

OPERATION SMOKE STORM

INTERACTIVE SMOKING PREVENTION RESOURCE

www.operationsmokestorm.com

Operation Smoke Storm presentation at UKNSCC 2013 -- Summary--

Access to Operation Smoke Storm for UKNSCC delegates

Username: **uknsc13**

Password: **uknsc13fordelegates**

Please click on the following link to login and start trialling Operation Smoke Storm:

www.operationsmokestorm.com/login then click on the 'Resources' tab and away you go.

About Operation Smoke Storm

- Operation Smoke Storm is an online, interactive secret-agent role play which has the power to create a lifesaving shift in students' attitudes towards smoking and the tobacco industry.
- Operation Smoke Storm comprises 3 separate 50 minute sessions which can be delivered consecutively over 3 PSHE lessons or during an entire curriculum free day.
- Relevant curriculum links are provided for both England and Scotland.

Usage

- Since its launch in May 2011, Operation Smoke Storm has been accessed 2465 times.
- We currently have 290 schools/youth clubs registered to use Operation Smoke Storm in areas such as: London, Somerset, Kent, Cambridgeshire, Sunderland, Suffolk, Hampshire, Greater Manchester, Cheshire, Essex or Yorkshire.
- On average, most youth establishments access Operation Smoke Storm approx 15-25 times per year but some schools have been known to exceed 100 separate downloads in a 12 month period.

Evaluation

- UKCTCS
The National Institute for Health Research has funded a formal evaluation of Operation Smoke Storm to be delivered by the UK Centre for Tobacco Control Studies later this year. As part of this research, funding has also been sought to develop the resource further and create a brand new family and booster components, due for release in 2014.
- London
A trial based in a London secondary school showed that delivering Operation Smoke Storm to a number of different Key stage 3 year groups, improved student attitudes and misconceptions held about smoking by as much as 39%, as well as increasing awareness of key smoking issues by 77%!
- Hampshire
An evaluation of our resource in schools in Hampshire also demonstrated that Operation Smoke Storm raised student awareness around tobacco, increasing their subject knowledge and changing their attitudes in line with the objectives of the resource. The report also stated that:

"It is encouraging that two-thirds of the pupils talked to someone about the resource, particularly to parents. In this way, information about the resource was spread outside of the classroom and may have promoted some wider discussions around smoking with parents and siblings."

Support package (applicable for Supervising Establishments)

- Over the past 2 years we have developed a 'tried and tested' method for contacting schools and getting them on board with Operation Smoke Storm.
- We can help you find and contact key PSHE decision makers within your local schools.
- We can run remote Operation Smoke Storm demos with teachers to fire their enthusiasm for running session with their students.

Resource price

- One year membership licence per school costs only £150.00.



Tel:
020 3434 2526

Fax:
020 8741 1600

Email:
tomasz.letniowski@kick-it.org.uk

Web:
operationsmokestorm.com

Write to:
Thrive Tribe Ltd
7 Galena Road
Hammersmith
LONDON
W6 0LT

Operation Smoke Storm is produced and delivered by Kick It, a service provided by Thrive Tribe Ltd and run by Stop Smoking Professionals.

