

# COSH's programme cultivates youngsters' smoke-free advocacy leadership

Around 300 secondary students successfully engaged over 40,000 Hong Kong citizens in their smoke-free advocacy activities between September and December 2016. The students had received tips to sharpen multiple skills by participating in the "Smoke-free Youth Ambassador Leadership Training Programme 2016-17" organized by the Hong Kong Council on Smoking and Health (COSH).



Honorable guests commended the Youth Ambassadors for launching innovative programmes in schools and the community to promote a smoke-free living.

The programme was launched in 2012 and around 300 youngsters between 14 and 18 were recruited as the "Smoke-free Youth Ambassadors" this year. The young ambassadors then underwent a comprehensive range of training activities designed to equip them with the updated knowledge and global trends on smoking hazards and tobacco control. They also learnt the essential skills to take up a pioneering role in promoting tobacco control in their communities.

The youngsters were then tasked with developing creative projects to promote smoke-free messages in their schools and neighbourhoods throughout the programme. They became the role model influencing the others to either quit smoking or refrain from trying their first cigarette and to develop a smoke-free healthy lifestyle.

## Smoke-free training camp

During the summer holiday in 2016, four "Smoke-free Youth Ambassador Leadership Training Camps" were held. Through engaging activities packed into each two-day-one-night camp, participants were updated with the

latest knowledge of tobacco hazards and control. To effectively design and execute their smoke-free advocacy activities, the participants acquired a broad array of skills, including leadership, critical thinking, communication, problem-solving, team building, programme planning and smoking cessation counseling.

## Creative activities

Following the intensive training, the youngsters applied the various skills they had learnt to design and implement a record high of more than 200 innovative activities in their schools, youth centres and communities from September to December 2016. Over 40 teams of Youth Ambassadors spread and promoted smoke-free messages through a variety of activities, including inviting legislative council and district council members to make smoke-free pledges, conducting forced vital capacity testing for citizens, busking, inviting couples and newlyweds to make smoke-free promise, as well as organizing activities in kindergartens, primary schools and elderly centres. Impressive achievements were made.

More community-based programmes and activities were organized and the activities successfully engaged over 40,000 local residents in different age groups and sectors.

## Awards

An award presentation ceremony was held on March 7, 2017 to recognise outstanding Youth Ambassadors for their efforts in establishing a smoke-free culture. Certificates were also presented to ambassadors who had completed the entire programme. Honourable guests included Mr Eddie NG, Secretary for Education, Dr Tina CHAN, Assistant Director of Health (Special Health Services), Mr Antonio KWONG, COSH Chairman, Ms Yolanda NG, COSH Vice-chairman and Mr Christopher YU, Chairman of COSH Education and Publicity Committee.

Mr Eddie Ng, Secretary for Education said, the Education Bureau has been promoting a healthy life style among students and encouraging them to say no to cigarettes. He congratulated the Youth Ambassadors on their success in disseminating smoke-free message.

Dr Tina CHAN, Assistant Director of Health (Special Health Services) remarked, "I am glad the Council has once again organized the Programme this year. This Programme has become a driving force fostering new batch of Youth Ambassadors to advocate smoke-free culture as well as protect the health of the public."

"It is encouraging that the ambassadors not only promoted smoke-free message among their schoolmates, friends and families, but also sown the seeds in the community to gather the support from every sector for a smoke-free Hong Kong. Their efforts, courage and organizing ability are appreciated." Mr Antonio KWONG, COSH Chairman said.

In the upcoming edition, the new title "Smoke-free Teens Programme" will replace the existing name "Smoke-free Youth Ambassador Leadership Training Programme". Local secondary schools, youth centres and uniform groups are welcome to nominate students and teenagers to join the programme. For more details, please visit: [www.smokefree.hk/smokefreeteens](http://www.smokefree.hk/smokefreeteens)







## The Winners

### Champion

St Catherine's School For Girls



Based on their in-depth understanding of smoke-free living, team members developed a comprehensive programme that not only targeted students of primary schools and kindergartens and their parents in Kwun Tong, they also approached smokers at street promotion in Mongkok and Causeway Bay. The team successfully spread smoke-free messages to an impressive total of 5,000 individuals. Because all members were secondary 5 students, they were occupied with revisions for tests. Organizing the programme's activities took effective planning and division of labour. Dang King-chi said all members appreciated the team efforts. "We tried our best. The participation contributes to our personal growth." After the training camp, Cheng Ching-wan was able to share some cessation tips with her father. "I let him know about the smoking hazards, such as gum disease. I observe that he has gradually reduced smoking."

### Outstanding Smoke-free Teams

- Christian Alliance S C Chan Memorial College
- CMA Secondary School (Team 1)
- Lok Sin Tong Wong Chung Ming Secondary School
- Pope Paul VI College (Team 1)

### First Runner-up

Lingnan Dr Chung Wing Kwong Memorial Secondary School



Focusing on combating the spread of e-cigarette, the team engaged many youngsters and adults in their multiple activities held across several neighbourhoods. Ng Chung-lam said, through the training camp and media reports, the team understood that marketers tried to make e-cigarette appealing to youngsters. "To prevent youngsters from being misled, we decided to focus our campaign on e-cigarette." Tse Wing-yi and Lee Kam-kei considered the challenging street promotion a great learning experience. Although some smoking pedestrians ignored their approaches, the members learnt that genuine care and patience were the keys. Lee said. "We eventually overcame our initial fear because we believe that the people we approached would see that we really wanted to help them kick the habit."

