



# CUT FILMS

PROBLEM  
**96,000**  
 PEOPLE DIE  
 EACH YEAR FROM  
 SMOKING

# About

## OVERVIEW OF CUT FILMS

Cut Films is the education and prevention arm of the Roy Castle Lung Cancer Foundation and a registered charity in its own right.

Using filmmaking and social media, our award winning new media intervention is designed to educate and engage with young people about the harm caused by smoking and tobacco. It does this while supporting participants to gain transferable life skills.

Our **evidence led peer-to-peer** intervention project follows the **NICE Public Health guidelines** and recommendations for smoking prevention in schools (**ph23**) and preventing the uptake of smoking in children and young people (**ph14**).

## THE BRIEF

Cut Films supports young people to research the impact of tobacco and smoking, and make a 2-minute advert to persuade their friends not to smoke.

They share their advert in their local community, campaigning for votes, to spread their anti-smoking messages and to signpost to local stop smoking services.

A local Cut Films competition helps facilitate the competitive element, rewarding winners at an awards ceremony, generating PR opportunities.

## WHO DO WE WORK WITH AND WHERE?

We work with young people under 25 in primary and secondary schools, colleges, pupil referral units (and other alternative provisions), universities and informal youth settings.

Our Cut Films intervention can be delivered in classrooms or informally. We deliver based on the needs of the organisation/s we work with.

### We do this through:

- Universal interventions
- Targeted interventions
- Resources (online and hard copy)

### We are:

- Peer-to-peer
- Evidence led
- Experts in young people, tobacco education and filmmaking
- Flexible and adaptable
- Innovative in delivering engaging and interactive sessions
- Linked to national curricula outcomes
- A new media and technology project

**We also support young people to be tobacco free advocates, presenting at conferences, becoming media spokespeople, taking part in EU exchanges and running workshops.**

## EVIDENCE LED

First piloted in 2009 in 10 schools, the Cut Films project now works with over 4,000 young people each year across multiple sessions.

In 2015, we were awarded The King's Fund GSK Impact Award for our excellence in delivering innovative community health interventions.

**All our projects are externally evaluated ensuring external governance, best practice and independent recommendations.**

## WHAT OUR COMMISSIONERS SAY:

**"THE PUBLIC HEALTH TEAM AT THE LONDON BOROUGH OF HACKNEY FULLY ENDORSE THE SMOKING PREVENTION WORK THAT CUT FILMS DELIVER WITH THE CHILDREN AND YOUNG PEOPLE IN HACKNEY. CUT FILMS HAVE BEEN WORKING WITHIN THE BOROUGH FOR FIVE YEARS AND SUPPORTED THE CREATION OF HUNDREDS OF FILMS ABOUT SMOKING SUCH AS THE MANIPULATION OF THE TOBACCO INDUSTRY, THE HEALTH IMPACT INCLUDING SHISHA USE, ILLEGAL TOBACCO AND THE MARKET."**

### Public Health Team

London Borough of Hackney

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**"THIS HAS BEEN AN EXTRAORDINARY PROJECT COMBINING A YEAR 7 PSHE UNIT ABOUT SMOKING, WITH FILM AND EDITING SKILLS. THE STUDENTS AND STAFF INVOLVED WERE HIGHLY MOTIVATED AND LEARNT SO MUCH MORE THAN IF THEY HAD BEEN SITTING IN A CLASSROOM. I CANNOT RECOMMEND IT HIGHLY ENOUGH."**

Gabriella Nocivelli

Queen Elizabeth's Girls' School, Barnet, 2016

# The Intervention

## An Overview

Our Cut Films project involves young people in the design and distribution of their own anti-smoking film advert (under 2 minutes).

We do this through one day sessions or over a longer period of time between 3-8 workshops of 1-3 hours each.



Watch an award winning film:  
[bit.ly/CutFilmsWinner](http://bit.ly/CutFilmsWinner)

### We provide:

- Specialist youth workers
- Film and editing equipment
- Activity materials
- Interactive and engaging anti-tobacco education

The project links to **PSHE** and a range of subject including citizenship, media studies, English, drama, biology, chemistry and geography.

