Tabakprävention. Partizipatives Kommunikationsmodell mit Kindern und Jugendlichen

Engl. transl.: Smoking prevention. Participatory communication model with children and young people

# Keywords

* adolescents
* smoking
* education
* internet

# Details

## Year

2015

## Issued

2015

## Language

German

## Authors

Großegger B.;Heinzlmaier B.;Ikrath P.;Rohrer M.;Schorn M.;Institut für Jugendkulturforschung

## Type

Report and working paper

## Publisher

Institut für Jugendkulturforschung

## Place

Vienna

## Topics

* Wellbeing
* Social mediation
* Internet usage, practices and engagement

## Sample

22 adolescents (10 to 14), in four participatory focus groups/workshops

## Implications For Parents About

Parental practices / parental mediation

## Implications For Educators About

Other

## Implications For Policy Makers About

Stepping up awareness and empowerment

## Implications For Stakeholders About

# Abstract

"In 2003, Austria signed the WHO Framework Convention on Tobacco Control and ratified it in September 2005. Tobacco Control Convention in 2003 and ratified it in September 2005. Austria has committed itself to taking interdepartmental measures for comprehensive tobacco prevention, to create awareness for the concerns of "smoking prevention" and to reduce and to reduce tobacco consumption in all sections of the population." (Großegger et al., 2015, 2; translated by the coder)
"Smoking is considered one of the greatest preventable health risks and the cause of many diseases, from cardiovascular and respiratory diseases to cancer. respiratory diseases to cancer, "whereby the risk of disease increases with an early start of consumption and the duration of exposure" (Lampert 2010: 57). To initiate a trend towards non-smoking among young people is therefore an important goal of health of health promotion and prevention." (Großegger et al., 2015, 4; translated by the coder)
"An international comparison shows, that the share of young smokers in Austria is above average. Across the OECD, Austria occupies the inglorious first place for tobacco consumption in the 15-year-old age group, just ahead of the Czech Republic and Hungary (cf. OECD 2013: 46f)." (Großegger et al., 2015, 6; translated by the coder)
Online communication plays a central role for both the field of advertising and education.

# Outcome

"Main reason 1: Influence of the peer group - peer pressure, wanting to be "cool""
"Main reason 2: Motive "mood regulation" - calming/stress reduction, distraction from psycho-emotional stress, dealing with boredom."
"The associations of 10 to 14 year olds with the topic of "smoking" are strongly focused on health risks"
"The e-cigarette is seen as an alternative to the "real" cigarette"
(Großegger et al., 2015, 7-12; translated by the coder)