



**X-HALE Evaluation: A Smoking Prevention
Programme of the Irish Cancer Society**

January 2014

Mark Morgan, Ph.D



Contents

1. Executive Summary
2. X-HALE: Background and Rationale
3. Effects of X-HALE Programme on Beliefs and Behaviour Related to Cigarette Smoking: The Quantitative Analysis
4. Qualitative Study: Interviews with Youth Workers
5. Final Conclusions and Recommendations
6. Appendices

Executive Summary

X-HALE was originally designed in 2009 as part of the Irish Cancer Society's strategy (2007-2012) and aimed to raise awareness on the issue of smoking and the tobacco industry and to build relationships with the youth and community sectors. The particular target was youth organisations in areas of disadvantage where smoking prevalence was higher than the national average. The awards scheme provided funding to youth groups, aiming empower to young people and youth organisations to tackle smoking prevention amongst young people by encouraging and supporting them to develop positive youth led local activities with a tobacco and smoking theme that were specific to young people in their community. Young people and youth groups were supported to convey key messages about smoking through mediums such as art, drama, film making, rap and peer education. Film was central to the activities of the youth groups as a method for exploring smoking and getting their messages across. X-HALE funded 31 youth projects to develop a smoking prevention film project in 2013. The awards ceremony saw all 38 films celebrated with 10 category prizes being awarded.

Based on structured questionnaires, the evaluation showed very positive effects of involvement in the X-HALE programme. When the participants were compared with a similar group of young people who were respondents in the ESPAD national study, the X-HALE group were much more aware of the risk of smoking. Furthermore the indications are that the experience of being involved in film-production brought this effect. Another important difference between X-HALE and a similar age-group had to do with advertising; the participants in the project were more inclined to say that advertising was a major influence in starting to smoke. It is also of interest that the X-HALE participants were more likely than the comparison group to identify anti-smoking advertisements as important in getting young people to quit. It is especially important that these differences can be traced to the themes in the films.

The participants in the X-HALE programme were asked about the extent to which they found it a worthwhile experience and in what ways if any, they had benefited from their involvement. The results showed that the vast majority of the respondents said that that the experience was worthwhile and expressed strong satisfaction with

what they had learned about cigarettes. They were also very positive about the skills relating to film making which they had acquired. It is especially worth noting that the participants indicated that they had now become more aware of the addictive nature of smoking. When a comparison was made of participants who had various levels of involvement from attending the workshop, it was clear that the greater the involvement the more they were influenced by important messages. In particular those with a strong involvement were more likely to understand the influence of the tobacco industry. Finally, a comparison of the behaviour and beliefs of participants who had attended the workshop at Easter with their subsequent scores on these same measures at the July festival, showed significant changes that may be attributed to involvement in the programme.

A sample of youth-workers who had an involvement in X-HALE were interviewed and all took the view that the film-making brought issues regarding smoking to the surface and was likely to help young people to quit or think about their smoking. In addition they all agreed that the learning process was a great asset to the youth involved both in an organisational and technical sense and that the contribution made by the Cancer Society was invaluable.

Based on the evaluation, it is recommended that the project continue in its present form for the next three years and that the supports currently made available by the Irish Cancer Society including the grant, the work-pack and the training should be continued. We also recommend that the youth workers involved in the film-making should be encouraged to make stronger links between the film-work and their expectations regarding the young people's own cigarette smoking. More generally, the opportunity to take a strong smoke-free position by the groups involved should be advocated.

1. X-HALE: Background and Rationale

Before examining the details of the evaluation of the X-HALE programme and particularly the film festival of July 2013, it is appropriate to examine the background of the programme, how it evolved and how it fits into the broader national and international effort to address cigarette smoking of young people. Below we will consider: (i) the evolution of the X-HALE programme, (ii) the picture regarding uptake of smoking by young people (especially aged 13-16 years) in Ireland, (iii) factors known to be associated with uptake of smoking by young people and (iv) advances in strategies and programmes to prevent smoking onset and to enable quitting by this age-group.

Evolution of X-HALE Programme

X-HALE was originally designed in 2009 as part of the Irish Cancer Society's strategy (2007-2012) which "aimed to eliminate smoking in young people". It aimed to target young people, to raise awareness on the issue of smoking and the tobacco industry and to build relationships with the youth and community sectors. 2010 saw the pilot of the X-HALE Youth Awards which targeted youth organisations in areas of disadvantage where smoking prevalence was higher than the national average. The awards provided funding to youth groups aiming empower to young people and youth organisations to tackle smoking prevention amongst young people by encouraging and supporting them to develop positive youth led local activities with a tobacco and smoking theme that were specific to young people in their community. Young people and youth groups were supported to convey key messages about smoking through mediums such as art, drama, film making, rap and peer education. Training was provided to the groups to support their project development and to explore facts around the health effects of smoking and the power of the tobacco industry. In 2011 X-HALE funded 7 youth organisations and in 2012, fourteen organisations received funding. Film making appeared to be a popular activity with young people as a method for exploring smoking and getting their messages across and in 2012 the inaugural X-HALE Film Awards took place with a celebratory and awards ceremony for all the groups involved. Due to its success the X-HALE Film Competition and Festival was launched in 2013 and the decision was made to support film making projects across Ireland. X-HALE funded 31 youth projects to develop a smoking prevention film project in 2013. An online

competition was launched with 38 entries which resulted in 50,000 views and shares of the films online. The awards ceremony saw all 38 films celebrated with 10 category prizes being awarded.

A second aspect of the development was the focus on youth work projects. X-HALE was aimed at the youth sector as this project was designed as a youth led participatory project. The youth sector have an ethos at putting young people at the centre of their policy and development with an emphasis on democracy and empowering young people to help them make their own positive life decisions. Youth organisations and services also tend to be located in areas of disadvantage where smoking prevalence is higher than the national average. The youth sector didn't have a specific programme focusing on smoking prevention within their core drugs education or health and well-being programmes. The HBSC survey also showed that smoking was rated by young people as being 6th on their priority list after drugs, alcohol, bullying, sexual health and mental health

A third feature in the development of the X-HALE project was the support given to the groups and the celebratory element. Given the skills required in film-making and the effort involved in production, the decision to support the particular groups with good ideas enhanced the capacity of the productions. Furthermore the decision to have a day of celebration involving prize-giving, viewing of films and the involvement of a range of partners gave recognition to the programme that was highly regarded by the participants. Furthermore, the fact that the films were available on-line provided a link with modern social media that is especially timely and appropriate.

An important feature of the development of X-HALE has been evaluation. The programme has evolved over three years and the present focus is on 2013. Since the beginning of the projects views of participants have been sought on various features including training and involvement and the decisions made were based on the information emerging. There has also been a careful monitoring of the media impact of the programme and a summary of the findings is presented in an Appendix 2. Finally, the decision to ask for an independent evaluation is an indication of the emphasis on this feature and its potential for informing future developments.

