

香港控煙多年，在政府及社會各界的努力下，本港吸煙人士比率最新下降至單位數字，但控煙工作仍不容鬆懈。香港吸煙與健康委員會（「委員會」）舉辦「無煙Teens精英計劃」，今屆參加學校近30間，多達200名中學生舉辦了線上及線下活動達130項，把無煙信息傳遞予超過4萬名來自不同地區的師生及市民，共同推動香港邁向煙草終局。

「無煙Teens精英計劃」2021-2022 成果發佈暨分享會於6月24日舉行，嘉許表現出色的參加者，頒獎嘉賓包括香港吸煙與健康委員會主席湯修齊、委員會教育及宣傳委員會主席曾立基、委員會總幹事黎慧賢，以及教育局高級課程發展主任（德育、公民及國民教育）周安琪。

### 培育未來社會領袖

計劃由教育局協辦，內容圍繞知識及技能培訓、活動策劃及實踐，2021-2022年優化後，透過多元學習模式及加強生涯規劃，幫助中學生掌握各項技能。分享會上，委員會主席湯修齊指出，縱然計劃受到疫情影響，但無阻大家發揮創意，成功舉辦多元化線上線下推廣活動。「委員會自2012年一直透過計劃，鼓勵青少年關注控煙議題，培育他們成為無煙領袖；

更感謝教育局多年來的協辦。不少參加今次計劃的同學，從工作坊、訓練營中學習、實踐及發揮創意，以另類吸煙產品作為活動題材，拆解相關謬誤，進一步提升師生及公眾的認知及關注，實在值得嘉許。」



▲訓練營加強團隊合作、溝通及解難能力。

# 二百名無煙Teens精英

## 發揮創意線上線下推廣無煙信息



▲委員會舉行成果發佈暨分享會，嘉許表現出色的「無煙Teens精英」。

### 得獎隊伍

#### 冠軍：聖傑靈女子中學



聖傑靈女子中學學生陳瑜、鍾穎欣、劉思賢、伍穎曦、楊樂希、楊銘恩籌辦多項校內及社區無煙活動，共接觸2,200名師生及市民，從年幼到長者灌輸有關煙草的禍害。「可利用科技、網絡媒體發放資訊，將畫作轉化成WhatsApp貼圖包，舉辦『觀塘區小學無煙WhatsApp貼圖包設計比賽』，使無煙信息可以持續地宣傳開去。」

因就讀女校的關係，她們特別關注女性吸煙的問題，規劃了多個校內和校外的活動。「儘管最新調查顯示女性吸煙率有下降，仍不可忽略女性吸煙的問題，更該正視女性吸煙帶來的危害或可能禍及下一代，因此規劃『無煙承諾日』、『初中控煙手舉牌設計比賽』、『二、三手煙和對女性的危害』壁報等，合共6個項目。」

她們更分享，看到校外不少人透過她們的宣傳，對無煙信息有更多的了解。「向市民推廣無煙生活，並非一時三刻的事，仍需要漫長的過程去宣傳無煙信息，望能影響更多周邊的人，讓大家認識煙草產品對人體及社會環境造成傷害。」

#### 亞軍：皇仁舊生會中學



皇仁舊生會中學學生張家瑜、林欣怡、劉咏恩、文鈺君、周婧嵐分享，籌備活動有挑戰。「受限聚令之故，不能設置街站，轉以網上宣傳，增設社交平台發放相關信息。」

由於近年中小學生吸食電子煙比率明顯上升，他們跟校內中史科合作設計家課，可從歷史中反思現代吸煙的問題，亦跟深水埗區的社區服務中心合作，派發無煙紀念品向該區街坊灌輸無煙知識。「作為無煙Teen精英，團隊要裝備自己，向身邊人傳遞正確的信息；或在相關議題上灌輸正確的態度。正如在疫情下，大家為了守護健康都增強防疫意識，除了關心健康外，有賴社會各界推己及人，以及積極參與，為下一代建設無煙香港。」

