



SCHOOLS WITHOUT NICOTINE AND TOBACCO

EVALUATION OF THE EFFICIENCY OF THE 2022

SUMMARY REPORT



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The research was conducted by the NGO Advocacy center "Life" in cooperation with the Lviv Regional Center for Disease Control and Prevention as part of the implementation of the Project "Schools without Nicotine and Tobacco") with the support of the WHO Bureau in Ukraine. The purpose of this research was to evaluate the effectiveness of short informational interventions within the framework of testing the WHO Guide "Schools without Nicotine and Tobacco" (hereinafter, the Information Campaign "Schools without Nicotine and Tobacco") in the educational institutions with an aim of improving it and spreading positive experience in Ukraine and the world.

The research was conducted in 10 secondary educational institutions of the Lviv region, in cities and rural areas. Students of 9-11 grades (73 grades in total) and school staff were involved in the survey.

The survey included two stages. The first round of the survey was conducted before the start of the Information Campaign "Schools without Nicotine and Tobacco", the second round - after the implementation of the Information Campaign, in order to identify possible changes in the awareness, attitudes and behavior of schoolchildren and school staff regarding the use of tobacco and nicotine products, which could have occurred as a result of the influence of the Information Campaign. The survey was developed and provided by the WHO Bureau in Ukraine, with some adaptation to the national context.

The information campaign included:

- creation of the Project Implementation Committees made up of schoolchildren and school staff;
- approval by educational institutions of the Policy "School without Nicotine and Tobacco";
- placement of printed materials (posters and stickers) on the school territory. 4 types of posters (There is no such thing as safe smoking, Health care is everyone's duty in wartime, Tobacco smoke is an invisible killer, Those who quit they win) and smoking prohibition stickers were placed on the school territory at the beginning of the Information Campaign;
- conducting an online communication campaign (placing about 20 publications on all online resources of each school: website, page in social networks, chats in communities);
- conducting educational webinars for students and teachers, as well as organization of additional events by the school, in particular devoted to the Smoking Intervention Day.

The first round of the survey was conducted during September 2022, the second round - in December 2022.

The survey was conducted by the questionnaire self-completion method with the participation and presence of a facilitator. The research participants were notified of the research objectives and its topic. Participation in the survey was voluntary. Before starting to fill out the questionnaire, participants were asked to familiarize themselves with the definition of what "use of tobacco products" means, as well as an explanation of what tobacco heating systems, electronic cigarettes and nicotine pads are, etc., to make sure that all participants have the same and correct understanding of the

concepts used in the research questionnaire. After completing the questionnaires, the participants returned them to the survey organizer (facilitator). Data analysis was carried out by Yuliia Sakhno, an expert of the Kyiv International Institute of Sociology.

In total, 1,378 people took part in the survey during the first round, and 1,190 - during the second one. The maximum sampling error (with a confidence level of 95%) is 1.8% for the first survey round, and 2.1% - for the second survey round. The number of respondents and sampling error for each school are shown separately in *Table 1*.

Table 1. Number of respondents and sampling error, by school and survey round

	<i>1st round</i>		<i>2nd round</i>	
	<i>Number of respondents</i>	<i>Maximum sampling error (with a confidence level of 95%)</i>	<i>Number of respondents</i>	<i>Maximum sampling error (with a confidence level of 95%)</i>
Number of respondents, total	1,378	1.8%	1,190	2.1%
Including:				
Birkiv Secondary Education Institution of the I-III Degrees named after T. Shevchenko	87	6.9%	79	7.7%
Secondary Comprehensive School No. 4 of the I-III Degrees in Sambir	60	8.3%	26	16.9%
Zhovkiv General Secondary Education Institution No. 3 of the I-III Degrees	152	4.9%	124	6.2%
Lapaiv Lyceum named after the Hero of Ukraine Heorhii Kyrpa of the Zymna Voda Village Council of the Lviv district of the Lviv region	116	6.0%	102	6.9%
Busk Institution of General Secondary Education - Gymnasium named after Yevhen Petrushevych	68	7.0%	68	7.0%
Secondary Comprehensive School No. 3 in Truskavets	106	8.7%	60	12.2%
Chervonohrad Lyceum of the III Degree of the Chervonohrad City Council	538	2.5%	486	2.9%
Rodatychi Educational Complex of the I-III Degrees "Institution of General Secondary Education - Preschool Education Institution"	66	4.0%	46	9.1%
Support Comprehensive School "Skole Academic Gymnasium"	104	6.2%	93	7.1%
Secondary Comprehensive School No. 1 of the I-III Degrees in Turkey	81	6.7%	106	3.9%