Uptake of Smoking by Young People in Ireland

The most recent national report on smoking among this age-group (ESPAD, 2012) shows that 44% of 15-16 year olds had smoked cigarettes at least once, while at the other extreme, 13.7% indicated that they had smoked 40 times or more in their lifetime. As in other studies of cigarette smoking, there are substantial gender differences. This is especially the case with regard to the percentage of students who indicated that they had smoked 20 times or more. Just over 14% of boys fell into this category, while this was the case for over 17% of girls. The age of beginning to smoke is an important factor in predicting subsequent regular smoking. The recent ESPAD study showed that with regard to first smoking, nearly half of those who ever smoked had tried their first cigarette between the ages of 9 and 13 years, in other words during the years in primary school. What is especially noteworthy from the present perspective is that a social class gradient emerges in the uptake of cigarette smoking- something that is of particular relevance in the present project. It is also worth noting that this social class differences tends to become stronger adulthood, i.e. the number quitting smoking is greater among people with higher levels of education. Last year (2013) has seen progression in Ireland with a new Tobacco Policy launched by the Department of Health. Tobacco Free Ireland sets a target for a tobacco free Ireland by 2025 whereby smoking prevalence rates will be less than 5%. One of the key targets is to denormalise smoking and making it social unacceptable and unattractive to young people. The policy document recommends “enhancing educational initiatives aimed at preventing young people from starting to smoke”

The ESPAD study has been carried out every four years since 1995 and thus gives a picture of the changes in the uptake of smoking. The positive news is that Irish adolescents aged 15-16 are smoking much less than was the case 16 years ago. They also seem to be having their first cigarette at a later age. The percentage of students who have *never smoked* has almost doubled in the same time period. Particular decreases in smoking may be observed in the last 8 years (since 2003), which may be a sign that the ‘Smoking in the Workplace Ban’, which came into effect in March 2004, is having a positive influence on youth smoking. Another influence could be the effective implementation of the Social, Personal and Health Education (SPHE)

programme as part of the curriculum in all primary and post-primary schools, aimed at supporting the personal development, health and well-being of young people. Other important factors involved in the decline in the smoking rates is the advertising ban, the Point of Sale law and the Sale to Minors Law.

The implications of these data are clear. There has been a major decline in the uptake of smoking by young people. However, a substantial number still take up the habit and renewed and novel approaches are required to tackle this challenge.

What Factors are Important in Smoking Uptake?

O Loughlin et al (2009) assert that there is a vast number of longitudinal studies (>200) that have examined the relationship between adolescent smoking initiation and a wide range of predictor variables. A number of risk factors for adolescent smoking have been identified including socio-demographic factors such as education, psychosocial factors such as depression and self-esteem, genetic factors such as the influence of dopaminic receptor genes, and societal factors such as the influence of television and media. Socialisation processes are believed to play an important role in the development of adolescent smoking initiation. In particular significant others are especially important; parental, sibling and friend smoking is strongly associated with adolescent smoking initiation. Further evidence that parental smoking may be an important influence on adolescent smoking derives from longitudinal studies which show that the probability that a child will smoke is reduced if both parents quit smoking. Other studies have shown that positive parenting practices such as expectation setting and parental monitoring has a protective effect against the development of adolescent smoking. The extent to which adolescents' decision to smoke is influenced by the peer group is an issue that has generated a large body of empirical research in recent years and the available evidence would seem to indicate that peers exert a stronger influence on adolescent smoking than parents (Hoffman et al, 2007).

While most attention has been given to reference groups (parents, sibling, peers) that influence smoking uptake, another body of literature has been concerned with beliefs and attitudes that mediate the decision to begin smoking. Even if it is accepted that social influences like peer pressure are influential, an important consideration is

around beliefs regarding smoking that accompany this process. Beliefs about the consequences of smoking have been found to have a major influence; as noted above, an important distinction is drawn between short-term consequences of smoking and the long-term outcomes. In particular the research has shown that short-term 'positive' consequences (feeling more relaxed, making friends) are more important than negative consequences especially those that are long-term in nature (getting lung cancer) (Grube et al., 2005). It should be stressed that not all young people have positive beliefs about smoking; rather the association is found in the case of those who take up the habit.

Another influence that is relevant concerns the effects of advertising. Before the ban on TV advertising there was a substantial body of research showing a significant effect on smoking uptake of such advertisements. More recent research has shown some effects of sponsorship by cigarette companies, although the direct effects are rather difficult to demonstrate, especially in the short-term.

How effective are Prevention Programmes and how can they Be Improved?

Not only have several studies been completed and published on smoking prevention but over 30 reviews are available that collate the information on these various studies. As Flay (2009) has noted, many of these reviews conclude that school based programmes for this age-group (12-16 years) have yielded small effects and have led many researchers to conclude that they are ineffective. However, a close look at this work indicates that **some** programmes can be quite effective; it is not appropriate to generalise but rather to pinpoint the types of approaches and the circumstances in which they are effective.

As Flay's review shows (and this is borne out in several meta-analyses), **active involvement** of young people in the programme is a crucial component in effectiveness. If they are merely passive recipients of messages about the dangers of cigarettes, then the results are disappointing. However if they have an active involvement and learn new skills then the results are much more promising. A second

consideration is the time involved. It is sometimes been wrongly assumed that a brief message that conveys the ‘truth’ will change behaviour. However, when a programme lasts over a **longer period**, thus allowing for the message to be reinforced, then the results are much more promising.

Thirdly, **effective implementation** is crucial. There is substantial evidence that many programmes are not implemented in the form in which they were designed and this may be responsible for unsatisfactory outcomes. One line of evidence on this point comes from studies that have compared schools or classrooms where programmes were implemented faithfully with those that did not adhere to the programme guidelines. There are at least two components of successful implementation: (i) **exposure**, that is the length of time and number of sessions involved and (ii) **reinvention**, that is the extent of deviation from the programme as designed. Morgan (2001) reviewed a number of studies for the National Advisory Committee on Drugs and found that programmes that were implemented as designed were much more likely to be effective than those that were not.

A final consideration in relation to effectiveness of prevention programmes has to do with **cultural and environmental factors**. Sometimes there is a major gap between the programme and the experiences of young people at whom they are aimed. This issue has been developed by Mayock (2000) in the context of prevention programmes generally; she argues that there is a need for supportive features in the local culture; more especially problems arise if there are conflicting norms between the two.

Overall Plan of Evaluation

Based on the description of the programme, its aims and objective, the review of evidence and an overview of the films an evaluation plan was put in place with the following main components. Firstly, a questionnaire was devised to establish the impact of the X-HALE programme on the participants. This was administered to those in the Easter training session and also at the Film Festival in July and focused on the attitudes, beliefs and behaviours relating to smoking as well as the views of participants on their involvement in the X-HALE programme.

The results emerging from quantitative component are presented in the next chapter and form the core of the present work. A particularly important feature of the evaluation was that a content analysis was carried out on the themes of the various films ('emphasis on short-term health effects', 'the bogus nature of the positive outcomes', 'the role of the tobacco industry') and a crucial feature of the evaluation was the linking of the perception of the participants with the themes of the films.

