

NEWSLETTER

MARCH 2011

What have we been up to...

W-WEST were the winners of the Evening Times Glas-GOALS initiative Best Community Health Project Award! Dr Linda de Caestecker presented the group with the award and they were featured in the Glas-GOALS supplement of the Evening Times!

Saturday 26th February 2011 - The Plain Truth About W-WEST event at Hampden Park! Read more about the event and see some of the pictures on the next page!

National YouthLink conference, Thursday 17th March - W-WEST member Nicola co-facilitated a session on tobacco and young people with Emma Papakyriakou from ASH Scotland

East Renfrewshire Youth Health Fest - W-WEST attended the East Renfrewshire Youth Health Fest on Saturday 26th March.



Ask W-WEST!!

Here are some of the questions you've asked us about W-WEST.....

Q: *What will happen when you join (girl, 13)*

A: There are different options for joining W-WEST, you can sign up to receive our newsletter, which is currently emailed out every 2 months. You can LIKE W-WEST on Facebook and follow us on Twitter. When you LIKE us on Facebook, you will be able to follow our updates and see what W-WEST are doing and when and you will also receive invites to any events W-WEST are organising. You can also come along to a W-WEST meeting, these are currently held 1 Thursday per month. If you would like to come along to a W-WEST meeting, you can send an email and we will let you know when the next meeting is on.

Have you got a question for W-WEST?

Email us with your questions or send us a message on Facebook. ALL questions will be answered!

Q: *Are there any pro's to smoking? (boy, 16)*

A: Although smoking can appear to be a cool and grown up thing to do, there are many ill health effects related with smoking that far outweigh any perceived pro's. If you would like more information about smoking, check out the facts page on the W-WEST website.

New Facebook Page!!

W-WEST has a new Facebook page!! You can now like our new page at: <http://www.facebook.com/pages/W-West-Why-Waste-Everything-Smoking-Tobacco/180139798699397>

This is now where you can keep up to date with all the W-WEST news and information! So LIKE our new page!

Why Waste Everything Smoking Tobacco?

The Plain Truth About W-WEST

Saturday 26th February 2011, Hampden Park



Were you at the Plain Truth About W-WEST event at Hampden Park? If not, you missed out on a great day filled with lots of fun and prizes!!

Thanks to everyone who came along and helped make the day a great success!

Here are some quotes from the event evaluation forms.....

Very interactive and fun. Good way of getting information across to young people.

The lunch was good.

Learned about ambergris and witnessed a great way to engage young people in thinking about tobacco advertising and branding in the media. Great whale picture.

Good presentation skills of W-WEST members and good fun event.

It was relaxed and fun!

Good experiment about what's in a cigarette.

It was interesting and a good experience.

The event in pictures..... PACE Silent Disco performance

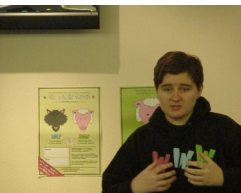
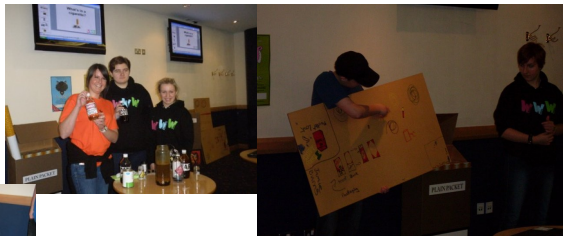
Welcome to the day



Smoke Out game show



W-WEST members worked hard to prepare all the sessions for the day



Why Waste Everything Smoking Tobacco?

BUTT OUT

UNDER 18 AND
THINKING OF
STOPPING
SMOKING?

STOP SMOKING SERVICE
FOR YOUNG PEOPLE

Are you thinking about giving up smoking?

Check out the Butt Out section of the W-WEST website to find out where you can get help to quit in your area!

All you have to do is put in your postcode and our interactive map will give you the contact details you need!



Youth Tobacco Packaging Survey

W-WEST's Youth Tobacco Packaging Survey showed some interesting results!

In total, 912 young people took part in the survey. Almost 1 third of the young people who completed the survey said that brand and the look of the pack were important when buying cigarettes. 55% identified the price as being an important factor in choosing which cigarettes to buy.



In 2010 Imperial Tobacco stated that '*tobacco packaging is not identified as a reason why young people choose to purchase tobacco products*'. The results of this survey indicate that, in fact, the look of the pack is an important factor in choosing cigarettes, therefore packaging does have some effect on youth!

When asked about pack colour, one third of the young people who completed the survey associated pack colour with product strength and harm. When asked about plain cigarette packs, 91% of young people who completed the survey stated that they thought the pack was unattractive, with 88% saying that it was not a pack that young people would like to be seen with.

The survey also found that the opening method of a pack influences young people (even without pack colour and design), with 25% stating that they liked the slide pack and more than one fifth stating that they thought that people their age would be likely to smoke either the flip top pack or the slide pack.

The results from the survey show that young people are influenced by pack design and branding and W-WEST hope that this will help to influence the debate on plain packaging for all tobacco products.

Watch this space for updates on the Plain Truth Campaign!

Why Waste Everything Smoking Tobacco?



www.w-west.org.uk

W-WEST Meetings

W-WEST group meetings take place once a month in Glasgow. This is when we come up with ideas for campaigns and decide what community events to take part in. Do you want to come along to a meeting to find out more about what we do? If you would like to come along to a meeting email contact@w-west.org.uk and we will send you out information on becoming a W-WEST member and when the next meeting is being held.

Get Involved!

If you would like to get involved with W-WEST, find out more information, or you have a project you would like us to come along to, get in touch with us!!

At W-WEST we want to involve as many young people as possible, if you know of anyone who you think would like to receive our newsletter, tell them to send us an email, or LIKE us on Facebook and send us a message and we will add them to our newsletter distribution list.

Contact Details for W-WEST....

Website: www.w-west.org.uk

Email: contact@w-west.org.uk

LIKE us on Facebook: <http://www.facebook.com/pages/W-West-Why-Waste-Everything-Smoking-Tobacco/180139798699397>

Follow us on Twitter: http://twitter.com/w_west



Why Waste Everything Smoking Tobacco?

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www.w-west.org.uk