### The workshops are:

- Entertaining, factual and interactive
- Tailored to age and ability
- Non-judgemental and culturally sensitive

### They support young people to:

- Develop transferable skills
- Develop decision making skills
- Build resilience and ability to say no to smoking
- Be able to talk to parents / carers about tobacco
- Develop filmmaking skills and techniques

Young people will learn the whole film production process and create a short film or films which will be uploaded to the Cut Films website and entered into National film competition.

PROBLEM  
SMOKING  
COSTS THE NHS  
**£2.7**  
BILLION EACH  
YEAR

### THEMES

Traditional interventions use health impacts as the main theme, Cut Films uses a variety of themes to engage young people in conversation and debate, leading to idea generation and production of their film.

### Along with health impacts, within our workshops we cover:

- Peer pressure
- Shisha
- Child labour
- Environmental impacts
- Big Tobacco & their marketing techniques
- Smokefree parks, cars and public spaces
- Parental / carer smoking
- E-cigarettes, E-shisha & advertising
- Illicit tobacco
- Passive smoking
- Smoking in pregnancy

### WHAT DOES A CUT FILMS PROJECT LOOK LIKE?

A typical Cut Films project over 12 month runs from August to September the following year, this means we follow the academic year.

You'll be assigned a youth worker, who will have been recruited with support from local young people. They will spend 80% of their time in delivery, working flexible hours to fit in with needs of schools and informal youth settings.

### The youth worker will be your day-to-day contact; they will:

- Provide monthly reporting and updates
- Recruit schools, youth clubs and PRU's (numbers based on your needs)
- Maintain and develop relationships with local organisations
- Run a design workshop with local youth people and a graphic designer to create a local identity
- Develop posters, social media templates and
- Manage local social media channels, PR opportunities and blogging
- Coordinate a local youth panel

- Run workshops, assemblies and youth club sessions
- Collect and store evaluation surveys
- Co-ordinate and event manage a local Cut Films Awards ceremony

### WHY DO WE DELIVER THIS WAY?

Teachers and supporting adults are **time precious**. Our project does everything for them within the workshops. We remove the barriers to engagement. We only ask supporting adults and teachers to arrange timetables and remain in sessions to manage behaviour.

Our specialist youth workers are all **experts in film production** and have the media skills that we know many teachers or youth workers might not. Our youth workers manage the relationship with teachers and other youth workers.

The recruitment of our youth workers is also key - we always have a group of young people on the interview panel. This ensures that our workshops are delivered in a youth friendly and engaging way.

### A UNIQUE SERVICE

Our competition website is bespoke; it allows us to run local Cut Films competitions and capture the direct impact through our customer relationship management system, Salesforce.

All judging can be done online and the films are easy for young people to share with their peers and family members. As a commissioner you can also choose your judging criteria or use our one.

**There is no other project built like this in the world.**

### DO YOU OFFER DIFFERENT LEVELS OF SUPPORT?

Yes, we know a full Cut Films intervention offers the best value for money in terms of impact, reach and outcomes but we can work with different levels of budget and deliver a bespoke personalised programme.

# Cut Films - Theory of Change Impact Model

Our Cut Films Project recognises the importance of delivering evidence based interventions. This model is the framework for delivery and is updated annually.

**PROBLEM**  
**40%**  
OF SMOKERS START AS CHILDREN - BEFORE THEY DO THEIR GCSEs

## OUR KEY OUTCOMES ARE:

### 1 EDUCATION, KNOWLEDGE & AWARENESS

To educate young people about all aspects of tobacco, raising the awareness about the dangers of using tobacco.

### 2 CHANGING SOCIAL NORMS

To alter young people's perceptions and attitudes towards smoking, thus enabling them to make healthier choices.