A second component is based on interviews with youth workers concerning X-HALE and the data collection for which took place following the quantitative data collection. The schedule for the programme was concerned with several issues including: (i) establishing what role the youth workers had in the film production and festival, (ii) finding out their perceptions of the benefits to the participants and to the organization, (iii) obtaining their views on what supports contributed to the successes of the programme, (iv) the extent to which their views of the success of the programme was in accordance with what emerged in the questionnaire and (v) the kinds of re-organisation and changes which might make the programme more successful in the future.

A third component involved an analysis of PR and media coverage review, by the Irish Cancer Society. All 38 films were uploaded online and the ICS encouraged the groups to share the films with all their friends and community for a four week period. The film with the most online views was deemed the winner. The online competition was a crucial part of X-HALE. It shows the level of engagement with groups and individuals not directly involved in X-HALE. The 38 films received over 50,000 views online with the winning film receiving approximately 10,000 views. Furthermore a PR analysis involved a precise count of the mention of the programme in the media before and after the Film Festival as well as an analysis of the content of the various references and mentions. A summary of the main points emerging from this analysis is presented in the final part of this report and the full report is attached in Appendix 2.

Recommendations

As well as summarising the main conclusions of the research, the final part of the report sets out the recommendations that arise as a result of this evaluation. These recommendations are

pertinent not only to the future of the X-HALE project but more generally to the issues relating to prevention.

2. Effects of X-HALE Programme on Beliefs and Behaviour Related to Cigarette Smoking: A Quantitative Analysis

A central part of the evaluation is the effort to quantify the precise impact of the X-HALE programme on beliefs concerning smoking and actual cigarette smoking. An ideal design of such a study would involve an experimental group involved in X-HALE and an equivalent control group which was perfectly matched on all relevant characteristics. While such a design is neither practical nor ethical, a number of equally rigorous approaches have been used in the present study and while there may be imperfections in any one, collectively they constitute an evaluation that is scientifically at a high standard.

The methodology adopted here involved four strategies. The first consists of a comparison of the X-HALE participants following their experience of the programme with a national sample of the same age and who responded to similar questions. A second research strategy involved asking the participants in the programme about their views of X-HALE, particularly the extent that they thought it was worthwhile. The third research strategy focused on degree of involvement in X-HALE. What differences, if any emerged between young people who had a modest involvement in the programme and those who were occupied in the actual film making? Finally, we present a comparison of participants before and after their attendance at the film workshop.

One important point should be borne in mind throughout in the interpretation of these results, viz., the extent to which the differences that emerged are plausible in the light of the experiences of the young people in the film-making. Differences can arise for several reasons (including chance). For this reason, the identification of a pattern in the findings and specifically a linkage with the experiences during the making of the films and indeed the viewing of the films is a critical factor.

Next we consider the results in detail with precise results including an indication of when a finding is statistically significant followed by a consideration of the relevance of these results in the light of the prevalence of smoking and approaches to prevention.

Results A: Comparison of X-HALE participants with Other Relevant Comparison Groups

Research Focus.

On the national X-HALE film presentation day (July 4th, 2013), participants from the youth groups involved in the making of the films came together at the Lighthouse Cinema in Smithfield. This occasion provided the opportunity for participants to complete questionnaires to establish whether their smoking behaviour and relevant beliefs were different from other young people of the same age and profile.

Consequently, in the questionnaire, items were focused on frequency of smoking, access to cigarettes, risks of smoking and perceived consequences of smoking. These items were selected for two reasons. Firstly, these domains were of special significance in a great many of the films presented on that day and secondly, they featured previously in a number of national surveys which fortunately involved a group of almost the same age as the X-HALE participants.

The ESPAD study (European Schools Project on Alcohol and Other Drugs), (see references) mentioned earlier, is a research project with every country in Europe participating and involves a survey that is carried out every four years and from the present viewpoint involves an ideal age-group for comparison. Specifically the group targeted in the survey are 15-16 years old (as were the majority of X-HALE participants) and some of the questions in the ESPAD survey regarding cigarettes featured in the present work. It is important to stress that by its nature the ESPAD survey is a nationally representative sample and that the most recent data was published last year, having been collected in 2011. It thus gives an excellent comparison point regarding the association between involvement in X-HALE and smoking behaviour and beliefs.

The analysis and comparisons below are based on over 2000 15-16 year olds who participated in the ESPAD study in 2011 and the participants in the X-HALE festival. In total 161 respondents completed the questionnaire on the day and of these 30

identified their age as not relevant/youth worker. The analysis below is based on the remaining 131 participants. Of the respondents, 98 were girls and 33 were boys. In terms of age profile 45 were 16 years or older, 62 were aged 14-15 years and 24 were 13 years or younger. Thus while the gender balance is somewhat different from the ESPAD study (which was close to equal number of males and females), the age profile is quite comparable.

The comparisons examined below involve frequency of smoking during the previous 30 days, perceived ease of access to cigarettes, perceived risks of smoking cigarettes and perceived consequences (negative and positive) of cigarette smoking.

Comparison of Frequency of Smoking

Table A1 shows a comparison of X-HALE participants with the ESPAD (see references) respondents with regard to smoking cigarettes during the previous month. While 3% fewer of the X-HALE participants reported smoking during the previous 30 days and while there were other minor difference, most indicated slightly less smoking by this group. However, when the differences were examined in a Chi-square statistical test, they did not reach statistical significance. At the same time, the direction of the difference is important since many earlier studies have shown that young people not in the conventional educational system are often found to have a higher rate of substance use.

Table A1: Comparison of ESPAD with Participants in X-HALE: Frequency of smoking during last 30 days (%)

Frequency	ESPAD	X-HALE
Not at all	78.1	81.1
Less than 1 cigarette per week	7.7	6.7
Less than 1 cigarette per day	3.2	2.2
1-5 cigarettes per day	4.3	5.6
6-10 cigarettes per day	2.7	2.0
11-20 cigarettes per day	2.0	1.0
More than 20 cigarettes per day	1.0	1.4

Access to Cigarettes

In the research literature, perceived access to cigarettes is an important influence. There is no straightforward relationship between access and actual smoking. Some cross-country research has shown that in countries where young people see cigarettes as easy to obtain, they tend to have high rates of smoking. Part of the rationale for X-HALE is that the high rate of smoking in disadvantaged communities provides a perceived access to cigarettes that might be targeted in the films.

It is particularly interesting that many of the X-HALE film productions emphasized the importance of choice and carried the message that ‘it is up to you’. In other words, the message in the productions was not that cigarettes were hard to get; rather that smoking was a choice, initially at least. For that reason, the results shown in Table A2 are not surprising. More of the X-HALE participants thought that cigarettes were easy to get than was the case with The ESPAD sample. This was the case especially at the extremes; only 1.1% of the former group thought that cigarettes were impossible to get while in the ESPAD study, 4% took this view. It is also of interest that less of the X-HALE respondents said that they ‘didn’t know’ compared with the ESPAD students.

