



TOBACCO-FREE DUO

Young peoples choice to stay tobacco free

Tobacco-free duo is a long-term programme aimed at reducing the use of tobacco amongst children and young people. By giving them a tobacco-free environment while growing up, and support in remaining tobacco free we want to promote health and reduce tobacco related illness. Those young people who actually participate are involved in shaping the programme. It has been developed in the County of Västerbotten, in the north of Sweden.

In brief, Tobacco-free duo starts with pupils examining issues involving tobacco during the spring term of their sixth year in the Swedish comprehensive school. School staff is included in the education work on tobacco issues. Before pupils complete this school year, those who wish to are given the opportunity to team up with a tobacco free adult to form a tobacco free partnership. These couples sign an agreement to remain tobacco free (i.e. not to smoke or to use the addictive tobacco product available in Sweden known as "moist snuff") for the next three years. The adult involved is thereby making an undertaking to provide a good example and an active support for the pupil in the choice to stay tobacco free. Information is given and meetings are held for the adults involved, providing stimulus and encouragement.

The pupils participating are given a membership card, through which local sponsors can provide rewards in the form of discounts and small prizes. Each local school appoints a planning group made up of pupils and adults with local responsibility for arranging/finding suitable activities and sponsors. During the next three years of the pupil's school career (i.e. the 7th, 8th and 9th years of the Swedish school system) a variety of activities can be arranged for the tobacco-free couples, such as excursions, cultural and sporting activities.

At the end of each school year, the couples who are still tobacco free are all included in a special draw for an attractive prize. If in the course of these three school years, the pupil should fail to honour the terms of the agreement, the adult involved is responsible for returning the membership card to the school and for tearing up the agreement.

The programme is carried out in co-operation with the Department of Community Health, the Public Dental Health Service and all communities in the county of Västerbotten. Year 2007, 48 schools with pupils in the age of 12-15 years are involved in the work with Tobacco-free duo and about 8 000 pupils in the age group are members.

Tobacco-free Duo is evaluated by Maria Nilsson at the Department of Epidemiology and Public Health, Umeå University. The article that shows a noticeable reduction in tobacco use, is produced in Journal of Adolescent Health, in December 2006.

The reference to the article: Nilsson M, Stenlund H, Bergström E, Weinehall L, Janlert U. It takes two: Reducing Adolescent Smoking Uptake Through Sustainable Adolescent-Adult Partnership. J Adolesc Health 39 (2006) 880-886

VÄRLDSklass

"Allt som ger beredande är helt främmande för mig"
Jana Björkstén, musiker

"Rökning och snusning är bland detäckligaste jag vet"
Anja Persson, stålsmåttare

"Idrott och rökning är två motpoler som inte går ihop"
Jörgen Brink, längdskidåkare

"Jag behöver inte hävda mig genom att röka eller snusa"
Heldi Andersson, armbrytare

Sedan 1993 har tusentals ungdomar i Västerbotten också valt Tobaksfri Duo

VÄSTERBOTTENS LÄNS LANDSTING

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