### 3 PREVALENCE

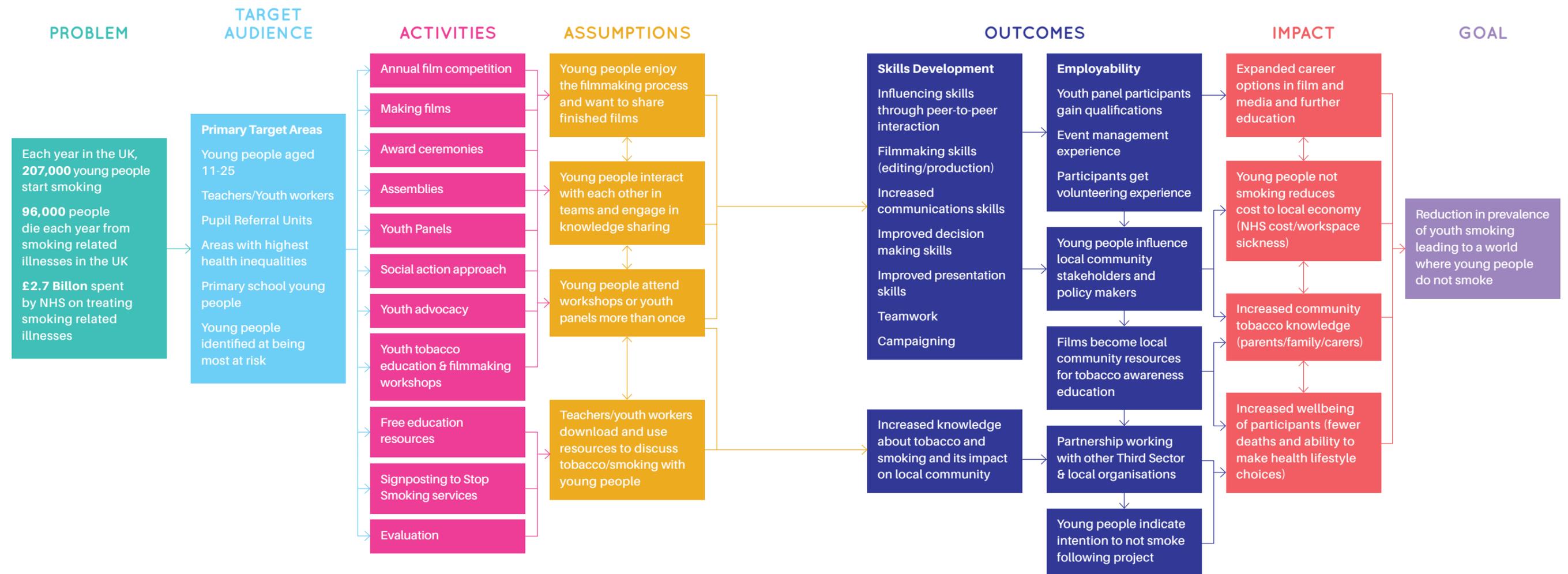
To contribute to a reduction in smoking prevalence. (PHOF: 2.9. Smoking prevalence - 15 year olds).

### 4 INFLUENCING

Young people will feel confident and empowered to talk about smoking with their friends and families and signpost to local services.

### 5 SKILLS DEVELOPMENT

Support young people to gain new transferable skills such as filmmaking, project management, leadership, communication (literacy and presentation) and team working.



**AWARD WINNING**  
Our intervention has been recognised by key health and third sector awards.



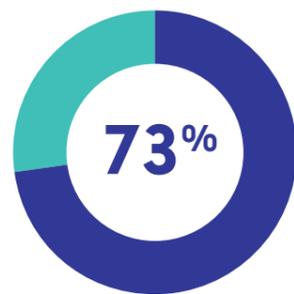
**“CUT FILMS HAVE DEVELOPED A REALLY INNOVATIVE APPROACH TO WORKING WITH YOUNG PEOPLE AND TOBACCO.”**

**Professor Linda Bauld**  
Deputy Director, UK Centre for Tobacco and Alcohol Studies

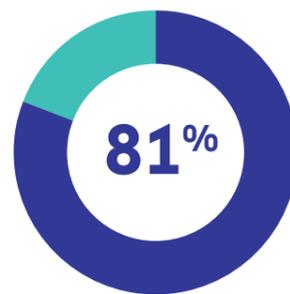
# Outcomes

## Monitoring & Evaluation

Good governance and ongoing monitoring and evaluation is a key strength of our Cut Films project.



