

**Report to:** Community Protection Panel

**Date:** 19 January 2009

**Subject:** 'Kiss my Butt'-a drama for high schools

**Report of:** Director of Environmental Services

**Contact officer:** Julie Middlehurst 86758

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**Purpose / summary:** To inform members about the recent initiative 'Kiss my Butt' – a drama to encourage teenagers to think about the health impact of smoking.

**Alternative options considered and reason for selecting the one recommended:** N/A

**Recommendation / decision:** N/A

The decision will be made as a result of this report and will be published within 48 hours

**Risks / Implications:**

Financial:	None
Staffing:	Within existing resources
Policy:	
Equal Opportunities - Has a Diversity Impact Assessment been conducted?	Yes
Wards affected:	All

**Property Implications – Does the proposal involve a reduction, addition or change to the Council’s asset base or its occupation?**

No

**If yes, have the property implications been agreed with the Corporate Property Officer?**

**Does this proposal have significant implications for the Council and the local population? No**

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

**Does this proposal involve a new policy or procedure or significant changes to an existing policy or procedure? No**

A diversity impact assessment is not necessary at this stage, however, equality and diversity implications have been considered when producing this report.

Has the Service Director - Borough Solicitor confirmed that the recommendations within this report are lawful and comply with the Council’s Constitution? **N/A**

Has the Service Director - Corporate Services confirmed that any expenditure referred to within this report is consistent with the Council’s budget? **N/A**

Are any of the recommendations within this report contrary to the Policy Framework of the Council? **No \***

\* delete which applicable

**For Cabinet reports only :**

Categorisation of the report:	<b>x</b>
Discussion leading to a decision	
Monitoring	
Sharing for corporate understanding	

	<b>x</b>
Discussion	
Decision	
Information	

**Tracking/Process:**

	Consultation	Ward Members	Partners
Panel	Overview & Scrutiny	Cabinet	Council
Regulation Committee 5 December 2008			

There are no Background Papers to this Report within the meaning of Section 100D of the Local Government Act 1972.

Proper Officer Martin Kimber

Date 20 November 2008

## **1 Background:**

- 1.1 The Health Act 2006 and subsequent change to a 'Smokefree Wigan' gave us the opportunity to make a real difference to the health and wellbeing of the people of Wigan.
- 1.2 Approximately 60,000 of the Borough's residents smoke and there is a strong link to smoking and deprivation. In our most deprived wards, up to 40% of people smoke, half of whom will die prematurely because of their habit.
- 1.3 Children are aware of cigarettes from a young age; about 1 in 6 boys and 1 in 4 girls are regular smokers by the time they reach 15 and almost 80% of adult smokers start before they are 18 years old.
- 1.4 Research has consistently demonstrated that the decision to start or not to start smoking is heavily influenced by their peers, parents and siblings' smoking habits. Parental approval or disapproval of the habit is a major factor, with children three times as likely to start smoking if both parents smoke.
- 1.5 Encouraging teenagers to think about the health impact of smoking is never easy but the Community Protection Section, Ashton Leigh & Wigan PCT and the Oldham Theatre Workshop worked together to raise this issue with teenagers right across the borough by supporting a drama to deliver the message.

## **2 The 'Kiss My Butt' drama delivered to high schools**

- 2.1 This initiative, funded jointly by the Ashton Leigh & Wigan PCT and the Community Protection Section, was delivered between October and November to 22 of the Borough's secondary schools giving over 4000 pupils a chance to take part in this innovative approach to safeguarding our young peoples health.
- 2.2 The message was delivered via a teenage love story and was accompanied by a workshop, in which the audience interacted with the cast to reinforce the key learning points of the play and drive home the anti smoking message.
- 2.3 The play also gave staff of the Community Protection Section the chance to collect information from many of the pupils, via a questionnaire, about their attitude to smoking and where they source their cigarettes. Once analysed this information will help direct enforcement to reduce the availability of counterfeit and smuggled cigarettes in the Borough, and target premises selling cigarettes to under age.

## **3 Conclusions:**

- 3.1 The play has been a huge success across the borough highlighting the dangers of smoking in a way that young people can relate to.
- 3.2 It has provided every 14 /15 & 16 year olds attending the performance the challenge of thinking about the issues around smoking and how it relates to them as individuals.

- 3.3 This initiative compliments the other measures being taken by the Consumer Protection Section, such as the crackdown on underage sales of tobacco and the recent seizure of around 21000 cigarettes and 15 Kg of hand rolled tobacco working with HM Customs & Excise.

## Diversity Impact Assessment form

Section: Community Protection Section

Policy/Service Area:

Person Completing Form: Julie Middlehurst

Date: 17  
November 2008

Do any of the below groups suffer specific disadvantage (please indicate)

	Yes	No		Yes	No
Race			Disability		
Ethnicity			Gender		
Age	✓		Religion		
Class	✓		Sexual Orientation		

Is there evidence of disadvantage or associated problems?

About 1 in 6 boys and 1 in 4 girls are regular smokers by the time they reach 15 and almost 80% of adult smokers start before they are 18 years old.

How was the information collected and/or who have you consulted with?

TSNW report

Action Plan – *What specific actions are planned to tackle any disadvantage identified?*

Test Purchases of cigarettes by young volunteers  
Work with HM Revenue and Customs to reduce the availability of cheaper duty free cigarettes and counterfeit products.

Is the policy in line with current equality legislation and relevant codes of practice?

Yes

Timescale

Responsibility

Comments	
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**Are the actions specified included in any other documents/plans?**

Departmental Service Plan	
Section/Team Plan	Community Protection Service Plan
Other (Specify)	

Date for further review
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