The characteristics of the participants of both rounds are similar, which indicates the absence of significant shifts in the samples of two survey stages.

Both men and women took part in the survey in approximately equal measure. The age of the participants is from 14 years old. The majority (90%) of survey participants is schoolchildren, and about 10% are teachers (*Table 2*).

Table 2. Characteristics of survey participants, 1st and 2nd rounds

	<i>1st round</i>		<i>2nd round</i>	
	Number	Percentage of those who responded	Number	Percentage of those who responded
AGE				
14 years old	356	26%	209	18%
15 years old	426	31%	375	32%
16 years old	439	32%	370	31%
17 years old	47	3%	104	9%
18 years old and more	110	8%	132	11%
SEX				
Male	593	43%	487	41%
Female	784	57%	695	59%
GRADE				
9th grade	392	28%	298	25%
10th grade	426	31%	400	34%
11th grade	450	33%	360	30%
School employees	110	8%	132	11%

Use of nicotine and tobacco products

- The conducted survey shows significant prevalence of use of tobacco and nicotine products among representatives of the target audience (upper school students and school employees). Among all survey participants:
 - 39% of participants, both in the first and second rounds of the survey, have ever smoked or used other types of nicotine or tobacco products.
 - 19% of participants of the first round of the survey and 16% of the participants of the second round of the survey used nicotine or tobacco products during the last 30 days.
 - About 15% of participants of the first round smoked or used any nicotine or tobacco products at the time of the survey, and about the same number (13%) - at the time of the second round (defined as **current users** of tobacco/nicotine products).
- Electronic cigarettes and vapes are the most common type of nicotine/tobacco products among survey participants: 16% of all participants in the first survey reported using such products in the last 30 days, and 13% - during the second survey.

Intentions to quit using nicotine and tobacco products

- Among current consumers, the percentage of those who would like to give up this addiction outweighs the percentage of those who would not, although a significant number of consumers did not have an unequivocal position. After the information campaign, the intentions to give up the use of nicotine and tobacco products remained almost the same as during the first survey:
 - According to the first round data, 15% smoked or used any nicotine or tobacco products at the time of the survey, of which 7% would like to quit, 2% - no, and 6% - do not know for sure (or, among those who uses nicotine or tobacco products, 45% would like to quit, 16% - no, and 39% - do not know for sure).
 - According to the second round data, 13% smoked or used any nicotine or tobacco products at the time of the survey, of which 6% would like to quit, 2% - no, and 5% - do not know for sure (or, among those who uses nicotine or tobacco products, 44% would like to quit, 19% - no, 37% - do not know for sure).
- Two-thirds of current users (or about 10% of all target audience members) have tried to quit using nicotine or tobacco products in the past 12 months, according to both the first and second rounds of the survey.
- After the Information Campaign, the percentage of those who have ever received help or advice to quit using tobacco or nicotine products slightly increased:
 - the percentage of those who have ever received help or advice on how to quit using tobacco products increased from 20% of all representatives of the target category to 23%;
 - the percentage of those who have ever received help or advice on how to quit using nicotine products increased from 18% to 21% of all respondents.