When a chi-square statistical test was applied these differences turned out to be statistically significant. This is therefore an interesting and important finding.

Table A2: Perceived ease of access to cigarettes (%)

	ESPAD	X-HALE
Impossible	4.0	1.1
Very difficult	2.7	2.2
Fairly difficult	7.8	6.4
Fairly easy	37.5	41.6
Very easy	37.0	40.5
Don't know	11.0	8.2

Perceived Risk of Cigarette Smoking

Table A3 shows the perceived risk of smoking ‘occasionally’ and smoking ‘one or more packs of cigarettes’ for ESPAD and X-HALE respondents. It is especially interesting to look at the difference with regard to smoking ‘occasionally’. In the case of the ESPAD sample, just over one-fifth took the view that was a great risk.

However, almost twice this number of the X-HALE respondents took this view. In other words, the latter were much more aware of the risk of smoking occasionally. This difference is not only statistically significant but is also of particular importance. As is well known in the research, young people start off by smoking occasionally and gradually become dependent.

An examination of the films of the X-HALE programme, indicates that many of them featured a theme that is close to that idea, viz., that occasional smoking is not a form of behaviour that lasts; either the person stops smoking or else goes on to be a regular smoker. It is particularly interesting therefore that this message came through in the measure of risk perception.

With regard to smoking heavily (also shown in Table A3), the vast majority of the respondents (both X-HALE and ESPAD) perceived smoking at that level to be a great risk. While the difference was statistically significant, with X-HALE respondents being more likely endorse the ‘great risk’ option, the difference was not as substantial as in the case of ‘smoking occasionally’.

These findings regarding risk are extremely important. One way of looking at the results is to underline that the participants in the project were more likely to see the dangers of occasional smoking and that this came about because of their involvement in the film making. It is worth mentioning again that the dangers of smoking on an

occasional basis or at all was stressed as being a pathway to addiction to cigarettes in several of the productions.

Table A3: Perceived risks of cigarette smoking (%)

	Boys	Girls	All
'Smoke cigarettes occasionally'			
X-HALE	X-HALE	X-HALE	X-HALE
Great Risk	39.8	40.4	40.6
ESPAD	ESPAD	ESPAD	ESPAD
Great risk	22.0	20.0	21.0
'Smoke one or more packs of cigarettes per day'			
X-HALE	X-HALE	X-HALE	X-HALE
Great Risk	74.0	77.0	75.5
ESPAD	ESPAD	ESPAD	ESPAD
Great risk	64.0	70.0	67.0

Perceived Consequences of Smoking Cigarettes

In the research literature on cigarette smoking, the consequences are categorized in various ways.

The most frequently found distinction is between positive consequences (e.g., enjoying the experience) and negative consequences (e.g., effects on health). Sometimes a distinction is also drawn between short-term consequences (relevant to the immediate future) and long-term consequences (relevant only in years to come). One of the most important findings that is especially important in prevention is that short-term consequences have a greater impact than the long-term events. Thus, effects of smoking on clothes and being less fit are more powerful for young people than long-term but very powerful consequences like getting lung cancer.

In the present study, we focused on both positive and negative consequences and in the case of both types of outcome, the centre of attention was on short-term outcomes. The last two phases of ESPAD did not include any detailed exploration of consequences; however, an earlier study carried on an Irish national sample was used as a comparison point (Grube & Morgan, 2003). Table A4 shows the percent who took the view that these particular consequences were 'likely' or 'very likely' to happen if they smoked. From this table it is evident that there are quite

dramatic differences between the X-HALE group and the Post-primary national sample. For each consequence the former respondents were much less inclined to say that these positive outcomes would happen to them. In each case the difference was statistically significant.

This is a very important finding, since the research has shown that beliefs in positive outcomes (being more popular, having more fun) are a major factor in encouraging smoking among young people, particularly at the time they were taking up the habit. What is especially striking is the number of films in the X-HALE series that emphasized consequences and especially the negative consequences. It was also noteworthy that many of films addressed the issue of positive consequences with a view to undermining beliefs in these.

Table A4. Perceived Positive Consequences (Likely/Very Likely) in X-HALE and comparison Post-Primary Students

	<i>X-HALE</i>	<i>Post-Primary Students</i>
Feel more confident	8.2	29.6
Find it easier to make friends	11.3	31.7
Find it easier to relax	14.7	26.8
Be more popular	10.2	33.1
Have more fun	8.2	23.8
Show that I am independent	9.5	32.6
Enjoy going out more	6.8	24.8
Be able to forget my problems	8.8	20.6

The picture that emerges with regard to the negative consequences of smoking is shown in Table A5. Again the comparison comprises the percentages who thought it was likely/very likely that these particular outcomes would happen to them, with the comparison between X-HALE participants and those of the national sample of post-primary students. What emerges is a somewhat more complex picture than in the case of positive consequences. There are very substantial differences in the case of some negative consequences. For example with regard to ‘becoming addicted to smoking’ over 92% of the X-HALE participants took the view that this was likely to happen while the percentage for the control group (post-primary sample) was about

one third less than this. In contrast, in the case of ‘having to visit the doctor’ there was no difference between the two groups.

As in the case of ‘positive’ consequences, these differences can be traced back to the themes of the films that were produced and shown to the participants. A major theme in many of the X-HALE productions was the strong probability the smoking cigarettes resulted in dependence and in many films, the link with other forms of drug addiction was stressed. In other words, it would seem that the very large number of participants who took the view that smoking would result in addiction can be traced back to the content of the films. It is also worth bearing in mind that the participants in the survey were involved not only in making a film but that they also viewed all the films at the Festival.

Table A5. Perceived Negative Consequences (Likely/Very Likely) in X-HALE and comparison Post-Primary Students

	<i>X-HALE</i>	<i>Post-Primary Students</i>
Clothes will smell	93.2	82.0
I will be less fit	95.7	77.3
Will participate less in sport	82.3	76.8
Have less money	88.6	75.3
Annoy my parents	77.5	63.8
Become addicted to smoking	92.5	64.3
Be inclined to cough more	83.6	72.1
Get in trouble at school	65.8	64.4
Have to visit the doctor	52.8	53.3

Perceived Factors in Beginning to Smoke

In the X-HALE study the respondents were asked to rate how important various factors were in getting young people to start smoking cigarettes. Specifically they were asked to rate on a five point scale how important each of nine influences were (very important, important, hard to say, not really important, not important at all). While factors of this kind have been examined in various studies, we were able to locate comparable information for just four of these potential influences viz., peer pressure, advertising, just for fun and cigarettes easy to get (See Table A6).

It is particularly interesting that a significant difference emerged in relation to just one of these factors viz. advertising. Almost 90% of the X-HALE respondents said that this was a very important/important influence compared to only 68% of the same age post-primary school sample. There were no substantial difference with regard to the perceived important of peer pressure or ‘just for fun’ or that ‘cigarettes were easy to get’.

