

Operation Smoke Storm – summary of final research findings

[School name]

Thank you again for your participation in our research last year. We thought you might be interested to read a brief summary of our findings now we have reached the end of the project.

What did we do?

In autumn 2013, we gave teachers the original *Operation Smoke Storm* resource to deliver to Year 7 students. We sought feedback from students and teachers on how to improve the resource, and what a Year 7 family booklet and Year 8 booster session should look like. We then made changes to the original resource and designed the additional components, which were delivered to Year 7 and 8 students in autumn 2014. Students, teachers and parents gave us their views of the final lessons and booklet.

Smoking behaviour and attitudes amongst your students

We measured smoking behaviour and attitudes amongst your students using questionnaires, before the original resource was delivered in 2013 and after the booster was delivered in 2014. We compared the results from students at [school name] to 'control' students at local schools who had answered the same questions, but not taken part in *Operation Smoke Storm*.

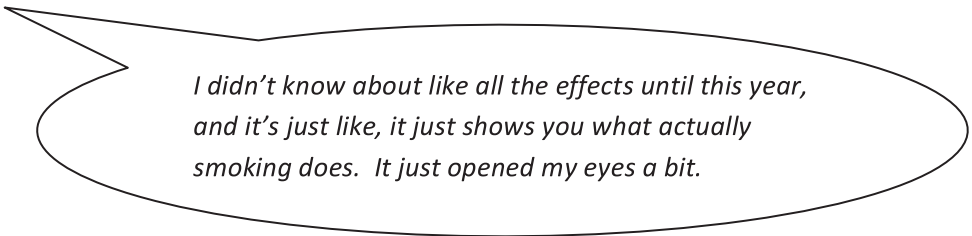
After receiving the booster lesson, 7% of your Year 8 students reported that they had tried smoking at least once, compared to 11% students in control schools. 22% of your students were susceptible to smoking, compared to 20% of students in control schools (i.e. they thought they might try a cigarette soon and wouldn't necessarily say no if they were offered a cigarette by a friend). We did not find any statistically significant differences in smoking behaviour between students who did and did not receive the *Operation Smoke Storm* lessons.

Before the *Operation Smoke Storm* lessons students on the whole 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 on the whole were more likely to disagree with the first and last of these statements, but there was not a substantial change in their views about whether the companies operate in a fair and decent way.

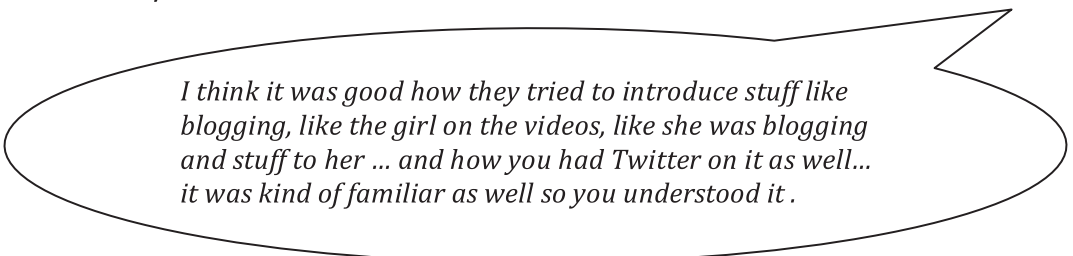
What did students think about *Operation Smoke Storm*?

77% of Year 7 students and 72% of Year 8 students thought that *Operation Smoke Storm* was very good or OK. 69% of Year 7 students and 45% of Year 8 students thought that the lessons had made it less likely that they will ever try a cigarette.



I didn't know about like all the effects until this year, and it's just like, it just shows you what actually smoking does. It just opened my eyes a bit.

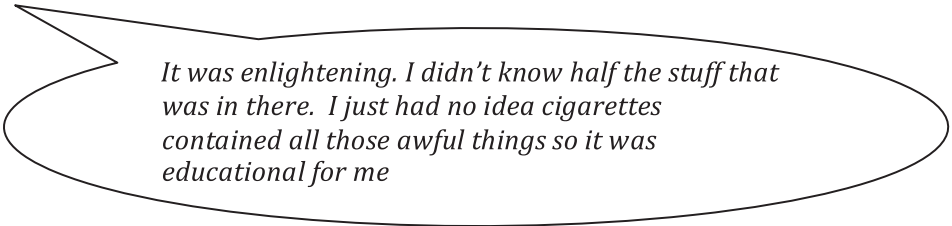
Both year groups enjoyed the interactive and novel nature of the resource, and reported learning new information about the harm and contents of cigarettes, and the tobacco industry.



I think it was good how they tried to introduce stuff like blogging, like the girl on the videos, like she was blogging and stuff to her ... and how you had Twitter on it as well... it was kind of familiar as well so you understood it.

What did parents think?

Not all students said they took the family booklet home, but of those that did 43% said they showed it to their mum or another female adult, and 21% said they showed it to their dad or another male adult. The parents we spoke to said that they enjoyed the booklet and reported learning new information, which helped them to initiate conversations with their child about smoking.



It was enlightening. I didn't know half the stuff that was in there. I just had no idea cigarettes contained all those awful things so it was educational for me

What will happen now?

Although students enjoyed *Operation Smoke Storm* and they reported learning new information about smoking, we did not find any evidence to suggest it is effective at preventing smoking uptake among this group of young people. The feedback we received from students, parents and teachers will be used to further improve the resource.

We'd like to thank you for taking the time to participate in our research and wish you all the best with your smoking education in the future!

With best wishes,

John, Amy, Manpreet and Lisa

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