



Active involvement of young people in public health communication: the Youth Tobacco Project

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The Youth Tobacco Project as a successful example

- Thousands of young people from all over the EU reached
- Active involvement of young people / youth organisations on health issues
- Enhanced the impact of the HELP campaign





The Manifesto process (2005/06)

- In November 2005 the European Youth Forum (YFJ) launched the “**Young People: For a Life without Tobacco?**” project in partnership with DG SANCO
- Aim: to create a **European Youth Manifesto** on Tobacco expressing the views of young people on tobacco policy
- More than 10000 young people involved.
Consultations at national level and meetings at EU-level





National consultations

YFJ Member Organisations receiving EC funding carried on consultations resulted in national manifestos

EU-wide convention (19-21 May 2006, Brussels)

A draft European manifesto based is discussed and the final Manifesto is adopted by the 180 participants





The European Youth Manifesto

- Set of recommendations on tobacco policy for a smoke-free Europe
- Need to involve youth organisations in the decision-making process on tobacco and other health issues
- Youth organisations as key actors in promoting active citizenship and participation amongst young people, and in helping to shape opinions and behaviours





- The Manifesto has been endorsed by EU Commissioner for Health and presented to national health ministers in EU Member States
- As a follow-up of the Manifesto process, the YFJ continued the project with activities at national and EU level





Young People for a Life without Tobacco **2007/08: EU Member States**

- **40 tobacco-related projects** at national level run by YFJ Member Organisations receiving EC funding
- Dissemination of the Manifesto, awareness raising and active involvement of thousands of young people
- The activities ranged from seminars to media products, campaigning activities, contests etc.





Young People for a Life without Tobacco 2007/08: EU Member States (cont.)

Objectives achieved at national level:

- Enhanced involvement of youth organisations and young people on tobacco and healthy lifestyles
- New ways of communicating / raising awareness towards young people
- Partnerships with local / national public health : education institutions





Young People for a Life without Tobacco 2008: **EU level**

- The YFJ and DG SANCO launched in April 2008 a **contest on youth and tobacco** open to all EU residents aged 15-35 (photos, short videos, comics)
- A **YFJ-DG SANCO workshop** on tobacco and other health issues (12-13 October) to further develop cooperation and build on tobacco example to work on other health areas





Challenges

- Reach out to disadvantaged and particularly vulnerable youth.
- Increase the use of new media and the opportunities they provide.
- Strengthen the partnership with national and local institutions.
- Voice the concerns and opinions of young people in the political arena.





**Thank you for your
attention!**



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