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**From:** [redacted] (DHSS-DHP-Public Health)  
**Sent:** 31 July 2017 11:48  
**To:** [redacted] ([redacted] @ashwales.org.uk)  
**Cc:** [redacted] (HSS - Tobacco Policy)  
**Subject:** Youth Quit Smoking Service Reaches Record Numbers - 28072017



Hi [redacted], please see attached PN with quote from Minister, plus a suggested deletion and a line about HMQ added (this talks about adult smokers).

Deletion because these figures are old, and we would prefer to avoid any negativity about NHS services when we are promoting a revitalised HMQ.

The Minister saw the version with my suggested changes incorporated.

Thanks.

[redacted]



Press release from ASH Wales Cymru

Embargoed: Immediate

### **Youth Quit Smoking Service Reaches Record Numbers**

Wales's only dedicated stop smoking service for young people has helped a record number of young smokers quit after securing funding from Welsh Government.

In the first year of the programme a total of 334 young people signed up to the six-week course which is run by tobacco control campaign group ASH Wales.

To mark its first birthday, the project has released statistics showing its success. Over this time 124 of the young people quit for good whilst 72% tried to stop.

Of the young people 61% said they had tried to quit without success before taking part in the programme. In addition, 83% said at least one member of their family smoked and over 60% said they had smoked cheap tobacco, often illegal, meaning it bypasses safety measures, health warnings and tax.

The six-week course engages young people who want to stop smoking by involving them in creative activities, which in turn gives trained staff the opportunity to discuss quitting tobacco in a friendly and relaxed manner.

Commit to Quit visited 41 youth provisions including young parent groups, youth centres and Pupil Referral Units - all of which are out-of-school settings across Wales.

Commit to Quit's unique service is essential to stop the current generation of young people becoming part of the 19% of over 18s who smoke in Wales.

Suzanne Cass, Chief Executive of ASH Wales Cymru, said: "Most adult smokers begin experimenting with tobacco in their teenage years and that's why it is vitally important a targeted service for young people, such as Commit to Quit, is available for young people to give them the facts about tobacco and the deadly harm it causes.

"Our work is all about fitting the specific needs of young people – we go where they hangout, we get their friends involved and we don't ever judge or patronise them. Thanks to the funding from the Welsh Government, we helped hundreds of teens to lower the amount they smoke or stop altogether."

Minister for Social Services and Public Health Rebecca Evans said: "Smoking is damaging to people's health whatever their age. Across Wales, the number of people kicking the habit is increasing, but there is always more to be done reduce the number of people smoking even further.

"The positive progress ASH Wales has been made in helping young people quit smoking is something I welcome. It is crucial that young people fully understand the dangers of smoking early, so they can make healthy life choices for their futures."

Commit to Quit is funded until March next year and aims to help a further \*\*\* young people to quit in that time.

**ENDS**

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### **Editor's Notes**

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'NHS stop smoking services help thousands of adults to quit every year. Smokers are four times more likely to quit with NHS help than going it alone. To get free, local support that best suits them smokers wanting to quit should visit [www.helpmequit.wales](http://www.helpmequit.wales); text HMQ to 80818 or phone 0800 085 2219.' **About us**

ASH Wales Cymru is the leading organisation working for a smokefree Wales via strong tobacco control policy. We work to raise awareness of the health, social and economic effects of smoking by working with communities, young people and partners across Wales. ASH Wales runs a public facing cessation project called [Smokefree Me](#) and a youth cessation service called [The Filter](#).

NB: Please refer to ASH Wales Cymru as a 'tobacco control campaign group'

Website [www.ashwales.org.uk](http://www.ashwales.org.uk)

Facebook [www.facebook.com/ASHCymru](http://www.facebook.com/ASHCymru)

Twitter [www.twitter.com/ASHWalesCymru](http://www.twitter.com/ASHWalesCymru)



*Minister for Social Services and Public Health Rebecca Evans visiting a Commit to Quit session*



*A group of young parents cooking as part of Commit to Quit's activities*

## **Commit to Quit's one-year report highlights**

- In one year 2016/2017 we engaged with 334 young smokers in 41 provisions across Wales
- Out of the young people we engaged with 72% (n=239) planned a quit date
- Of those, 73% (n=175) successfully quit at 4 weeks with a CO score <10
- 54% (n=128) successfully quit at 4 weeks with a CO score <7
- 61% reported they believed they had given up smoking
- 116 said if they hadn't quit they had reduced the amount they smoked

The team were working towards targets agreed by Welsh Government and have surpassed those targets.

Grant targets	Year One's Figures 2016 - 2017			
	Quarter 1 (01/08/16 – 01/11/16)	Quarter 2 (01/11/16 – 30/01/16)	Quarter 3 (01/02/17 – 01/05/17)	Quarter 4 (01/05/17 – 01/08/17)
250 young people completed Commit to Quit Session	Target - 63 Result - 50	Target - 63 Result - 89	Target - 63 Result - 96	Target- 250 Result -334
Total	50	139	235	334
70% of young people making a quit attempt	Target - 70% Result – 82%	Target - 70% Result - 68%	Target 70% Result – 67%	Target -70% Result- 72%
Total	41	95	158	239
60% of young people still quitters at 4 weeks with a CO score <10	Target - 60% Result - 68%	Target- 60% Result – 76%	Target - 60% Result – 77%	Target - 60% Result – 73%
Total	28	72	121	175
45% of people participating are still quitters at 4 weeks with a CO score <7 by March 2018	Target – 45% Result – 49%	Target - 45% Result - 46%	Target - 45% Result – 60%	Target – 45% Result - 54%
Total	20	44	95	124

Of the young people we have worked with:

Ages of young people	
12-13	4%
14	13%
15	16%
16	28%
17	18%
18 +	21%

It is of note that 61% of these young people say that they have already attempted to quit smoking.

Question	Number	%
Family Member that Smokes	276	83 %
Used an E'Cig	243	73 %
Used Cheap Fags (illegal/ Illicit)	204	61 %
Tried to Quit Before	204	61 %