

# #BEFREE

## Achieve more

### **#befreeachievemore** campaign – Launch 1<sup>st</sup> – 7<sup>th</sup> September

ASH Scotland is launching a new campaign to engage services supporting young adults (aged 16 – 24) to remain smoke-free, and we are delighted to welcome the Minister for Public Health, Sport and Wellbeing, Joe Fitzpatrick to the launch of the campaign which will be in partnership with a local employability service at Action for Children in Edinburgh.

The **#befreeachievemore** campaign will have a new, positive focus on aspiration and achievement, highlighting that remaining smoke-free during the 16 - 24 age range helps young adults to be happier, fitter and better off, and hence to achieve more. We know that this is now the age range where most smoking uptake happens, so our emphasis is not so much on stopping smoking but on how continuing to not smoke plays a part in getting on and doing well.

The first phase of the **#befreeachievemore** campaign will centre on a set of posters which we ask are displayed in employability support services, colleges and other settings where young adults (aged 16 – 24) spend time. This is a key time of transition for many young adults and a great opportunity to make sure the settings where young adults are moving into promote positive messages to help them navigate new environments and experiences.

Organisations can find out more about the campaign and how they can support it on social media by following @ashscotland on Twitter, downloading free resources or request your FREE posters from our new website [www.befree.scot](http://www.befree.scot).

We would like to say thank you to all those who contributed to the development of the **#befreeachievemore** campaign including the young adults at the Landed Peer Education Service in Wishaw, Kwik Fit employability in Edinburgh with Action for Children and the many employability support services who took part in our survey and discussions. In these discussions we heard from young people about their hopes and aspirations and how they saw smoking in relation to these. We also heard from managers and staff as to how they wanted to bring discussions on health and well-being into their work but that this would have to be framed in terms of attainment and the life outcomes their services are aiming towards.

The result is a positive discussion, centred on the merits of living smoke-free rather than the problems of smoking, and highlighting how we know that being smoke-free is associated with young adults being happier, being fitter and being better off.

This campaign represents a strong start to the commitment to reach the 16 -24 age group in informal education and other settings, as set out in the new Tobacco Control Action Plan. We have explored the rationale for the campaign more fully in a recent blog - <https://tobaccounpacked.wordpress.com/2018/06/13/how-can-young-adults-befree-and-achieve-more/>