- Pope Paul VI College (Team 4)
- Queen's College Old Boys' Association Secondary School
- SKH Kei Hau Secondary School

### Second Runner-up

NT Heung Yee Kuk Yuen Long District Secondary School (Team 1)



The four-member team effectively spread messages on the smoking and e-cigarette's hazards at elderly centres, kindergartens, youth centres and schools through 13 activities, including posts on Facebook and Instagram. Pang Yan-chi said, "We're satisfied with our community outreach through street promotion which captured attention of many pedestrians with our catchy smoke-free slogan." Chiu Wai-sze thought the most valuable gain was the team had deepened their understanding of smoking hazards and acquired knowledge and skills to help others quit smoking and help kids resist the urge to smoke. Chow Hei-ching shared some advice on developing successful campaign. "The components should be creative and designed to reach different segments of the community. The campaign should start with young children."





# 「無煙青少年大使」走進社區 積極散播無煙種子





## 得獎隊伍

### 傑出無煙青少年大使團隊



#### 冠軍：聖傑靈女子中學

該校活動主題為「無煙香港·從小做起」，對象包括兒童及青少年、家長及市民，並與多間小學及幼稚園合作宣傳無煙信息。其中「觀塘區小學無煙標語設計比賽」，邀請區內小學參加，最後收到來自8間小學遞交共1,410份作品，反應熱烈。參加者直言，雖然於街頭推廣時曾遇到不友善的市民，但卻無阻她們以勇氣和耐性去主動接觸公眾以宣揚戒煙信息。

其中一名參加者的家長是吸煙人士，她分享，「我向父親講解吸煙的壞處，包括牙齒變黃及身體變差等，儘管今天他仍無法完全戒掉吸煙習慣，但吸煙的次數沒以前那麼頻密，效果顯著。」她們更建議下屆參加者應與社區的不同團體合作，利用創意籌劃嶄新遊戲，才能深入每個階層。



#### 亞軍：嶺南鍾榮光博士紀念中學

該校舉辦名為「愛·無煙」的健康校園延展計劃，並以「齊抗電子煙」為主題，着重推廣「愛與無煙」。參與學生留意到有些年輕人有吸食電子煙的習慣，有部分家長更誤解電子煙是一種玩具並主動買給子女。因此他們舉辦多元化的活動，希望把信息傳達至社區不同階層。另外，他們亦向飼養寵物的主人派發宣傳單張，講解二手煙不僅影響身邊的人，亦會對寵物構成潛在風險。他們更到婚姻註冊處邀請新婚夫婦及情侶作出無煙承諾。

談到活動難度時，參加者表示，開始時沒有信心向陌生途人宣揚無煙信息，但他們憑藉愛及關懷，最後也能成功克服恐懼，協助市民了解煙草禍害。



#### 季軍：新界鄉議局元朗區中學（第一隊）

季軍隊伍為加強學生的無煙意識，以「童心無煙」為主題，取諧音「同心戒煙」外，亦以真摯童心宣揚無煙文化。四名參加者構思了十三項活動，包括旺角街頭推廣，藉着鮮明口號「煙仔細細害你一世」，吸引途人注目並承諾加入無煙大家庭；向同學講解控煙及電子煙議題，以校園遊蹤和無煙展板宣傳戒煙資訊；探訪老人院、幼稚園及幼兒託管中心，利用書籤填色活動作宣傳等。

參加者不約而同地表示，今次活動最大得着是懂得以耐性和關心去勸導家人和朋友戒煙。而最大挑戰是舉行活動時遇上校內測驗，在人手不足的情況下幸得同學合作及鼎力支持，使活動得以順利推行。他們寄語下屆參加者運用創新手法吸引社區不同階層的注目，尤其要向小朋友清晰講解吸煙對身心的禍害。



無煙生活已經成為全球趨勢，香港作為國際都市，在宣揚無煙文化上亦不遺餘力。香港吸煙與健康委員會(委員會)自2012年起舉辦「無煙青少年大使領袖訓練計劃」，旨在將煙草禍害、最新控煙及吸煙趨勢資訊灌輸予青少年。委員會於早前舉行計劃的頒獎禮暨分享會，以嘉許表現優異的隊伍。

「無煙青少年大使領袖訓練計劃」頒獎禮暨分享會的主禮嘉賓包括教育局局長吳克儉、衛生署助理署長(特別衛生事務)陳少梅醫生、委員會主席鄺祖盛、副主席伍婉婷與教育及宣傳委員會主席余榮輝。

