

## CanTeen: Background Information



### 1. Background

Born Communication have been working with Creative Health CIC (responsible for developing and managing praXis arts and health network) and NHS Dudley to develop Dudley Kick Ash. The Kick Ash programme of work encourages young people to be free from tobacco and to participate in activities in smoke free environments. Young people living in the Dudley Borough have the opportunity to submit ideas for a project and apply for a small grant, which they use to support an activity that takes place in a smoke free environment. A steering group of young people awards the grants. Another group of young people are been supported by Born Communication to develop their skills to document and profile the work.

More information about Dudley Kick Ash can be found at <http://www.dudleykickash.com/>

NHS Dudley are committed to developing inclusive and empowering methods of engagement to support young people to become more able to take responsibility for their own health and well being and that of their friends and families. With limited resources it has become even more important to target specific groups of young people and actively encourage them to be involved in activities. These may be young people of a certain age, live in a specific community or face specific health and well being issues. In addition to this Dudley NHS are also keen to support young people to become health champions and encourage their friends to make positive changes in their behaviour.

To this end the partnership with Creative Health CIC and Born Communication has been extended to develop the Canteen Programme.

### 2. The Canteen model

The project aims to build on and extend the involvement by young people in Kick Ash by supporting a youth led public health movement. Canteen will provide young people with an opportunity to air their views and concerns, raise issues, participate in activities and play an active role in health campaigns.

Canteen will be led by a group of young people, supported by:

- arts and media specialists
- youth workers with specialist knowledge of health and wellbeing issues including safe practice to use existing social networking tools to involve, inform and engage other young people in health and wellbeing activities. Canteen will become a young person led virtual health reference group for the PCT and their partners.

The initial Canteen campaign will focus on promoting smoke free environments and will:



- Raise the awareness of the dangers of tobacco and exposure to second-hand smoke amongst other young people
- Promote smokefree environments for all
- Challenge current media stereotypes presenting smoking as a 'cool' characteristic.

### **Engaging young people in Canteen**

Phase one of the programme will be to establish a group of young people from different backgrounds who will act as the founding members of Canteen. They will work with specialists to design and promote Canteen ensuring the project reflects the needs and aspirations of young people living in Dudley. At this stage we anticipate that young people involved in the Kick Ash programme may be interested in being founder members.

### **Launching the model**

Canteen will be launched in 20 schools across Dudley. At the moment each schools host a Quit Smoking presentation. The content of the presentation will be reviewed and updated to inspire young people to be involved in health and wellbeing debates it will also include an invite to young people to join the Canteen network. A target of involving a minimum of 1000 young people within the Dudley Borough has been set. This will be done using facebook as a key marketing tool. The lead group will then work with their support team to develop the debate, when new information is ready for distribution messages can be sent direct to young people. Links can also be made to existing projects and websites.

### **Targeting specific groups of people**

In addition to the general promotion specific groups of young people (depending on the targets of the partners) will need to be actively involved in the programme. These groups of young people will be the ones Dudley NHS find most challenging to involve in their work.

To achieve this an arts and health worker will develop and run the Canteen outreach programme. The programme would run in partnership with specialist organisations. As part of this programme young people will be supported to apply for a Kick Ash grant to run their own activities.

