

**EVALUATION REPORT FORM FOR  
LOCAL TOBACCO CONTROL PROJECTS  
IOW**

<b>Project Title</b>	Preventing the uptake of smoking by children and young people on the Isle of Wight
<b>Funding Received in 08-09:</b>	£5,000
<b>Project Lead Agency</b>	School Nurses, Isle of Wight Youth Service, Isle of Wight Young Chamber of Commerce
<b>Project Lead:</b>	Carol Foley, Service Lead, Isle of Wight Stop Smoking Service
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<b>Project Aims and Objectives/Outcomes:</b>	<p>Aim:</p> <ul style="list-style-type: none"> <li>• To raise awareness of the harms of smoking and to prevent the uptake of smoking by young people.</li> <li>• To establish positive links between support services for young people, such as Connexions and Youth Trusts and smoking cessation services to encourage young people not start smoking.</li> <li>• To enable young people who do smoke to quit in an environment that is acceptable at supportive to them.</li> <li>• To encourage young people who do quit to become peer supporters within their community.</li> </ul> <p>Objective - To encourage young people to become empowered to refuse offers of cigarettes. To encourage those who do smoke to attempt a quit.</p> <p>Outcome - A reduction in the amount of young people who smoke on the Isle of Wight</p>
<b>What is the timescale for the project?</b>	12 months
<b>Which population groups, communities or neighbourhoods have you targeted?</b>	Young People and Routine and Manual Workers
<b>Which partners or stakeholders have been involved/consulted as part of the project?</b>	School Nurses, Youth Services
<b>Please state what resources partners have provided if any (funds, staff time, etc.)</b>	Staff Time
<b>Would you require additional</b>	

<b>funding for the project to continue in 09-10? If yes, how much funding would be required in 09-10?</b>	<b>£5,000</b>
<b>Please state any known outcomes for the project (please relate to Project Objectives).</b>	Sponsorship of Young Peoples Youth football team to include football shirts and sweat shirts for complete team. Youth football ground (Cowes Vics) site to be Smokefree at all matches.
<b>Please identify any difficulties you have encountered in undertaking the project and how you resolved them.</b>	Time taken to produce film has been longer than envisaged. However this has not meant that the quality of the product has been less.
<b>What would you have done differently if you undertook the project again? What would have improved the outcome?</b>	I would have engaged with stakeholders' earlier and reached agreement on timescales etc. This would possibly have speeded up the process.
<b>What elements of the project worked well and why?</b>	<b>Working with the young peoples football team has been fantastic. I has certainly raised awareness of the harms of smoking and has even enabled some members of the football team management to quit.</b>

Thank you for completing this Project Evaluation Form – please return to:  
[sarah.preece@hampshire.nhs.uk](mailto:sarah.preece@hampshire.nhs.uk) by **Friday 19<sup>th</sup> June 2009**.