illicit THC vapes:** THC vape liquids obtained illegally may have unknown strength or contents. Some products sold as THC vapes have contained synthetic cannabinoids.
- **Cannabis edibles:** Edibles can take time to produce an effect. Someone may take more before the first amount has taken effect, increasing the risk of a harmful reaction.
- **Illegal nicotine vapes:** These may contain more nicotine than permitted, misleading labels or unexpected substances.
- **Tobacco and Cannabis:** This combines exposure to tobacco smoke, nicotine dependence and cannabis-related effects.
- **Illegal cigarettes:** They carry the same serious risks caused by burning tobacco. Illegal supply adds uncertainty about manufacture, contents and compliance.
- **Legal Cigarettes:** Burning tobacco releases toxic chemicals. Smoking is linked to cancer, heart disease, stroke, lung disease and early death.
- **Illegal hand-rolling tobacco:** This carries the harms of smoked tobacco, with added uncertainty linked to illegal supply.
- **Hand-rolling tobacco:** Roll-ups are not safer than manufactured cigarettes. They still involve burning tobacco and inhaling toxic smoke.
- **Shisha:** Tobacco shisha produces harmful smoke and carbon monoxide. Passing smoke through water does not make it harmless.
- **Cannabis/THC products:** These can affect memory, judgement, coordination and mental health. Risk varies greatly by product, strength and method of use.
- **Heated Tobacco Products (HTP):** These heat tobacco rather than burning it. They expose users to nicotine and harmful substances and are not risk-free.
- **Legal Vapes:** Regulated nicotine vapes expose users to fewer harmful substances than smoking. They are not risk-free and are not for children, young people or non-smokers.
- **Nicotine Pouches:** These do not create smoke, but they contain nicotine and can cause dependence. They are not licensed stop-smoking treatments.
- **Nicotine Replacement Therapy Gum:** Licensed NRT provides nicotine without tobacco smoke. When used as directed, it is a proven stop-smoking treatment and carries far less risk than smoking.



**Illegal
nicotine vapes**



Illicit THC vapes



Cannabis edibles



Illegal cigarettes



**Synthetic
cannabinoids (Spice)**



Shisha



**Hand-rolling
tobacco**



Legal Cigarettes



Tobacco and Cannabis



Nicotine Pouches



Cannabis/THC products



Nicotine replacement therapy (NRT) gum



Heated Tobacco Products (HTP)



Legal nicotine vapes



Illegal hand-rolling tobacco

THIS ACTIVITY EXPLORES:

Creativity, peer pressure, influence and how hidden pressures can be made visible.

YOU WILL NEED:

- Nicofiend character sheets
- Paper and pens
- Colouring materials
- Optional craft materials
- Optional tablets or laptops

HOW TO SET-UP?

- Give each young person, pair or small group a character sheet.
- They can work alone, with a friend or as a team.
- Remind them that the idea matters more than perfect drawing.
- Younger children can create a feelings monster (see p8-9)

TIME NEEDED: 15-40 MINUTES

WHAT YOUNG PEOPLE CREATE

Young people create their own Nicofiend character. Their character should show one pressure, feeling, message, product or post that can make smoking, vaping or nicotine products seem normal, tempting or harmless.

HOW TO RUN IT

1. Ask young people to choose one pressure or influence from the games.
2. Ask them to turn that pressure into a Nicofiend character.
3. Their character needs a name, a look and a clear idea.
4. They should show what the Nicofiend does, what it says and how someone could spot it.
5. Give time to draw, design or plan the character.
6. Invite young people to share their character with the group, or display the designs as a gallery.

KEY MESSAGE

When pressure has a name, face or character, it becomes easier to notice and question. Nicofiends help young people show the pressures that can make smoking, vaping or nicotine products seem normal, tempting or harmless.

COMPETITION DETAILS

Invent your own Nicofiend! Bring a pressure, feeling, message or trick linked to smoking, vaping or nicotine to life as a brand-new character. Give it a name and show us what makes it a Nicofiend!

Aged 4-7? Use our Feelings Monster template on pages 8–9. Choose or draw its features to show the feeling behind your Nicofiend.

Aged 11–17? Take it further! Give your Nicofiend a short, catchy slogan or campaign message that helps other young people spot its pressure. Your entry is still a Nicofiend character, so make sure the character remains the main part of your idea.

SEE YOUR NICOFIEND COME TO LIFE

Winning Nicofiend character designs will be developed for the official Nicofiends campaign in 2027. Winners will receive a voucher, certificate and Nicofiends prize bundle.

WHO CAN ENTER?

Young people under 18 living in Wales can enter. Entries are welcome from schools, youth groups, clubs and individuals. Permission is needed from a parent, carer, teacher, youth worker or responsible adult.

HOW TO CREATE:

- Draw it by hand
- Paint it or make a collage
- Design it on Canva, PowerPoint or a tablet
- Send a clear photo or scan
- Upload it as a PDF, JPG or PNG

AI-generated images cannot be entered.

WHAT TO INCLUDE WITH EACH ENTRY

- Nicofiend design
- Young person's first name and age or year group
- School or group, if relevant
- Nicofiend name
- Responsible adult's contact email



DEADLINE

- Please submit entries by Friday 4th December 2026
- Enter at: ash.wales/nicofiends
- Questions? Email communications@ashwales.org.uk

CREATE A NICOFIEND



MEET MY NICOFIEND

NICOFIEND NAME:

WHAT PRESSURE, FEELING OR TRICK DOES YOUR NICOFIEND SHOW?

An adult can write down a younger child's own answer.

ABOUT ME

FIRST
NAME:

AGE /
YEAR

SCHOOL/GROUP, IF RELEVANT: _____

TAKE IT FURTHER: LEAD THE MISSION

AGE 14-18

THIS ACTIVITY EXPLORES:

Leadership, peer support and confidence

YOU WILL NEED:

- One activity from this pack
- Leader support

HOW TO SET-UP?

Older participants choose an age-appropriate activity with an adult leader and agree roles, boundaries and safeguarding support.

TIME NEEDED: 60 MINUTES

HOW TO RUN IT

1. Choose an activity suitable for a younger group.
2. Help prepare the materials and instructions.
3. Support or lead the activity with adult supervision.
4. Help run a short reflection at the end.
5. Afterwards, discuss what worked and what you would change.

QUICK DEBRIEF

What did the younger group understand?
What helped them feel confident?

Make it easier

Young people support a leader rather than leading the activity themselves.

Make it harder

Young people plan and lead the full activity with leader supervision.

KEY MESSAGE

Older young people can help younger groups build confidence, practise choice and feel supported, with appropriate adult guidance.

CERTIFICATE OF ACHIEVEMENT



THIS CERTIFICATE IS AWARDED TO

for taking part in Nicofiends and using creativity to
explore peer pressure, influence and choice.

Suzanne Cass.

Suzanne Cass

Chief Executive Officer - ASH Wales