最後他們勉勵來屆參加計劃的同學，多些留意本港控煙資訊、最新吸煙情況與趨勢，就能掌握全面的資訊向其他人宣傳。另外在計劃活動時，要有兩手準備，當發生突發事件，都有後備方案可進行。還有向街坊宣傳，需要膽大心細，耐心解釋，目的就是希望大家關注無煙信息！

#### 季軍：新界鄉議局元朗區中學（第一隊）



新界鄉議局元朗區中學學生方諾言、黃卉之、黃映臻、葉蕙菁表示以往舉辦活動可在校內、外進行，但這兩年受疫情影響，有些活動規劃好了卻被迫停下來，幸好團隊應變能力高。「在疫情期間處理活動，如何凸顯創意，這令籌備今屆活動變得富挑戰性！」

隊員對於製作街訪短片印象深刻，最令他們鼓舞的地方，是短片的反應比預期好。「當初期望預計500觀看次數，怎料截至計劃完結時有553次觀看。近日到頻道上查看，到6月為止已超過600次觀看。很高興有那麼多人留意短片，既可灌輸無煙信息，令社區宣傳達到最佳效果！」

他們還分享參與是次計劃後，豐富了個人的經驗。「從進行街訪拍攝，到剪接至上載，令整個過程增添了趣味性，對日後升學或投身社會有幫助，是個很好的經歷。」

Media Coverage: Ming Pao (4 July 2022)

#### 優異團隊：（排名不分先後）

香港青少年軍總會  
樂善堂梁植偉紀念中學  
新界鄉議局元朗區中學（第二隊）  
聖公會梁季彝中學  
天主教崇德英文書院（第二隊）

#### 「無煙Teens精英計劃」 2022-2023現正接受報名

計劃透過多元學習模式及加入生涯規劃及師友交流元素，設有訓練營、工作坊等活動，讓青少年提升各項技能，自主籌劃推廣活動傳遞無煙信息，為未來升學或投身社會做好準備。截止日期為8月5日。



網頁：[www.smokefree.hk](http://www.smokefree.hk)

[smokefree\\_teens](https://www.instagram.com/smokefree_teens)

[Smoke-free Teens](https://www.facebook.com/Smoke-free%20Teens)



# COSH's Programme unlocks youngsters' creativity and leadership skills for smoke-free advocacy

Youngsters take the lead in spreading the smoke-free healthy living message in Hong Kong. Inspired by the enhanced "Smoke-free Elite Teens Programme" 2021-2022, 200 local secondary school students developed and organised a variety of fun-filled educational online and in-person activities as well as promotional tools, aiming to help more people understand the hazards of all types of smoking and stay away from it. They have successfully engaged tens of thousands of fellow pupils and members of the public across all ages. An earlier version, the "Smoke-free Teens Programme", had been held by the Hong Kong Council on Smoking and Health (COSH) since 2012.

Co-organised by COSH and the Education Bureau, the upgraded "Smoke-free Elite Teens Programme" 2021-2022 expanded its scope to include the elements of life-planning and offered diversified and immersive learning experiences, both in-person and online, including visit to university, training camp and mentor sharing. The inspired participating teens acquired a comprehensive range of skills, such as problem-solving, teamwork, communication, project planning and execution, as well as in-depth knowledge about the smoking hazards.

As practice was the key to effective learning, the Programme motivated the participants to apply what they have learned to develop and organise a variety of smoke-free advocacy activities on their campuses and in the community. The ultimate goal is that the participants will become the next generation of leaders in the society. The participants formed groups and organised 130 online and in-person smoke-free promotional activities. Their smoke-free messages successfully reached over 40,000 individuals. The activities ran the gamut from videos, design competitions, promotion at schools and online classes, social media promotion, to street promotion and interviews.

A Showcase cum Sharing Session was held on June 24, 2022. This was also the occasion for the Smoke-free Elite Teens to receive recognition for their contributions. Mr Henry TONG, COSH Chairman, said it was encouraging that Hong Kong's smoking prevalence dropped to 9.5 percent, for the first time on record hitting single digit. "However, the impact of alternative smoking products (ASPs) on youth cannot be neglected. We are glad to see our Smoke-free Elite Teens initiated ASPs-themed programmes to debunk the myths and arouse the attention of students, teachers and the public to this topic."



