



Workshop 3

X-HALE Youth Awards

Young people tackling smoking in their communities



Background

- In 2011 the X-HALE Youth Awards were launched as a 3 year programme to work with young people and youth organisations to address the issue of smoking in communities where smoking is an issue
- The Awards are aimed at young people age 10-13 years and 14-21 year olds.



Principles of X-HALE

- X-HALE takes a social model of health with an approach that needs collective action
- Focus on the health effects of smoking so people can make informed choices
- Role of the tobacco industry in targeting young people especially girls



**X-HALE YOUTH
AWARDS**

Objectives

- To share knowledge and experience of the health effects, risks of smoking and the benefits of quitting with young people and youth services
- To encourage engagement between young people and their supporters on the risks of smoking and the benefits of quitting
- To help de-normalise smoking in communities where smoking is an issue
- To build the capacity of young leaders, through practical skills training, to advocate for healthy, smoke-free lifestyles in their communities
- To generate creative tobacco-free campaigning activities, using a variety of media, for young people aged between 10 and 21 years
- To assist youth groups to develop positive alternatives for young people to persuade them not to take up smoking

Methodology

X-HALE Youth Awards operates at three levels

Local Level

- A financial grant of €500-€5,000
- 7 months developing their projects and campaigns
- Local showcase event

Regional Level

- Irish Cancer Society provide training and support workshops

National Level

- X-HALE Awards Annual Expo - highlight their achievements to key service providers and policymakers and young people.



Results 2011

Reach of project:

- In 2011, 7 groups took part. 7 local events took place . 1 national event
- 680 young people and 320 adults took part 8 events. Mixed gender
- 23 local print coverages of the Awards and 2 National print coverages.

Health Information

- Young people reported high satisfaction levels with the training provided
- Increase in smoking awareness, knowledge about the health effects of smoking and increased knowledge about the tobacco industry.

Change in attitudes to smoking

- 6 young people and 2 youth workers reported to have quit smoking.
- Young people not smoking stated the project reinforced that they would never start smoking.
- Awards also encouraged others to take steps to start the quitting process.

Community Engagement

- Through discussion and generation of new ideas, young people were empowered to take action locally.

Challenges for X-HALE

- Sustainability of work after funding finishes
- Transience of young people involved
- Building relationships and collaborating on policy issues
- Smoking not on current youth sector agenda/Department of children