Exposure to second-hand tobacco smoke and aerosols

- After the Information Campaign, the percentage of those who noticed cases of smoking or the use of nicotine or tobacco products inside the school building or on its territory during the last 14 days decreased slightly, although it remains quite significant:
 - 33% of the participants of the first round and 26% of the participants of the second round saw smoking of electronic cigarettes;
 - 31% of the participants of the first round and 26% of the participants of the second round saw the use of tobacco products (cigarettes, hand-rolled cigarettes, etc.) inside the school;
 - 26% of the participants of the first round and 23% of the participants of the second round saw the cases of using the tobacco heating systems;
 - 4% of participants of the first round and approximately the same number (5%) of participants of the second round saw the use of nicotine pads inside school.
- The survey data show that the majority of the target audience is aware of the harmfulness of second-hand tobacco smoke and second-hand aerosol (emissions), and after the Information Campaign, the awareness has slightly increased:
 - 86% of respondents in the first round of the survey and about the same number (88%) of respondents in the second round consider the second-hand smoke harmful, and the percentage of those who consider it very harmful has increased from 54% to 60%;
 - The percentage of those who know about the harmfulness of second-hand aerosol from tobacco heating systems increased from 79% to 84% (in particular, very harmful - from 40% to 51%);
 - The percentage of those who called the second-hand aerosol from electronic cigarettes harmful increased from 75% to 81% (in particular, very harmful - from 37% to 48%).
- Most members of the target audience are aware of the harmfulness of tobacco heating systems for the smoker, and the second round of the survey showed some increase in the belief in this:
 - The percentage of those who consider the tobacco heating systems harmful for the smoker is 87% in both the first and the second rounds, but after the Information Campaign the percentage of those who consider it very harmful has increased from 53% to 61%;
 - The percentage of those who are aware that the use of electronic cigarettes is harmful for the smoker has increased from 83% to 86%, including the percentage of those who consider it very harmful - from 44% to 55%.
- The survey showed an increase in the percentage of those who received new information about the risks of using nicotine and tobacco products in the last 30 days on school territory, from 42% during the first round to 65% during the second round of the survey. The new information that most survey participants saw were posters about the dangers of electronic smoking devices, stickers about the prohibition of using nicotine and tobacco products, a poster about the dangers of second-hand smoking, information about the risks of nicotine and tobacco products on the school or classroom Internet resources.
- About 14% of participants, both during the first and second rounds, said that they had made comments to people who smoked nicotine or tobacco products inside the school or on its territory in the past 14 days.

- The absolute majority of surveyed schoolchildren and school employees know that smoking or using nicotine or tobacco products is prohibited inside the building or on the school territory, and the Information Campaign generally did not affect the level of awareness in this regard:
 - 93% of participants of the first round and 91% of participants of the second round of the survey know about the ban on smoking tobacco products;
 - 89% of participants of the first round and 87% of participants of the second round of the survey know that tobacco heating systems are prohibited inside school;
 - 82% of participants of the first round and 81% of participants of the second round answered that it was forbidden to smoke electronic cigarettes inside the building or on the school territory;
 - 81%, in both the first and second rounds of the survey, indicated that the use of nicotine pads in school was prohibited.
- The majority of schoolchildren and school employees (58% in the first round and 60% in the second round) support the strengthening of control over compliance with the ban on the use of nicotine or tobacco products inside the school or on its territory.

Advertising and promotion of nicotine and tobacco products

- The survey indicates a fairly high prevalence of cases of advertising and promotion of nicotine and tobacco products near educational institutions or on their territory:
 - 36% of participants of the first round and 32% of participants of the second round indicated that they had seen some objects related to smoking (cigarette or stick lighters, ashtrays, matches or lighters) inside the school building or on its territory during the past 14 days.
 - 35% of participants of the first round and 38% of participants of the second round of the survey reported that they had seen nicotine or tobacco promotional products near school in the past 14 days
- At the same time, measures to counter the advertising of tobacco and nicotine products are also active. According to the survey, most representatives of the target audience have seen signs prohibiting smoking/use of nicotine and tobacco products (cigarettes, tobacco heating systems, electronic cigarettes, nicotine pads) inside the school or on its territory during the last 14 days, and after the Information Campaign, their percentage increased from 48% to 66%.