We have an average 73% collection rate for evaluations (3,329 out of 4,500) \*

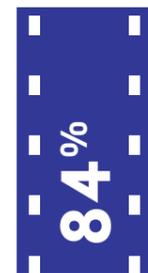


We have an 81% collection rate for our knowledge benchmarking (3,656 out of 4,500).\*

### 1 EDUCATION, KNOWLEDGE & AWARENESS



believed young people learnt something new about tobacco / smoking



of staff learnt something new in Cut Films workshops



said the project was a good way to learn about smoking



of young people learnt something new in a Cut Films session

### 2 CHANGING SOCIAL NORMS

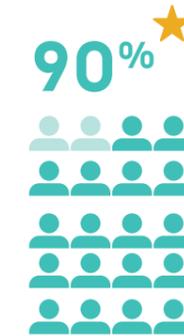


Only 14% of young people were aware of the correct adult prevalence rate of smoking at first session, by final session it was 65%

### 3 PREVALENCE



said they were more aware of the harms of smoking



felt the project had made them not consider smoking in future

### 4 INFLUENCING

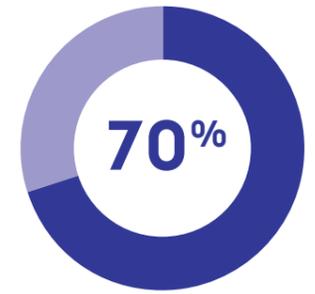


said they felt a bit more/much more confident talking about smoking



said they would show films to friends and family

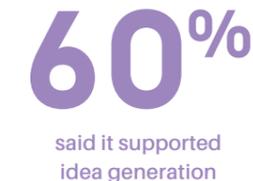
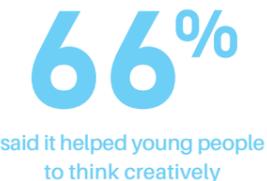
### 5 SKILLS DEVELOPMENT



said young people had increased confidence

### SKILLS DEVELOPMENT & LEARNING

Teachers were asked what skills young people took away from the Cut Films Project (sample 137).



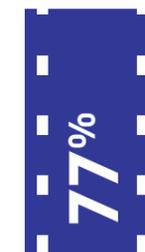
### 6 SUCCESS OF PROJECT



said young people enjoyed Cut Films workshops



said content of Cut Films works was age appropriate



of staff had face-to-face contact with Cut Films youth workers 3-6 times



of young people enjoyed the Cut Films workshop

### LIVERPOOL FEASIBILITY STUDY

Cancer Research UK is funding a random control trial feasibility study of a standardised Cut Films project in Liverpool.

The study with support from Bristol University is assessing the feasibility of recruiting schools and youth clubs, and cotinine testing (spit testing) young people as part of proving effectiveness of the intervention.

The delivery element of the study took part between November 2015 and June 2016, the results will be published early 2017.

Teachers (Average sample size 137)

Young People - Multiple Sessions (Sample Size 1,973)

Teachers (Average sample size 137)

Young People - Multiple Sessions (Sample Size 1,973)

\*Based on Cut Films project year 2014/15.

# Universal & Targeted Services

## 1. UNIVERSAL INTERVENTIONS

We have three main strands of universal work, our original Cut Films project, Look After Your Lungs project and a new primary school intervention, Cut Films Superheroes.

Our universal Cut Films project is a local social action project, working with young people to develop a local brand identity and film competition in schools and informal youth settings. The project is fully described in the previous pages.

### CUT FILMS SUPERHEROES PROJECT

Cut Films Superheroes is in pilot phase and is aimed at primary school children in Year 5 and 6 and their parents or carers.

#### Outputs:

- Decoration of masks and capes as part of creating an 'anti-smoking super hero' for each child to take home to parents with a photo card and local stop smoking details.
- Parent ambassador in each class trained in stop smoking brief intervention.

**Session length:** 3-4 sessions over 1 hour each.

### LOOK AFTER YOUR LUNGS

An interactive style workshop delivered across year groups, aimed at secondary school age young people and their parents/carers.

#### Outcomes include:

- Increased knowledge about health impacts of smoking, resilience building.

**Session length:** 30-45 minutes

## 2. TARGETED INTERVENTIONS

Using expert knowledge and current evidence, we are developing targeted interventions that tackle key themes and audiences most at risk.

These interventions are more intensive, take place over a longer period of time and use both filmmaking and other channels to develop skills, coping strategies and resilience building. The quality of film making also increases.

