

Operation Smoke Storm – summary of research findings from study year 1

[School name]

Thank you again for your participation in our research earlier in the school year. We thought you might be interested to read a brief summary of our findings so far, as well as see how we have taken on board your and the students' suggestions about improving *Operation Smoke Storm*, extending it with a booster session for Year 8 students, and engaging students' families in the anti-smoking message.

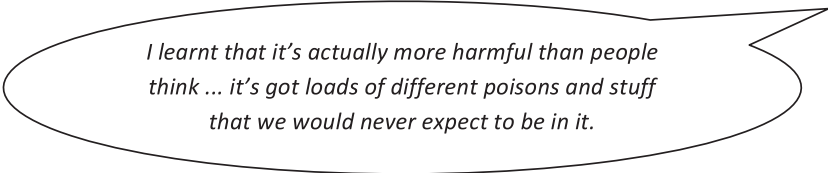
Smoking behaviour and attitudes amongst your students

We received completed questionnaires from [n] of your students. Of these 4% reported that they had tried smoking at least once, in line with figures reported nationally by children of this age. 21% reported that they were susceptible to smoking, that is that they thought they might try a cigarette soon, that they might or definitely would try a cigarette if one of their friends were to offer it to them, or that they thought they might or would definitely smoke a cigarette at some point during the next year.

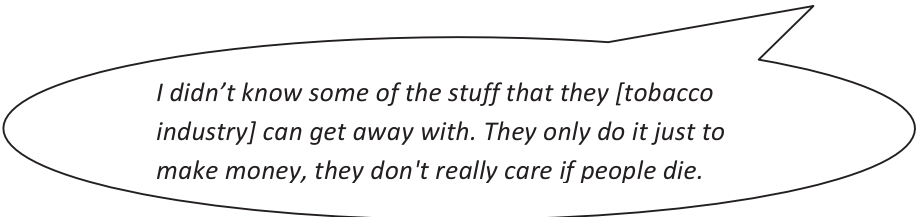
Before the *Operation Smoke Storm* lessons on the whole students agreed that tobacco companies only try to attract customers aged 18+, were undecided whether they operate in a fair and decent way and were undecided whether smoking is not that serious compared to other drugs that young people use. After the lessons, students were more likely to disagree with the first and last of these statements, but there was no change in their views about whether the companies operate in a fair and decent way.

What did students think about *Operation Smoke Storm*?

83% of students thought that *Operation Smoke Storm* was very good or OK, and 64% thought that the lessons had made it less likely that they will ever try a cigarette.

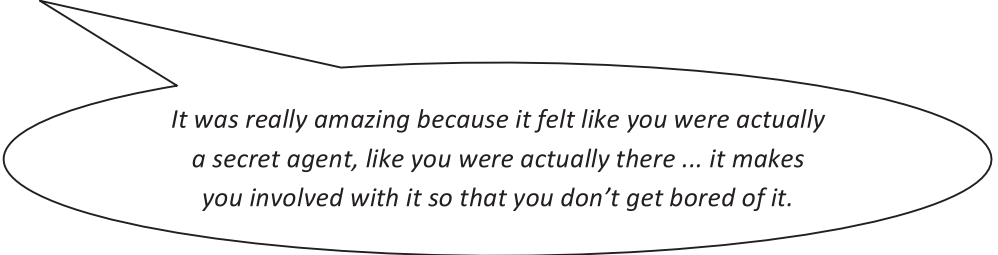


I learnt that it's actually more harmful than people think ... it's got loads of different poisons and stuff that we would never expect to be in it.



I didn't know some of the stuff that they [tobacco industry] can get away with. They only do it just to make money, they don't really care if people die.

Students enjoyed the interactive and novel nature of the resource.



It was really amazing because it felt like you were actually a secret agent, like you were actually there ... it makes you involved with it so that you don't get bored of it.

What changes are we making to *Operation Smoke Storm*?

As a result of your feedback we are making the resource more flexible and easier to navigate so that teachers can have more control over delivering it. This should help teachers tailor it to the needs of the class and varying lesson lengths.

What will the Year 8 booster session look like?

Students were very enthusiastic about the idea of an electronic game, but following teachers' advice about the practicalities of implementing this in the classroom we have decided instead to pursue the idea of a teacher-led session. Following a brief recap of the work done in Year 7, the pupils will watch videos to stimulate discussions and activities around how the tobacco industry attempts to manipulate young people into becoming its future customers e.g. through cigarette package design and use of social media.

How are we aiming to involve families in promoting the anti-smoking message?

Students will be given a booklet to take home which will include activities their parents/caregivers can participate in. It will also provide further facts about how the tobacco industry operates and provide advice to young people experiencing peer pressure to smoke and help to quit for those already smoking. It is hoped that this booklet will encourage conversations between students and their families which will reinforce the anti-smoking message.

If you are moving on from [school name] at the end of the school year we wish you all the best for the future! Otherwise, we look forward to possibly working with you again in the autumn term when we return to test the new and improved *Operation Smoke Storm* with the new cohort of Year 7s and the booster session with Year 8s.

We hope you have a very happy and restful summer holiday!

With best wishes,

John, Amy, Manpreet and Lisa

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