Conclusions

The conducted survey shows that the information campaign had a certain positive effect on the awareness of the representatives of the target audience regarding the risks of using nicotine and tobacco products. In particular, after the Information Campaign:

- The proportion of people who received new information about the risks of use and ways to quit using nicotine and tobacco products increased;
- The awareness that the use of tobacco and nicotine products is harmful both for the person who uses them and for the environment has somehow increased;
- The percentage of those who saw informational signs prohibiting smoking/using nicotine and tobacco products inside the school or on its territory increased.

The research also records some positive impact of the Information Campaign on consumer behavior, in particular, according to the survey participants, after the Information Campaign, the prevalence of cases of using nicotine and tobacco products in the educational institutions has slightly decreased, in particular, the share of those who saw cases of smoking tobacco products, electronic cigarettes or tobacco heating systems inside the school or on its territory. Also, according to the second round of the survey, the percentage of those who used nicotine or tobacco products in the last month decreased slightly, that is, the Information Campaign could have led to the refusal of use among a part of irregular users.

At the same time, according to the data obtained, the Information Campaign had a small effect on the desire of consumers to stop using nicotine or tobacco products. Although the percentage of those who used electronic cigarettes, vapes in the month preceding the survey decreased slightly after the Information Campaign, it still remains quite high. During the second survey, the intentions to quit using nicotine and tobacco products among current users remained almost the same as during the first survey. People's willingness to respond to cases of smoking or using nicotine or tobacco products on the school territory remained at the previous level. Since the formation of such behavior may require more time and effort, the effect of a separate Information Campaign in these aspects could be less noticeable.

Thus, in general, the conducted Information Campaign can be considered quite effective, and the materials used are visible and understandable for the representatives of the target audience. At the same time, taking into account the incomplete awareness and possible instability of the beliefs of a part of the target audience, and the prevalence of nicotine and tobacco product advertising, it seems appropriate to regularly repeat the information campaigns about the harmful effects of nicotine and tobacco products on the smoker's health and his/her environment in order to increase the reach of the target audience, to raise awareness about the danger of such products, to prevent the initiation of use and to motivate schoolchildren and school employees to quit using such devices.

Limitations

The conducted research has certain limitations. First of all, it should be taken into account that the conducted survey has an error due to the fact that the results of the survey of a part of the target audience (upper school students and school employees

who were present at the educational institution at the time of the survey and agreed to answer the questions of the questionnaire) are extended to the target audience as a whole. Although at each stage of the survey, the researchers tried to cover the representatives of the target audience as fully as possible and create comfortable and confidential conditions for taking the survey, some of the potential participants could be absent from the educational institution during the survey or refuse to participate. In general, in this survey, the statistical sampling error with a probability of 0.95 for the first round of the survey does not exceed 1.8%, for the second round - 2.1%; that is, we can say with 95% confidence that the results of the sample survey do not differ from the situation among the target audience in general by more than 1.8% (for the first round) or 2.1% (for the second round).

It should also take into account the limitation related to the conditions of the Information Campaign. The Information Campaign lasted from September to December 2022, and could have a limited impact due to the educational conditions (partial transition of schools to distance learning, lack of electricity, air raids, etc.) or the psychological state of the target audience. During distance learning, schoolchildren and school employees are less often present in the school or on its territory. Accordingly, they could less often pay attention to printed materials (posters, stickers) placed in the educational institution. Power outages and, accordingly, Internet access could limit the effectiveness of the online component of the campaign (webinars, publications on online resources). Also, because of the war, both schoolchildren and school employees may be in a stressful state, pay less attention to the information not related to security in war conditions, or consider it less relevant, etc.

Nevertheless, despite the limitations and the relatively short time of the intervention, the survey conducted proved the effectiveness of the Information Campaign, in particular, in the aspects of awareness of the harmfulness of using nicotine and tobacco products, as well as awareness of how to quit using such products. Although to varying degrees, the positive effect of the Information Campaign can be traced in many educational institutions covered by the research. Therefore, we assume that, in general, such information campaigns are effective and necessary, as they allow increasing the awareness of representatives of the target audience about the risks of using nicotine and tobacco products, and, in the long term, can contribute to the prevention of the initiation of using and the refusal of using nicotine and tobacco products among schoolchildren and school employees.