As in the case of consequences, it is especially interesting that advertising emerged as an area that X-HALE participants took as a major influence. Several of the X-HALE films portrayed the importance of the tobacco industry as a major influence on beginning to smoke and especially the need of such companies to recruit new smokers to replace those who were no longer smoking!!! While this may not have featured in all films, the participants watched the films of their peers and may have got the message through these portrayals.

Table A6: Perceived Importance of Various Factors in Getting People to Start Smoking Cigarettes (Very important/important)

	<i>X-HALE</i>	<i>Same Age Post-Primary Students</i>
Peer pressure	73.1	70.6
Advertising	89.6	68.7
Just for fun	65.4	68.9
Cigarettes easy to get	56.9	60.1
Thinking cigarettes are harmless	62.4	----
Not knowing about addiction	57.3	----
Thinking it is easy to stop	69.4	----
Family members smoking	63.8	-----
Example of people I admire	52.3	-----

Perceived Factors in Quitting Smoking Cigarettes

In the X-HALE study, we took the view that it was crucial to establish what were the major factors that helped young people to quit smoking. This was important given the well established finding that many young people have started smoking by the completion of primary school. The factors that the respondents were asked about can be divided broadly into two categories, viz.

effects of smoking (effects on appearance) and social influences (anti-smoking advertising) (Table A7).

As is evident from the results A7, all of the factors identified were regarded by the X-HALE respondents as important/very important in quitting smoking. This was true of both short-term consequences of smoking as well as social influences. It is particularly interesting that of the comparisons that can be made with the earlier data, two factors showed statistically significant differences, viz., awareness of health dangers and advertisements against smoking. In the case of both, a greater percentage of the X-HALE participants took the view that these factors were important/very important in getting people to quit than was the case with the control group. It is also of particular interest that these two features were central to many of the film productions. The health dangers of smoking (long term and short-term) were important themes in several of the productions as was the power of advertising and promotion – not especially with regard to quitting smoking but rather in relation to getting people to begin to smoke. However, it would seem that this awareness transferred to the understanding of media influences on deciding to quit smoking.

Table A7: Perceived Importance of Various Factors in Getting People to Quit Smoking Cigarettes (very important/important)

	<i>X-HALE</i>	<i>Same Age Post-Primary Students</i>
Aware of health dangers	92.4	77.3
Cost of cigarettes	85.6	82.8
Effects on appearance	91.7	-----
Effects on sports	73.7	-----
Becoming addicted	75.4	-----
Advertisements against smoking	76.3	65.4
New packaging of Cigarettes	78.2	-----
Example of people they admire	62.1	-----
Feeling of being polluted	56.5	-----
Knowing a relative who died of lung cancer	84.6	-----

Results B: Perception of X-HALE Participants of Involvement in Project

When the participants in X-HALE were asked how they would describe their experience of the programme, 86.4% said that they found it either ‘Very worthwhile’ or ‘Worthwhile’, 13.6% said that they found it ‘Hard to say’. Interestingly, none of the participants expressed the view that the experience was ‘Not worthwhile’. This is an important finding and indicates that not only was the experience of value from a health viewpoint but it was also thought to be positive from a broader perspective.

The participants were also asked about beneficial outcomes for them of being involved in the X-HALE programme; these included understanding of smoking, addiction as well as filming and working with peers. For each one they were asked to rate on a five point scale the extent to which their involvement was of benefit from ‘very much’ to ‘not at all’. The results shown in Table B1, indicate that the vast majority took the view that their involvement was hugely beneficial both in terms of understanding smoking cigarettes and also with regard to skills acquired. For example, over 96% of the respondents took the view that their understanding of cigarettes being addictive was increased ‘very much/to some extent’, and less than 4% thought it was ‘hard to say’, while not one respondent thought this outcome had happened ‘not at all’. It is also of interest that well over 80% expressed the view that they were now much more aware of the power of tobacco companies. Similarly, a very large percentage of the participants said their understanding of how films were made was enhanced and only a small minority took the opposite view.

Many participants took such a strong position regarding the effects of participation on ‘cigarettes being addictive’ as well as on the ‘power of the tobacco companies’. As noted above the theme regarding the power of advertising and the need for the companies to replace smokers who had ‘passed on’ was a major one in several of the films. Similarly the idea of cigarettes being addictive was a very strong theme in several films. It is therefore of particular significance that

these were evident in films, and were identified by the participants as ideas that were central in their involvement.

Table B1: Perceived Effects of Involvement X-HALE

	Very much /Some extent	Hard to Say	Not at All
I thought more about why young people start smoking	88.2	7.4	4.4
Understand better why its hard to quit	76.4	16.5	6.1
More aware of the power of tobacco companies	82.8	13.8	3.4
Understand that cigarettes are addictive	96.4	3.6	-----
Understand how powerful films can be	86.5	10.7	2.8
Better able to co-operate with my friends in the group	70.4	20.3	8.3

Results C: Degree of Involvement in X-HALE, Smoking and Perceived Power of Tobacco Companies

A third line regarding the impact of the programme can be found in the linking of beliefs and behavior of those who had a major involvement in X-HALE and those who had a lesser involvement. In the questionnaire the respondents were asked to say whether they had: (i) attended a workshop, (ii) were involved in making a film, or (iii) if this was their first involvement in X-HALE. To what extent is the level of involvement in the programme associated with cigarette smoking and with the perception of the power and influence of the tobacco companies?

Table C1 shows a comparison of the three groups in terms of their reported cigarette smoking during the previous month. While there were some differences between the groups (those who reported that this was their first involvement in X-HALE being slightly more likely to smoke), the differences are modest and fell short of significance. However, this difference will be worth examining in future evaluations of X-HALE.

Table C1: Involvement in X-HALE and Smoking During Previous Month

Frequency	Attended Film Work-Shop	Involved in Making Film	First involvement with X-HALE
Not at all	82.5	82.7	78.4
Less than 1 cigarette per week	6.9	5.6	6.7
Less than 1 cigarette per day	2.2	2.9	3.5
1-5 cigarettes per day	3.2	3.6	5.6
6-10 cigarettes per day	3.8	4.0	3.2
11-20 cigarettes per day	0.8	0.7	1.0
More than 20 cigarettes per day	0.6	0.5	1.6

The association between level of involvement in the programme and awareness of the power and influence of the tobacco industry is shown in Table C2. As can be seen from this table, the main difference is between the two groups (attended work-shop, involved in making film) on the one hand and the group for whom this was their first involvement with X-HALE. The difference is quite substantial and was statistically significant. For example, just 42% and 43.1%, respectively of those who attended the film work-shop and were involved in making a film expressed the view that they knew a lot about the power of the tobacco industry. In comparison one third less (28%) of those for whom this was their first involvement, expressed this view. As in the case of the perception of advertising, this is an important finding since it provides a link between the content of the films and the attitudes and beliefs of the participants. In this case, it showed that degree of involvement was an important influence.

