

## **CAT 4 RESOURCE DEVELOPMENT**

**Group 4-057**

### **PROJECT SMOKING KILLS**

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## **ABSTRACT**

Smoking is a serious problem that has adverse effects on health. Many available resource packages only focus on making current smokers quit. Hence, there is a need for a resource package that would convince teens to not try smoking in the first place. Project Smoking Kills is a resource package that aims to dissuade youths between the ages 12 to 15 from smoking. It contains a website that hosts an entertaining and engaging skit that clears up common misunderstandings about smoking, an interactive quiz, aesthetically pleasing posters, useful videos on the topic, and interesting facts.

## **1 INTRODUCTION**

### **1.1 Rationale**

In Singapore, smoking is a serious problem that has caught the attention of the government and has had measures implemented against it. One example would be the I Quit 28-Day Countdown<sup>1</sup>. It includes a daily SMS reminder to quit smoking. However, the percentage of smokers in Singapore has only been fluctuating, and not steadily decreasing. There is still a gap that is negatively affecting the effectiveness of the existing resources. This project will address that gap.

### **1.2 Objectives**

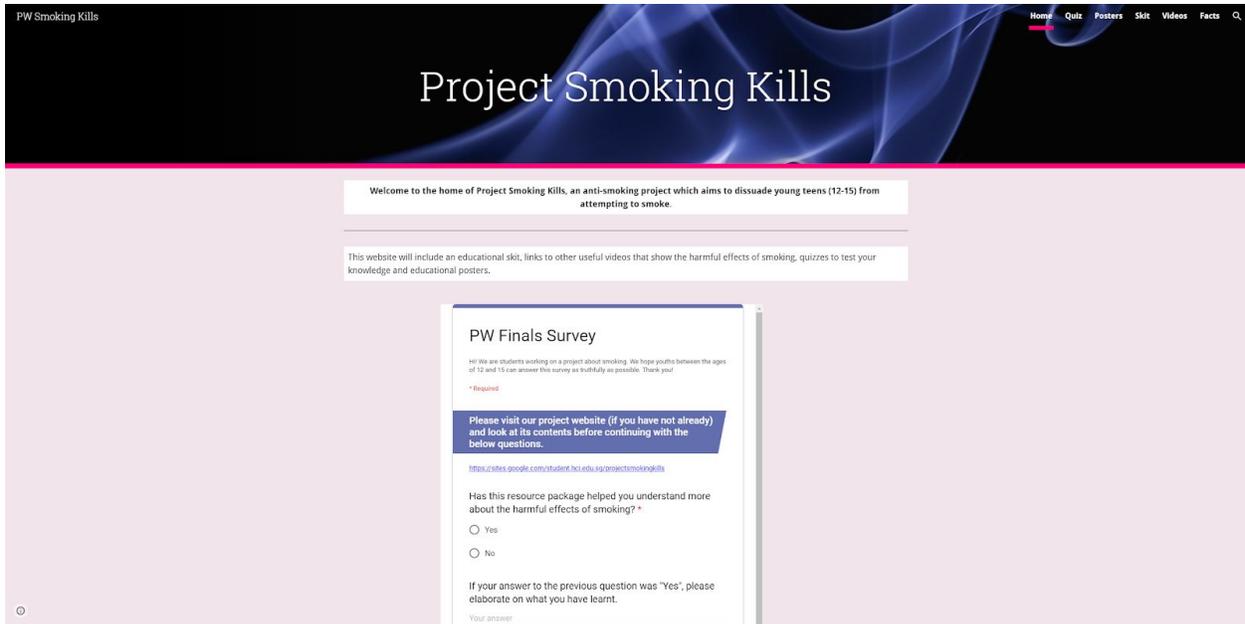
1. Discourage young teens (age 12 to 15), who think smoking is 'cool' from attempting to smoke
2. Increase awareness of the addictiveness of smoking so our target audience will not think that they can "just try" smoking

### **1.3 Target Audience**

12 to 15 year olds

## 1.4 Resources

An interactive website that hosts a skit, an interactive quiz, posters, useful videos on the topic and interesting facts.



The home page of the Project Smoking Kills website



2 of 3 posters in our resource package



*A screenshot of our skit*

## **2 REVIEW**

In 2018,

*“about 6 Singaporeans die prematurely from smoking-related diseases each day.”<sup>2</sup>.*

This shows the severity of the smoking problem in Singapore.

Moreover,

*“On the Internet, it says that smoking is harmful, but it doesn’t go into details about how many toxic chemicals are in cigarettes.”<sup>3</sup>,*

hence it shows that there is a gap in the current resources that this project aims to fill.

This project targets 12-15 years old as

*“addictive substances like tobacco activate the brain reward system, which is still developing in teens”<sup>4</sup>,*

which makes them more susceptible to addiction and makes it harder to curb.

A little known fact about smoking is that

*“On average, smokers live 14 years less than nonsmokers.”<sup>4</sup>*,

showing how much of an extent smoking can be harmful.

Another common myth in smoking is that

*“Many people chose menthol cigarettes because they believed they were safer than non-menthol cigarettes”<sup>5</sup>*,

however this is untrue but unknown to many people

Hence, there is a need for this project.

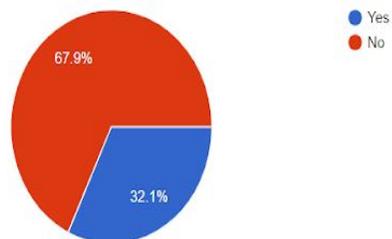
### 3 METHODOLOGY

#### 3.1 Needs Analysis

In order to gather more information, a needs analysis in the form of an online Google form was created. The form was then sent to a select group of students.

