



newsletter
53

www.cancerfocusni.org

Welcome back **SMOKEBUSTERS!**

We hope you are all well and enjoyed newsletter 52. In this newsletter we want to look at smoking in the media. Does media have an influence on our choice to smoke or remain smoke free? What is the impact this can have on our health - Let's find out!

Tell us what you think!

Remember Smokebusters we love hearing from you. If you have

any comments from newsletter 53, or if you have any jokes, artwork, stories or questions about smoking simply send them to:

The Smokebusters Club
Cancer Focus Northern Ireland
40-44 Eglantine Avenue
Belfast
BT9 6DX

Or email us at:
smokebusters@cancerfocusni.org



Thank you to everyone who entered the TV advertisement competition! We had lots of entries, which made picking the winner really tough. Every entry was creative and informative!

We are pleased to announce that the winner of our 1st place prize is **Fintan Loughran**, St Joseph's Primary School. A huge well done to Fintan and his actress Sinead!

Thank you to all those who generously donated prizes for our TV Advertisement Competition, especially to Northern Ireland Fire and Rescue Service for donating the "Fire Fighter for a Day" prize.

**Well done
Fintan!**



Introducing... "The Media"

What is the Media?

The media is the main method of sharing information to a large amount of people. It can come in many formats, for example the TV, radio, internet, social media, billboards, newspapers.

Who can use the media?

The media can be used by anybody.

Where/when can the media be used?

The media is all around us. It can be easily accessed using a phone, computer, and tablet or picking up a newspaper. It can also be used without realising it, for example reading an advertisement in a magazine or a billboard on the way to school. Companies and organisations advertise their messages, products and services everywhere. **Look around in your local area and see what you can find!**

Why is the media used?

The media is used to both share and gain information, thoughts and opinions.

How should I use the media?

Be careful! Only use information from sources, brands and sites you recognise. Remember when you access information, decide if it is fact or opinion before you use or believe it!



The radio is often used to debate hot media topics such as smoking and often asks the general public to get in contact and discuss these topics on air.

LISTEN UP!

Spreading our message

In February our head of department at Smokebusters HQ appeared on a local radio station to discuss the government's decision to introduce plain packaging of cigarettes in May 2016.

Gerry McElwee, Cancer Focus NI, said: **"This is very encouraging news. Every day hundreds of children start to smoke. The introduction of standardised 'plain' packs across the UK and Ireland will mean that future generations will not be lured by tobacco industry marketing".**

We hope this means fewer young people will be tempted to begin smoking.

Good News

The government have decided to go ahead with plain packaging of cigarettes. This should start to take place next year.

Get vocal!



Last Month we asked you to give us your vote at our Smokebuster's webpage. We wanted to know whether you thought that all schools should be completely smoke free: **This was your verdict:**





SMOKESCREENS

Get a grip of these facts!

- Smoking in movies is one of the biggest ways the tobacco industry uses to encourage young people to start smoking.
- Often in movies we find the "likeable" characters are pictured smoking when it has no relevance to the movie.
- When young people see smoking in movies, the idea of beginning smoking becomes more attractive to them.
- When people associate smoking with a character they admire in a movie, e.g. If they are seen as happy, successful and healthy, people start to associate smoking with these characteristics.
- The more young people see smoking in movies, the more likely they are to try smoking.
- Doctors and scientists have tried to get governments to ban smoking in movies aimed at children and young people. However so far they have been unsuccessful.



Activity 1

Would you like to see this ban in place?

To give us your vote search for 'Smokebusters' on our website www.cancerfocusni.org



Product placement

Manufacturers pay for their products to feature in films and TV programmes, this is called **Product Placement**.

Companies also can pay for their goods to be set in a prime place in shops.

Tobacco companies put their products in attractive packaging so it stands out to customers, encouraging them to buy it.

However, from 6th April 2015, all tobacco products must be placed behind a cabinet, so they cannot be viewed by the general public. Now customers will not be tempted to buy them.

100% of responses said "YES".



BE SOCIAL MEDIA SAFE

Did you know?

When you research a topic on the internet using tablets, phones and computers that something called a "cookie" tags your device, to remind it that you are interested in that topic.

What do cookies do?

Companies then use "cookies" to send advertisements about that topic to your device, when you use the internet again. That means if somebody researches tobacco on your device, the next time you use the internet tobacco advertisements may appear.

In 2014, a scientist from Washington University, America discovered that young people who are exposed to tobacco advertisements from social media are more likely to say "yes" to a cigarette.

Cancer Focus Northern Ireland's webpage and Social Media sites are a great way to find out more about what we do.



LIVE

News flash! News flash! News flash!

In 2014, Ofcom (the UK's communication regulator) discovered that 95% of homes had a digital TV. Media messages on TV have the ability to reach a huge range of people.



The tobacco industry first issued TV advertisements in **1955** to encourage people to smoke.



In **1965** TV advertisements of cigarettes were banned due to scientific research that discovered smoking could cause cancer in the lungs.



Unfortunately last November, we saw the first smoking advertisement back on our TV's in 49 years!

- This time it was advertising e-cigarettes.
- Although, e-cigarettes do not contain tobacco, health professionals are concerned that children and young people will start using e-cigarette's and then move onto tobacco cigarettes.

Some people are also concerned that the chemicals in e-cigarettes may damage health.



Here at Smokebusters, we believe you have a right to remain free of all addictive smoking habits.

SMOKEBUSTERS NEWS



Sport Sponsorships



In 2007 the World Health Organisation banned tobacco advertising and sponsorship in sports.

What is a sports sponsorship?

Sports sponsorships are when a business pays a fee to a sports team, to have their brand or logo included on the team's equipment and clothing.

This Autumn the Rugby World Cup will be broadcast on TV and the internet to millions of viewers. The Companies which own the brands hope that after viewing their brand, these people will be encouraged to use their products.

Thankfully tobacco products can no longer be advertised to people in this way. After all, smoking can decrease fitness levels and sport performance.

How does smoking affect sports performance?

Your body needs large amounts of oxygen when taking part in sport. The chemicals in tobacco smoke prevent your body absorbing and transporting oxygen to your muscles as quickly as it would for a non-smoker.

Top Tip for best sports performance?

Choose not to smoke!

Media...The Good News...

The media can also be very useful for promoting healthy messages.

Health organisations such as Cancer Focus NI and the Public Health Agency often use media to encourage people to have healthier lifestyles, such as healthy eating, exercising for an hour a day, taking care in the sun or saying "no" to smoking.

On 11th March this year there was a huge media campaign called "No Smoking Day". TV, radio, internet, billboards, magazines and newsletters were all used to raise awareness about the dangers of smoking, and to make heroes of those who decided to quit.

What did your school do for No Smoking Day?

Let us know at smokebusters@cancerfocusni.org. Don't worry, if your school missed No Smoking Day, you can still raise awareness in your school and community. Why not visit www.nosmokingday.org.uk to find out more.

ACTIVITY 2

Design and display your own billboard and leaflets, where parents, teachers and other pupils can see them. Encourage the people you love to say "No" to smoking and to become heroes today!