Table C2: Awareness of Power of Tobacco Industry

Frequency	Attended Film Work-Shop	Involved in Making Film	First involvement with X-HALE
Know little about power of tobacco industry	25.7	20.6	35.3
Know something about power of tobacco industry	33.3	36.3	37.7

Know a lot about power of tobacco industry	42.0	43.1	28.0
--	------	------	------

Results D: Participants Attending Film Workshop

Of the 110 participants who completed questionnaires for the film workshop at Easter, 64 were female (58%) and 46 were males (42%). The age profile of this group is especially important; 52 (47% were adults, ranging in age from 17 years to late fifties), 26 (24%) were aged 15-16 years and 32 (30%) were under age 15 years. The large number of adults can be accounted for by the fact that a great number of youth-workers participated in the film workshop.

Because some of these participants completed two questionnaires (Easter and July) it was possible to make comparisons on common items to establish if their involvement in film-making might have had an impact on their behaviour and attitudes related to smoking. However, some caution is necessary because direct matching of individuals was not possible. However, it is of interest to see whether or not any differences emerged.

Table D1 shows the before-after comparison for the participants in the film workshop. The differences are minimal and are not statistically significant. However, it has to be borne in mind that many of the participants (especially at Time 1) were adults and youth-workers and are not therefore directly comparable with the target group (young people). A related consideration is that the level of smoking among these participants is low and the scope for a reduction in smoking is quite limited.

Table D1: Comparison of TIME 1 (Easter) and Time 2 for Participants in Film Workshop: Frequency of smoking during last 30 days (%)

Frequency	Time 1	Time 2
Not at all	85.9	86.6
Less than 1 cigarette per week	4.6	3.1
Less than 1 cigarette per day	2.2	3.8
1-5 cigarettes per day	3.3	2.5
6-10 cigarettes per day	1.7	1.0
11-20 cigarettes per day	1.3	1.6
More than 20 cigarettes per	1.0	1.4

day		
-----	--	--

However, while it might be unduly optimistic to expect a reduction in smoking behaviour, changes in other domains are worth looking at, particularly in relation to consequences. As noted above there were quite striking differences between X-HALE and a similar group; the X-HALE participants were less likely to think that positive consequences were likely.

Table D2 shows that the effect on perception of positive consequences emerges between Time and Time 2 for all but one of the positive consequences of smoking (find it easier to relax). For each of the others, the participants were less likely at Time 2 to believe that the positive outcomes in question was likely/very likely to happen. This outcome was statistically significant and although it was not a major difference, it is an important one. It reinforces the theme that the experience of making the programme (and watching the productions) had the effect of reducing the belief in the myth that smoking has positive short-term outcomes.

Table D2. Comparison of TIME 1 (Easter) and Time 2 for Participants in Film Workshop: Perceived Positive Consequences (Likely/Very Likely)

	Time 1	<i>Time 2</i>
Feel more confident	12.4	7.9
Find it easier to make friends	14.6	10.2
Find it easier to relax	13.7	14.2
Be more popular	11.4	9.7
Have more fun	9.2	8.0
Show that I am independent	10.5	9.3
Enjoy going out more	7.7	6.9
Be able to forget my problems	9.4	8.3

Conclusions of Quantitative Evaluation

The quantitative evaluation of the X-HALE project examined the effects from four perspectives with the view to establishing the effects of participation in the programme. A main focus was in a comparison involving the X-HALE participants with a similar group of young people who participated in a national study (ESPAD). The comparisons centred on frequency of smoking during the previous 30 days,

perceived ease of access to cigarettes, perceived risks of smoking cigarettes and perceived consequences (negative and positive) of cigarette smoking.

One of the most striking differences was in relation to perceived risk of smoking cigarettes, particularly occasional smoking. As it turned out the X-HALE group was much more aware of the risk of smoking occasionally. This difference is of particular importance. As is well known in the research, young people start off by smoking occasionally and gradually become dependent. It would seem that the experience of being involved in film-production emphasised this point – a critical aspect of prevention.

Another important difference between X-HALE and a similar age-group had to do with advertising; the participants in the project were much more likely to say that advertising was a major influence in starting to smoke. While we cannot say with certainty why this came about, it is noteworthy that many of the films gave special attention to the power of the tobacco industry and the need of the industry to recruit new smokers. It is also of interest that the X-HALE participants were more likely than the comparison group to identify anti-smoking advertisements as important in getting young people to quit. Thus, there were significant differences between the programme respondents and controls and these differences can be traced to the themes in the films.

A second strategy for evaluating the effectiveness of the X-HALE programme involved asking the participants in the programme (at the July meeting) about their perception of the programme, particularly the extent to which they found it a worthwhile experience and in what ways if any, they had benefited from the experience. The results indicated that the vast majority of the respondents took the view that the experience was worthwhile and interestingly none of the participants took the view that the experience was not worthwhile. Furthermore, they expressed satisfaction with what they had learned about cigarettes and also in terms of skills relating to film making. It is especially worth noting that virtually all of the participants expressed the view that they had now become more aware of the addictive

nature of smoking. This is indicative of the influence of the programme since many of the films stressed this particular point.

The third approach to quantifying the impact of the X-HALE programme consisted of a comparison of participants who had various levels of involvement, ranging from attending the workshop, making a film or having their first involvement. When respondents were divided into these categories, some important differences emerged. Specifically the greater the involvement the more likely the respondents were to understand the influence of the tobacco industry. Again this is indicative of the influence of the programme since this theme emerged in several of the films.

Finally, it was possible to compare the behaviour and beliefs of participants who had attended the workshop at Easter with their subsequent scores on these same measures at the July festival. In other words, it was possible to do a before-after comparison for this group and examine the extent to which they had changed over this period – changes that may be attributed to involvement in the programme. What emerged was a reduction in their beliefs in the positive consequences of smoking; they were less likely to think that positive outcomes (like feeling more confident and being able to forget problems) would come about as a result of smoking.

It is possible to give alternative explanations for any one of the sets of findings set out above. For example, participants who have had different levels of involvement in X-HALE may have different views/behaviour before they began the programme. However, taking the findings together, a consistent pattern is the results emerging from the quantitative evaluation of X-HALE. The strong implication is that the young people were deeply involved in the programme and were influenced by the key messages that they encountered. The implications of these findings for national approaches to prevention will be considered later.

3. Qualitative Study: Interviews with Youth Workers

To complement the quantitative study, a sample of youth workers with direct involvement in the X-HALE project, were interviewed. A representative sample of seven youth workers were interviewed, four male and three females from both urban and rural areas. All had been involved in the organization of the project and had attended the film festival. Below the objectives of this research are set out, as well as a description of the analysis and the results and conclusions.

Objectives

- (i) To find out their perceptions of the benefits to the participants and to the organisation
- (iii) To obtain their views on what supports contributed to the successes as they saw these
- (iv) To establish the extent to which their views of the success of the programme were in accordance with what emerged in the questionnaire
- (v) To find out their views on re-organisation and changes that might make the programme more successful in the future

Interview Schedule

The detailed interview schedule is shown in Appendix 1.