教育局局長吳克儉稱，教育局一直鼓勵學生建立健康生活模式，培養正面價值觀及積極人生態度，堅拒吸煙等不當行為，今年計劃取得佳績，實在可喜可賀。

衛生署助理署長(特別衛生事務)陳少梅醫生表示，「我樂見委員會今年再度舉辦此計劃，培育出新一屆的『無煙青少年大使』，成為推廣無煙文化及保護市民大眾健康的新動力。」

委員會主席鄺祖盛稱，「很高興各位『無煙青少年大使』不但將無煙信息宣揚至身邊的同學、朋友及家人，更走進社區，積極爭取各階層的支持，務求將無煙種子散播至整個社區。他們的努力、勇氣和活動籌劃能力都值得我們讚賞。」

### 多元化訓練 裝備自己

計劃於去年7月至今年3月期間舉行，委員會於全港中學、青少年中心及制服團隊招募約300位14至18歲之青少年成為「無煙青少年大使」。

計劃分為兩部分，第一部分透過領袖訓練裝備參加者，四場訓練營於2016年暑假期間舉行。參加者透過兩日一夜的訓練及活動，加深對控煙及煙草傷害的認識，同時培訓及提升青少年的領導才能、獨立及批判思考、溝通及衝突管理等，裝備他們進行第二部份「無煙青少年大使行動」，於學校及社區籌劃及舉辦各式各樣的無煙推廣活動。

### 走出課室 舉辦無煙社區活動

各「無煙青少年大使」於2016年9月至12月期間實踐他們在訓練營中學獲到的知識及領袖才能，發揮創意，協助同學認識煙草禍害，鼓勵身邊的家人、朋友及鄰舍戒煙，提升他們關注及參與推動公共衛生政策，攜手建起清新健康無煙社區。

參加者參考歷屆無煙活動的成功經驗，籌劃技巧大有進步，而且越來越多隊伍勇於走出課室，於社區舉辦多元化的宣傳活動，接觸更多不同界別及年齡人士，令無煙信息廣泛植根社區。超過40隊來自不同學校的



今屆參加者的籌劃技巧大有進步，成功將無煙文化植根社區。

# 無煙青少年大使 走出課室 致力於社區推廣無煙文化



▲眾嘉賓祝賀及嘉許表現出色的「無煙青少年大使」得獎隊伍。



訓練營的活動有效加深年青人對控煙及煙草禍害的認識。

團隊，共舉辦了超過200個活動，為歷屆之冠，包括邀請立法會及區議員議員簽署無煙承諾書，為市民進行肺活量吹氣測試、街頭表演傳遞無煙信息、邀請情侶及新婚夫婦作出無煙承諾，於小學、幼稚園，以至長者中心舉辦宣傳活動等。

計劃將於2017-18年度再度舉辦，並易名為「無煙Teens計劃」，歡迎全港中學、青少年中心及制服團隊提名青少年參加，報名詳情將於稍後公佈。



計劃舉辦至今，成功培育了超過1,700位無煙領袖，傳承無煙精神。

### 得獎隊伍心聲

#### 冠軍：聖保羅女子中學

該校活動的主題為「無煙香港，從小做起」，對象涵蓋幼稚園及小學生、家長及市民，其中「小學標語設計比賽」更得到多間小學踴躍參與，共收到逾1,400份作品。得獎同學表示，雖然在舉辦活動的過程中遇到不少困難，而且隊員都是中五生，學業繁重，但無阻她們宣揚無煙信息的決心。而其中一位參加者更利用學到的成煙知識勸勉父親戒煙，因而令其吸煙量逐漸減少。



#### 亞軍：嶺南鍾榮光博士紀念中學

參加隊伍舉辦名為「愛，無煙」健康校園開展計劃，並以「齊抗電子煙」為計劃主軸，旨在釐清市民對電子煙的誤解。他們同時以多元化的活動於社區進行無煙推廣，例如邀請新婚夫婦作無煙承諾，向與餐館物的人士派發宣傳單張等。參加同學表示藉著是次計劃，加強了他們對控煙及煙草禍害的認識，他們會將從活動中得到的認同和鼓勵化為動力，繼續致力推動無煙文化。



#### 季军：新界鄉議局元朗區中學(第一隊)

該隊以「重心無煙」為主題，除了希望透過活動從小灌輸無煙健康觀念予幼童外，亦期望計劃能動員社會各界「同心」支持無煙文化。活動包括於幼稚園進行推廣、探訪長者中心、將控煙及電子煙禍害等資訊傳遞予同學，有隊員笑言最初在街頭推廣時感到害怕，但大家最後亦能勇同一向克服，而且對活動的成果感到滿意。她們認為透過改編歌曲及短片製作，以及在社交媒體宣傳，可將信息更有效滲透至年青人層面。



#### 優異無煙青少年大使團隊：

- 宣道會陳瑞芝紀念中學
- 保祿六世書院 (第四隊)
- 廣南會中學 (第一隊)
- 崇仁實業會中學
- 樂善堂王仲銘中學
- 聖公會基孝中學
- 保祿六世書院 (第一隊)

計劃詳情請瀏覽：[www.smokefree.hk/smokefreeteens](http://www.smokefree.hk/smokefreeteens)

