

3rd May 2017

Dear Parents/Carers

Smoke-free School Gates

Despite huge progress in recent years, smoking remains the single greatest cause of preventable death in the UK, with smoking levels in some places in Gravesham significantly higher than the national average (16.9%). Kent County Council in partnership with the NHS and local primary schools are committed to developing a series of new ideas designed to make smoking less attractive, less accessible and less of a social norm.

The Gravesham Borough Council's proposal to encourage parents and carers not to smoke near the school gates or wherever children are dropped off or collected. This will take the form of a 'smoke free school gates' policy with Gravesham local primary schools supported by appropriate signage for schools to erect in the most suitable locations.

The Smoke free school gate initiative has already been successfully implemented in other parts of the country. Evidence from these areas has shown that erecting signage acts as a simple deterrent. Also, parents have said they feel more comfortable asking someone not to smoke near their child if there are signs that support their request.

Having a smoke free school gates policy has been shown to:

- Create a positive smoke free image for the school and its pupils
- Reduce smoking related litter around the school premises
- Empower parents to speak up about not wanting their children to be around smoking
- Reduce the amount of smoking that children are exposed to thus de-normalising smoking and making it seem a less common activity

Gravesham borough council are organising a competition for the smoke free signage and are asking pupils to take part. The winning picture will become the signs used across the local schools. Please turn over for the brief. All entries need to be returned to the school by Monday 15th May.

In addition, the Grand Healthy Living Centre is offering free stop smoking support to any parents or guardians who wish to quit smoking. For more information, please contact stopsmoking@thegrand.org.uk or call 01474 320123.

Yours sincerely



Mr Moaby
Headteacher

Christian Blanc
Grand Healthy Living Centre

Headteacher: M D Moaby BEd(Hons)



Brief: Smoke-free School Gates

The poster

- In order for the poster to be considered it must contain a speech bubble with the phrase “Please Don’t Smoke By Our School”.
- Please complete the poster on A4 white paper to ensure better transfer of image for design work and write their name and class on the back of the poster.

Internal shortlisting

- Out of the posters received the school will shortlist 10 entries to go to final judgement.
- The shortlisting will take place on Tuesday 16th May and will be taken to Grand Healthy Living Centre by Friday 19th May.

Final Judgement and presentation

- The finalised date for the judging is on Friday 2nd June.
- Posters will be judged by a panel to include Cllr David Turner (GBC Deputy Leader) Cllr Jordan Mead (Tourism & Youth) and Sarah Kilkie (Assistant Director Communities).
- Prizes will be awarded to the best entry poster and runners up from each school.
- The winning poster will be and mounted/fitted at each school’s gate entrance once printed.



Headteacher: M D Moaby BEd(Hons)