Procedure

The interviews were carried out in October 2013 and of the 7 interviews completed, three were carried out 'live' while the remainders were phone interviews. Respondents were given assurances of confidentiality and none of the questions caused any issues. Interviews lasted between 30 and 50 minutes and the order of the questions followed broadly the schedule set out in the relevant appendix. This took place 3 months after the film festival to allow time to reflect on their experience and the impact of their involvement.

The interviews were subjected to a thematic analysis along the lines suggested by Strauss & Corbin (1998). This involved looking for themes in the transcripts of the sessions and comparing them to find consistencies and differences. On the basis of these comparisons, themes were isolated and this procedure was repeated until no further themes emerged. It was possible to

break down the content of the interviews into a relatively small number of broad themes which are identified below. An effort is made to give some weight to the frequency with which issues/matters of concern were raised. Thus, the order of presentation within these sections gives an indication of how frequently the matter in question was mentioned. As is traditional in qualitative research, direct quotes have been used to represent the views of participants.

Results

All of the respondents had very positive views and the X-HALE programme and differed only in the emphasis to which they attached to particular aspects of the programme. The features set out below reflect the order of importance of the various aspects that were considered to have made the most valuable contributions.

The **learning processes** involved in film-making were identified by all respondents except one, as making a major or THE major contribution to the participants. The value of the learning process in the perception of respondents could be divided into two broad categories, viz., organisational and technical. At the organisational level, three of the interviewees drew attention to the learning involved in making decisions in how the responsibilities for the film making would be shared out. The discussion involving 'who does what and when' was regarded by the youth workers as a feature that provided a context for learning about roles and how these should be decided. As one said: *It might seem a relatively easy matter to decide who will act in a certain role in a film...nothing could be further from the truth, the conversations were often complex and required considerable give-and-take*.

With regard to the technical side, four of the youth workers talked about the skills that were acquired relating to acting, camera work and the various features of film production. They commented that the participants were enthusiastic about learning these important skills and that there was a readiness to get involved even in aspects that were challenging.

It was interesting that comments relating directly to smoking prevention were made by four of the youth workers. They took the view that the film making produced positive effects but that these came about in subtle or indirect ways. While there was no evidence of changes in rules

regarding smoking in the various youth organisations, the changes came about as a result of the tension between the nature of the message of the film theme and the fact that some may have been smokers. In two cases, this led to debate about smoking contributed to the ethos of the club in relation to such behaviour. In another case the theme of the film reflected a dilemma of one of the participants and again led to a discussion of the issues. As one said: *'there were some debates between smokers and non-smokers...and the smokers had to confront the reality of the results of smoking'*, The interviewees were convinced that this subtle tension was a more effective way of getting the message across than overt efforts to change behaviour.

When asked about the factors that contributed to the success of the programme, four influences were mentioned and with strong commendation in each case, viz., the €500 grant, the work-pack, the training programme and the holding of the festival. All of these were mentioned by the interviewees and it was not possible to order them in terms of importance since each played a different role.

With regard to the **€500 grant**, this was considered by all the interviewees to be absolutely crucial in their involvement. It was not only the amount involved but rather that there were gaps in the expenses incurred which might have proved very challenging but for the grant. A related point was the flexibility of the Cancer Society in their discretion in the precise way in which the funding was spent. This varied from one group to another and its availability made the smooth running of the project possible. For most it was absolutely critical; they would not have been able to be involved but for the grant.

The **work-pack** was regarded as a major contributor to the success of the project by most of the interviewees. One was so positive as to describe this as a *'perfect blue-print'* for making a film. There was great satisfaction with the structure of the pack and the very clear ideas and instructions that it contained. Two groups mentioned that they only became aware of the pack at a relatively late stage so that its value was less than might otherwise be the case.

The **training in film-making** and associated skills was identified by all groups as contributing greatly to the success of the project. The consensus was that not only did the training provide technical skills but it also gave the motivation and support to assist in the challenging task

involved in the whole enterprise. There were very positive comments about the high standard of expertise of the trainers. As one said: *'We learned about a whole range of matters that we could never have acquired without the course.'* There was also a consensus that the swapping of ideas with some other groups and the opportunity to see how other youth groups dealt with challenges was an important component of the time spent in training.

All the interviewees mentioned the film festival as making a contribution to the success of X-HALE. What was interesting was that they varied in the emphasis and importance that they gave the festival. Some were exorbitant in their view of the festival. One comment was: *'The festival provided an appropriate highlight to the work of your young people, they expected an occasion like this and they were absolutely thrilled with the day'*. Others drew attention to the affirmation that it gave the groups and noted the opportunity to see other people's work. Some commented that the festival was an intrinsic part of an occasion like this and that it fitted in with the ethos of modern social media. On the other one interviewee took the view that the festival placed too much emphasis on the competitive element of the X-HALE programme, expressing the view that *'They cannot all be winners and the disappointment for some groups takes from the merit of the whole programme'*. It should be stressed that this comment does not represent the majority and in fact most views were in strong disagreement with this idea.

When asked about plans for next year and whether there was a need for any significant changes, the consensus was that the programme should stay broadly as it is. They took the view that the *'bits of the jigsaw as they are at present should stay in place'*. In other words, the training, the work-pack, the grant and the festival should be maintained with a view to producing films along the same lines as in the current year.

It is also relevant to mention that an interview (broadly on the lines of that with youth-workers) was conducted with a representative of the National Youth Council of Ireland, who was very familiar with the X-HALE project. In that conversation it emerged that the NYCI was very supportive of the project and regarded its operation as a crucial component of the kind of strategy that needed to be pursued in relation to smoking. The fact that the new social media were central to X-HALE was totally in line with the views of NYCI as were the themes that were

central in the films. It is central to the policy of the organization to keep monitoring the progress of the project and to ensure that there is no duplication with any of their programmes.

Conclusions of Qualitative Study

1. While it is not easy to establish the precise impact of the programme on the participants, the views of the interviewees was the film making brought issues regarding smoking to the surface and was likely to be of benefit even to the young people who were already smoking
2. The learning process was a great asset to the youth groups both in an organisational and technical sense
3. The contribution made to by the Cancer Society in the form of the grant, the training, the work-pack and the festival made a major contribution to the success of the enterprise
4. The project should continue broadly on the same lines for next year

4. Final Conclusions and Recommendations

The quantitative data presented here showed very positive effects of involvement in the X-HALE programme. When the participants were compared with a similar group of young people who were respondents in the ESPAD national study, the X-HALE group were much more aware of the risk of smoking, even occasionally. The indications are that the experience of being involved in film-production brought this about since this point regarding the danger of smoking occasionally was frequently underlined. Another important difference between X-HALE and a similar age-group had to do with advertising; the participants in the project were more inclined to say that advertising was a major influence in starting to smoke. It is also of interest that the X-HALE participants were more likely than the comparison group to identify anti-smoking advertisements as important in getting young people to quit. These differences can be traced to the themes in the films.

