



Press Release

Date: 22/04/13

BOURNEMOUTH YOUTH TACKLE TOBACCO THROUGH FILM COMPETITION

Young people from Muscliff Park Youth Centre have made an anti-smoking short film called "What's in a cigarette?" for the South West Cut Films 2013 Short Film Competition.

The competition asks young people to research smoking, make a short film about it for their friends, upload to the Cut Films Website and share it on their social media. It's their take on the issues associated with the dangers of smoking.

Winners of the competition will be presented with their award at a prestigious awards ceremony held at the BAFTA Headquarters in Central London on 4th July 2013.

The films will be voted for by both the public for a special 'Popular Choice' award as well as a 'Judges' Choice' award made up of a panel of film and tobacco control experts.

The Deborah Hutton Campaign was set up in memory of Deborah Hutton who was health editor at Vogue for over 20 years. In 2004 Deborah Hutton was diagnosed with Stage IV advanced lung cancer. She died eight months later aged just 49. Deborah smoked when she a teenager, tried her first cigarette when she was 12, smoked regularly from 17 and gave up aged 24.

Cut Films Director Emma Wrafter said: *“It’s a fact that two-thirds of smokers start smoking before the age of 18. When we still have 100,000 people dying each year in the UK from smoking related illnesses, talking to young people about the risks is vital.*

Congratulations to the young people from Muscliff Youth Centre for making the film and good luck in the competition!”

Libbie from Muscliff Park Youth Centre said: *“It was really cool making the video. We wrote and sang the song as well. It was surprising all the things that are in cigarettes”*

Voting closes on **Monday 6th May 2013.**

To vote for the film go to www.cutfilms.org and press the vote button and search for What’s in a cigarette in the South West Cut Films section.

-ENDS-

NOTES TO EDITOR

For more information contact **Emma Wrafter**, Charity Director at **The Deborah Hutton Campaign and Cut Films**

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PHOTO CREDITS:

Students from Muscliff Park Youth Centre who are taking part in the National and South West Competition.

About The Deborah Hutton Campaign and Cut Films

The Deborah Hutton Campaign is a peer-to-peer smoking prevention charity. Their short film and social media project, Cut Films educates young people about smoking in a creative way. The Campaign works in partnership with

Government, local authorities, schools and youth groups to deliver targeted smoking interventions.

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Further information:

[Download the ASH briefing on young people and smoking>>](#)

- Virtually all tobacco advertising is now illegal in the UK after the Tobacco Advertising & Promotion Act 2002.
- Most advertising ended on 14 February 2003 (billboards and printed publications).
- Each year in England around 340,000 children under the age of 16 who have never smoked before try smoking cigarettes.
- Children who live with parents or siblings who smoke are up to three times more likely to become smokers themselves.
- In England around 150,000 children aged 11- 15 are regular smokers.
- Every year, over 100,000 smokers in the UK die from smoking related causes.
- About half of all regular cigarette smokers will eventually be killed by their addiction.
- 10 million adults smoke cigarettes in Great Britain. A sixth of the population.