



## Guernsey Adolescent Smokefree Project

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**TO:** ALL MEMBERS OF THE MEDIA

**FROM:** VIDYA AMEY, G.A.S.P PROJECT MANAGER

### **MEDIA RELEASE**

#### ***Let the children of Guernsey speak up their smokefree minds about tobacco advertising at point of sale.***

ALL MEMBERS OF THE MEDIA ARE INVITED TO ATTEND THE LAUNCHING OF THE 'OUT OF SIGHT, OUT OF MIND' CAMPAIGN BY GASP AT BLANCHELANDE JUNIOR ON MONDAY 28 SEPTEMBER AT 9.30.

THE MEDIA WILL BE ABLE TO VIEW THE DISPLAYS CREATED BY THE CHILDREN TO EXPRESS THEIR VIEWS ABOUT TOBACCO ADVERTISING AT POINT OF SALE AND PUPILS WILL BE AVAILABLE TO TALK ABOUT THEIR VIEWS.

GASP is launching its 'Out of Sight, Out of Mind' campaign to encourage primary school children to speak up their minds about advertising of cigarettes at point of sale.

Vidya Amey, Project Manager of GASP explains:

*'In recent years GASP has been very successful in persuading young people in Guernsey not to smoke. Our focus in Primary schools has mainly been to discuss health issues but we realised that the children were very much aware of the presence of cigarettes around them in the form of advertising.'*

*This year we wanted to involve the children in our 'Out of Sight, Out of Mind' campaign. One of the main reasons for the ratification of the law against tobacco advertising at point of sale (PoS) is to protect children because as the title of the project suggests, children are less likely to smoke if they are not exposed to tobacco advertising at PoS. This stance has been supported by several pieces of research. Surveys have already been carried out by the Health Promotion Unit to support the case against tobacco advertising at PoS. However, it seems plausible to let the targeted group, i.e. children, to have their say in the matter. This will fit in with Unit 2 of the Primary PSHE and Citizenship scheme of work: 'Preparing to play an active role of as citizens' I know that deep truth will come out of their mouths!'*

The project involves 2 phases:

1. GASP presents assemblies in different primary schools about the impacts of Point of Sale advertising on children.
2. The teachers, pupils and GASP get together to find a way of expressing their views on the issue through a creative activity.

Alun Williams, GASP chair person, comments:

*At GASP we have always listened closely to the issues that concern young people about smoking and make every attempt to help them make sense of a complex and emotive subject. We are*

*privileged to work with young people who, when given the opportunity, can express themselves so articulately. Health issues are very important for young people especially where it affects the individual directly or their families and that is reflected in the display*

For more information please contact:

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**The case for banning tobacco Point of Sale advertising:**

There is clear evidence that tobacco Point of Sale (PoS) advertising has a direct impact on young people's smoking:

- In the UK, around two-thirds of smokers start smoking before the age of 18.
- According to Cancer Research UK 2008, the risk of a young person 'professing an intention to smoke may increase by 35% with every brand that they can name as having seen advertised at PoS.'
- Research carried out in Australia and the USA revealed that PoS advertising create a perception that tobacco is normal and easily obtainable.