



# Smarter than Smoking SA Project Overview

## Broad Program Goal

Prevent young people from becoming or continuing to be smokers through conducting effective programs in schools and with young people in the community.

Contribute to reducing the percentage of young cigarette smokers 15-29 years, by 10% within ten years with a particular focus on school age children.

## Program objectives

- School Education
- Media
- Advocacy and Public Relations
- Publications and Merchandise
- OxyGen Website
- Research and Evaluation
- Leadership, Program Communication and Strategic Partnerships
- Administration

## Contribution to State & National Strategic Plan

The STSSA Project contributes to the State Tobacco Control Strategy Outcome area 6 whereby smoking prevalence is to be reduced by 10% in young people. In addition to this, the STSSA Project also contributes to the National Tobacco Strategy of the provision of more useful support to parents, carers and educators helping children to develop a healthy lifestyle.

## Addressing inequalities in SA

The STSSA Project provides a comprehensive population approach to target school aged children in SA. In addition to this, the project aims to reduce inequalities in SA by ensuring that the project strategies are aimed at priority groups including Aboriginal and Torres Strait Islander people, young people in a low socio-economic status and young people living in rural and remote areas.

## Contract details

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## Smarter than Smoking SA Workshops

- Conducted once a year
- Workshops have both a practical and theoretical component

## Strategies to use in the classroom around prevention

Lesson ideas:

- Critics' Choice
- Tobacco the Truth is out there
- OxyGen
- Tobacco Education for Senior Students
- Smarter than Smoking SA in Films

## Strategies for use in classroom around cessation

- Keep Left
- Quitline youth service

## Resources/Initiatives

[www.OxyGen.org.au](http://www.OxyGen.org.au)



Tobacco the Truth is Out There



[www.tobaccoeducation.org.au](http://www.tobaccoeducation.org.au)



Fact sheets, Posters, Information sheets & Merchandise



Keep Left



Smarter than Smoking SA in Films Project



National Youth Tobacco-free Day



Smoke-free Education and Child Care Guidelines



Smarter than Smoking SA Newsletters to schools



Critic's Choice