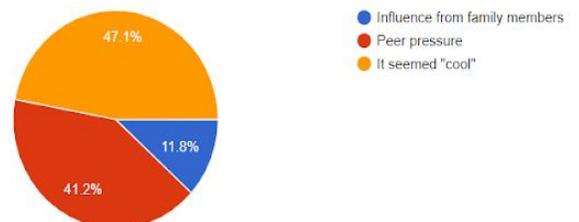
Have you ever been tempted to smoke?

53 responses



If your previous answer was yes, what tempted you to try smoking? If your previous answer was no, you can skip this.

17 responses



*Results from our needs analysis survey*

#### 3.2 Survey Results

The results obtained from 53 respondents suggests that there is still a gap that other existing resources could not cover:

1. 17 have been tempted to smoke
2. 8 were tempted to smoke because it looked “cool”

3. 7 were tempted to smoke because of peer pressure
4. 2 were tempted to smoke because of influence from family

### 3.3 Development of Resources

Posters were made based on advice from members of Hwa Chong Institution's Artistic Elective Programme.

Similarly, the skit was made with advice from the members of Hwa Chong Institution's Chinese Drama Club and English Drama Club.

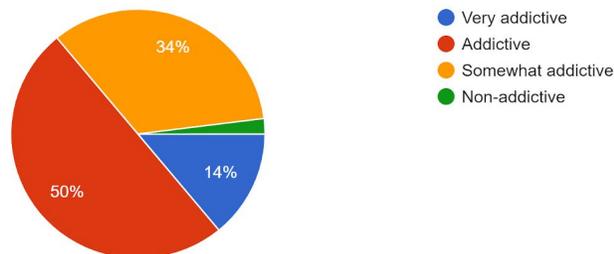
The project's main highlight, the website, was made after collating various resources, including those from the [Healthhub](#) website, after which our posters and our animation were made and placed onto the website.

### 3.4 Pilot Test

To test the effectiveness of the resources, a pilot test was held. The website was published online, and a select group of students were asked to do a survey before and after viewing the website.

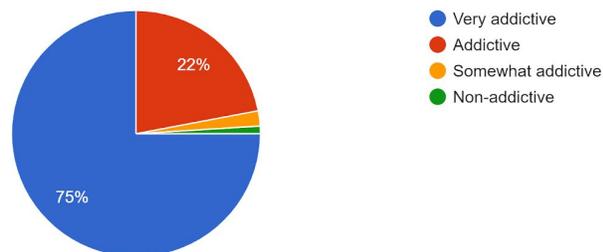
In your opinion, how addictive are cigarettes?

100 responses



After looking at our website and its contents, how addictive are cigarettes in your opinion?

100 responses



### *Results from our pilot test survey*

The results obtained from 100 respondents suggested that the website was effective but there was still room for improvement:

1. 14 respondents responded before viewing the website that cigarettes were very addictive
2. 75 respondents responded after viewing the website that cigarettes were very addictive, an increase of 61 respondents
3. 3 respondents responded after viewing the website that cigarettes were somewhat addictive

Generally, the feedback was very useful as it highlighted to us that our resource package was indeed useful and effective.

### **Changes made:**

1. The website was carried over from the Wix domain to the Google Sites domain to provide more flexibility and make it easier to navigate
2. The posters were redesigned for easier reading and understanding
3. The skit was made more attractive to our young target audience by adding short animations

#### **4 OUTCOME & DISCUSSION**

The project obtained useful feedback when it was pilot tested. The end product was an interactive website containing aesthetically pleasing posters, useful videos on the topic, and interesting facts, and an educational skit and quiz to test users on what they learnt about smoking on the website.

However, there were some limitations to the project. Firstly, the potential of this project is somewhat limited, as we are trying to fill the gap that many existing anti-smoking resources exist online are missing. Secondly, people may think that they already know about all of the harmful effects caused by smoking and therefore have no need to use our resource package. Thirdly, in order to keep our content easy to digest, we cannot make it as in-depth as other resource packages can.

#### **5 CONCLUSION**

This project has allowed us to learn many skills. For example, we had to learn how to edit videos completely from zero experience in order to make our skit. We also had to ask for help from our friends in the English Drama Club and the Chinese Drama Club for advice on how to act convincingly. We also had to learn how to make aesthetically pleasing posters, by asking our friends from the Art Elective Programme to give us advice and criticism. Not all was smooth sailing, however. We also faced some challenges, such as losing all clips of our skit and having to refilm, and when the editing of the skit was not saved and had to be redone. However, we took this in stride and used this opportunity to improve our acting and enhance the editing.

## 6 REFERENCES

<sup>1</sup> Quit 28-Day Countdown, Healthhub, Ministry of Health,

<https://www.healthhub.sg/programmes/88/IQuit>, retrieved on 3/8/19

<sup>2</sup> Questions on Smoking, Tobacco Use and Health, HealthHub, Ministry of Health, August 1, 2018, available at:

[https://www.healthhub.sg/live-healthy/597/questions\\_smoking](https://www.healthhub.sg/live-healthy/597/questions_smoking), taken on 30/6/19

<sup>3</sup> Smoking rate target of under 10% by 2020, Felicia Choo, Straits Times, MAY 31, 2018 available at:

<https://www.straitstimes.com/singapore/health/smoking-rate-target-of-under-10-by-2020>

, taken on 30/6/19

<sup>4</sup> Nicotine Addiction and Abuse, Jeffrey Juergens, Addiction Center, June 18, 2019, available at: <https://www.addictioncenter.com/nicotine/>, retrieved on 20/6/19

<sup>5</sup> Know More About Menthol Cigarettes, smokefree.gov, National Cancer Institute,

<https://smokefree.gov/quit-smoking/ecigs-menthol-dip/menthol>, retrieved on 3/8/19