#### THEMES

- Shisha
- Illicit Tobacco
- Secondhand smoke
- Smokfree parks
- Smokeless tobacco

#### AUDIENCES

- Young mums / pregnant teenagers
- Turkish youth
- LGBT+
- Roma youth
- Looked after young people
- Young carers
- Young people with mental health concerns
- Young offenders
- Special Educational Needs

We are able to develop targeted interventions based on your needs, so do contact us if you have a themes you would like to develop. See [www.cutfilms.org/BarnetShisha](http://www.cutfilms.org/BarnetShisha) for an example.

## 3. SUPPORTING RESOURCES

On our website, we offer free activity and lesson plans, posters and guides to making a short film. We also have a downloadable Fact section which includes examples of past films by fact themes.

### WHAT MAKES CUT FILMS UNIQUE?

Projects can be run on a variety of topics, responding to changes in the law and new upcoming trends - for example shisha pens and shisha.

Young people are active players in the educational process rather than passive recipients of its message.

# Harrow & Barnet Cut Films

## OBJECTIVE

Harrow & Barnet Council Public Health Teams commissioned a joint Cut Films Project to engage 1,200 young people in filmmaking and anti-tobacco workshops. This is the third year that both Councils have worked in partnership to commission Cut Films.

## AIM

De-normalise smoking and prevent the uptake of smoking among young people in Harrow & Barnet.

## RESULTS

From August 2015 to May 2016, we worked with over 1,500 young people through workshops, assemblies and youth panels delivering over 212 workshops and one award ceremony.

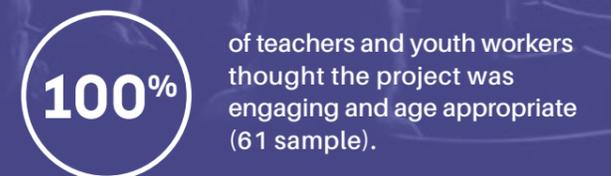
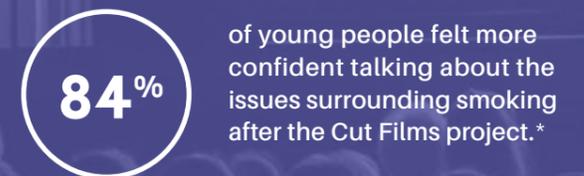
### EVALUATION RESULTS FROM 2014/15 HIGHLIGHT:



### WHAT YOUNG PEOPLE AND TEACHERS IN HARROW & BARNET SAY:

"MAKING A FILM FOR SUCH A GREAT CAUSE WAS GREAT AS IT MEANT I COULD USE MY CREATIVE SIDE TO REALLY FEEL LIKE I COULD MAKE A DIFFERENCE AND SHARE A POSITIVE MESSAGE WITH THE PEOPLE AROUND ME THROUGH SOMETHING I WAS PROUD TO HAVE CREATED. IT WAS AMAZING TO LEARN ABOUT THE MORE SUBTLE EFFECTS OF SMOKING THAT YOU DON'T ALWAYS HEAR ABOUT, AND THE IMPACT THESE HAVE ON PEOPLE'S LIVES."

**Danielle Berg**  
Young Barnet filmmaker, aged 17



\* 794 sample of young people who had between 3-6 Cut Films sessions each.

# CUT FILMS

“THE STUDENTS HERE AT THISTLEY HOUGH HAVE WORKED EXTREMELY HARD TO ACHIEVE THEIR ULTIMATE GOAL. WE FEEL THIS OPPORTUNITY THEY HAVE BEEN GIVEN HAS NOW OPENED THEIR HORIZONS AND MINDS INTO FORWARD THINKING, CREATIVITY AND PERFORMANCE. THE SKILLS AND EXPERIENCES THEY HAVE LEARNT ALONG THE WAY HAVE BEEN SOMEWHAT THRILLING, A MEMORY THEY WILL NEVER FORGET.”

**Miss L Adamiec**

HOD of Creative & Performing Arts  
Thistley Hough Academy

## TRUSTEES

**Annie Holmes**

Teacher and marketing specialist

**Dr Anthony Coombs**

ex CEO Pharmaceutical company and NHS Director

**Dr Jo Cranwell**

Assistant Professor in Public Health, University of Bath

**Martin Grange**

Retired MD of a Pharmaceutical Company

**Mike Grundy**

Finance Director – Roy Castle Lung Cancer Foundation

**Paula Chadwick**

CEO Roy Castle Lung Cancer Foundation

## CONTACT US

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