Activities at the training camp helped build team spirit.

## Champion: St. Catharine's School for Girls



The members: Chan Yu ;Chung Wing Yan; Lau Sze Yin; Ng Wing Hei; Yang Lexi and Yeung Ming Yan, well understood that nurturing positive thinking should begin at a young age. Hence, they developed a "WhatsApp Sticker Design Competition" targeting the primary school

students in the Kwun Tong district. The students were encouraged to turn their outstanding drawings with smoke-free messages into WhatsApp stickers. "Social media is popular among youngsters. Our contest aimed to motivate primary students to get the right idea about the dangers of smoking, e-cigarettes and ASPs," said Ng.

"We organised the "Hand Held Paddle Signs Design Competition" for S1 to S3 students and our school was featured in the winning entries." To engage the general public in its smoke-free promotion, the team distributed hundreds of the paddle signs in the neighbourhood, said Yang.

On campus, a "Make A Pledge Day" event was organised said Chan. "We shared the misinformation about ASPs targeting youngsters spread by the marketers."

The members agreed that they enhanced their adaptability and teamwork through the Programme. Lau said, "Because of the pandemic-related social distancing measures, we always had a plan B. For instance, the "Make A Pledge Day", originally designed as an

in-person event, was conducted via live-streaming. We divided up the tasks based on our individual specialised skills. We collaborated well because we complemented one another."



## First runner-up: Queen's College Old Boys' Association Secondary School



A Youtube video of a science experiment graphically simulating the damage of nicotine to the lung was the highlight among this team's projects. All the team

members studied biology. They were: Cheung Ka Yu; Lam Yan Yi; Liu Yongen; Wen Yuk Kwan; and Zhou Ching Lam. The team decided on a setup with glass tubes and cotton wool. After burning four cigarettes, the video showed how the nicotine and tar contaminated the cotton wool via water and air flow pressure. This simulation demonstrated striking visual impact.

The team harnessed the power of social media by setting up an Instagram account. "Our posts focus on debunking the misinformation of cigarettes and ASPs by marketers," said Wen.

According to Cheung, the most challenging project was the "Every Family Supports Smoke-free Lifestyle" held during the parents' and school information day. "We approached the parents and invited them to fill in our electronic questionnaire and watch

our video. This project helped boost our confidence as we needed to overcome our initial nervousness."



## Second runner-up: New Territories Heung Yee Kuk Yuen Long District Secondary School (Team 1)



This team, consisting of Fong Lok Yi, Beatrix Agatha Wong, Gladys Wong Ying Chun and Yip Wai Ching, relished the interaction with members of the public interviewed for their Youtube video. "We focused on the

public's understanding of smoking hazards," said Yip. "After the interviews, we provided some supplementary information to fill the gaps in their understanding. The responses were positive. From the design of content to editing the video, we considered who were our target audience and selected the quotes accordingly. We aimed to convey the smoke-free messages succinctly."

The team selected individuals across different ages to get diverse perspectives and varied attitudes towards traditional cigarettes and ASPs.

Sensing that some teens were misinformed about ASPs, the team launched an Instagram account targeting them. Gladys Wong said,



"The posts feature eye-catching images with smoke-free messages in succinct language that resonate with the teens."

**Outstanding Smoke-free Teams**  
 Hong Kong Army Cadets Association  
 Lok Sin Tong Leung Chik Wai Memorial School  
 New Territories Heung Yee Kuk Yuen Long District Secondary School (Team 2)  
 S.K.H. Leung Kwai Yee Secondary School  
 Shung Tak Catholic English College (Team 2)

The "Smoke-free Elite Teens Programme" 2022-2023 is now open for application.

For more details, please visit [www.smokefree.hk](http://www.smokefree.hk)



Smoke-free Teens

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