The participants in the X-HALE programme were asked about the extent to which they found it a worthwhile experience and in what ways if any, they had benefited from their involvement. The results indicated that the vast majority of the respondents took the view that the experience was worthwhile and expressed satisfaction with what they had learned about cigarettes and also in terms of skills relating to film making. It is especially worth noting that virtually all of the participants indicated that they had now become more aware of the addictive nature of smoking. When a comparison was made of participants who had various levels of involvement from attending the workshop, making a film or having their first involvement, it was clear that the greater the involvement the more they were influenced by important messages. In particular those with a strong involvement were more likely to understand the influence of the tobacco industry. Finally, a comparison of the behaviour and beliefs of participants who had attended the workshop at Easter with their subsequent scores on these same measures at the July festival, showed significant changes that may be attributed to involvement in the programme. In particular there was a reduction in their beliefs in the positive consequences of smoking; they were less likely to think that these positive

outcomes (like feeling more confident and being able to forget problems) would come about as a result of smoking.

When a sample of youth-workers who had an involvement in X-HALE were interviewed, they all took the view that the film-making brought issues regarding smoking to the surface and was likely to help young people who were already smoking in their efforts to quit. In addition they all agreed that the learning process was a great asset to the youth involved both in an organisational and technical sense. They also thought that the contribution made by the Cancer Society was invaluable. This was particularly the case with regard to the form of the grant, the training, the work-pack and the festival. Without these the project would not have worked. For these reasons they were strongly of the view that the project should continue broadly on the same lines for next year.

Independently of the present evaluation, the Irish Cancer Society monitored the **media coverage** of the film festival and associated events (see Appendix 2). As noted in the objectives of the report, the intention was to profile the project and the youth groups involved and to communicate the issue of smoking in a creative and engaging manner. There was substantial press/media activity as a result of these efforts including coverage of the Regional Workshops, and more especially of the National event including celebrity endorsement as well as substantial regional press coverage. Specifically for the film festival there was coverage in two national media, 52 regional print media and six regional broadcast media. Perhaps most significant were 43,924 viewings of XLHALE videos.

The recommendations put forward below are influenced by a number of important considerations. Firstly, X-HALE takes a novel approach at a time when there is a need for new directions in prevention programmes; the link with modern social media is especially praiseworthy. Secondly, it represents excellent value for money given the number of young people involved (over 2000 since its launch). Thirdly, given the sector that is targeted the project makes a significant contribution to addressing the issue of health inequalities associated with social background.

At the same time, given the promise of the programme there are ways in which it might be developed; the issue of having ownership taken up is especially important for its future influence.

Recommendations

1. Based on the consensus in the research and the media, the X-HALE programme should continue broadly in its present form for three more years. Following this time, the programme should be reviewed with a view to considering how it might be developed
2. The supports currently made available by the Irish Cancer Society including the grant, the work-pack and the training should be continued
3. To help mainstream the programme, links should be established with National Council for Curriculum and Assessment (NCCA) as well as the Youth Affairs section of the Dept of Youth and Children. There should also a continuation of linkages with the National Youth Council of Ireland and national youth organisations as well as with the National Tobacco Stakeholders group
4. Efforts should be made to establish a permanent funder for the project. This might involve creating a stakeholders group to support guide the project that includes key youth organisations, health, anti-smoking orgs and young people.
5. The youth workers involved in the film-making should be encouraged to make stronger links between the film-work and their expectations regarding the young people's cigarette smoking. More generally, the opportunity to take a strong anti-smoking position by the groups involved should be advocated. Particular attention should be given to the themes of the films and their effects on participants including the importance of short-term consequences and the positive outcomes of quitting.
6. Consideration should be given to developing an educational resource pack for use in the schools and youth sector to implement a smoking prevention programme to which all young people would have access.
7. A group of advocates should be formed on the basis of their involvement in X-HALE with the mission of preventing smoking as in the project

8. A longitudinal study should be carried out to examine the long-term effects of the project and giving particular attention to the circumstances that reinforced the message of the project.

References

Department of Health (2013). Tobacco Free Ireland: Report of the Tobacco free Policy Review Group

Flay, B (2009). School based smoking prevention programmes with a promise of long-term effect. *Tobacco Induced Diseases* 5:6

Hoffman et al., (2007). Perceived peer influence and peer selection on adolescent smoking: *Addictive Behaviour* (32) 1546-1554

Morgan, M. (2012). ESPAD 2011. . Dept of Health and Children.

Morgan, M., & Brand, K. (2009). Overview of ESPAD studies. Dept of Health and Children

O' Loughlin et al., (2009) Determinants of First Puff and Daily Cigarette Smoking in Adolescents. *American Journal of Epidemiology*: 170 (5)

Strauss, A. & Corbin, J. (1998) Basics of qualitative research: Techniques for developing grounded theory (2nd edn). London: Sage.

Appendix 1: Interview Schedule

What was the overall experience of work in the X-HALE project? Was it positive or negative?

What were the positive features of involvement in the project for the participants?

What were the positive features for the youth workers?

What contributed most to the success of these features?

In what way do they think the 'message' about cigarettes got through?

What features of the message about smoking were hardest to get across?

How did the making of the films contribute to the skills of the young people, apart from the message about smoking?

What were the challenges they experienced in carrying out their role in the programme?

What were the challenges experienced by the young people involved?

How valuable did they find the supports for the programme including?

What changes would help the next phase of the project?

Are there any related ideas that might be developed in youth work?

Appendix 2 PR & Social Media X-HALE Evaluation Summary 2013

Another measure central to the X-HALE is in PR, media and online media engagement with the public. A carefully planned media and PR plan is implemented for X-HALE with an emphasis on raising public awareness of the issue of young people and smoking and also to achieve recognition for the involved youth and their organisations. It also aims to highlight the Irish Cancer Society as leaders in youth tobacco initiatives and to communicate the issue of tobacco in a creative and engaging way.

Measures

PR & Media: Media releases and photographs were released at three phases of the programme

1. Regional training workshops – Easter 2013
2. Online competition phase – May/June 2013
3. Film festival - July 2013

Online & Social Media

1. Unique visitors to X-HALE webpage on www.cancer.ie/xhale
2. Number of Irish views of 38 films entered in online competition on YouTube
3. Number of engaged users for posts on Irish Cancer Society Facebook page
4. Number of engaged users for posts on X-HALE Facebook page

Summary results

PR & Media:

- Training workshops received 16 regional press clippings
- Online Competition Phase received 19 regional press clippings and 2 regional broadcast pieces
- Film Festival received 2 national news clippings, 16 regional press clippings and 3 regional broadcast pieces.

Online & Social Media

- 1,254 unique viewers to X-HALE webpage on www.cancer.ie/xhale

- 43,924 Irish views across 38 films entered in online competition to YouTube. This represented 78% of total views across all Irish Cancer Society films on YouTube.
- 5 posts on the Irish Cancer Society Facebook page generated 500 engaged users (likes, share and comments)
- 88 posts on the X-HALE Facebook page generated 650 engaged users