Help Create a Smokefree Generation

Join Oxfordshire schools using INTENT to prevent smoking and vaping.

INTENT
EVIDENCE-BASED. PRACTICAL. LIFE CHANGING.



INTENT helps young people build the knowledge, skills and confidence to resist smoking and vaping.

A proven, engaging and flexible programme for secondary schools, with high quality resources and lesson plans.

Evidence based
Proven to improve young people's knowledge, attitudes and intentions regarding smoking and vaping.

Prevents harm
Tackles the risks of smoking and vaping before they start.

Supports RSHE
Covers key areas of the updated RSHE curriculum (e.g. health, wellbeing, substances, peer influence and making informed choices).

Ready to use
High quality, flexible resources for your school.

Supports a smokefree generation
Helps schools play their part in the Tobacco and Vapes Act 2026.

GET TRAINED

At least one member of staff from your school should complete INTENT training before delivering the programme.

- Training takes just **30–40** minutes.
- Free for Oxfordshire schools.
- Everything you need to start using INTENT confidently.

Scan the QR code to request training

or email Charlotte at:

smokefreeoxfordshire@oxfordshire.gov.uk

RECOGNITION FOR YOUR SCHOOL

Schools actively using INTENT will receive:

- An **INTENT Certificate** recognising their commitment to smoking and vaping prevention.
- An **INTENT Digital Stamp** for use on school websites, email signatures and communications.



Digital stamp for your school!

- Recognition for supporting the ambitions of the Tobacco and Vapes Act 2026 through evidence-based prevention activity.

PART OF YOUR SHN CONVERSATIONS

Your School Health Nurse (SHN) will discuss how INTENT is being used within your school during termly meetings.

This is an opportunity to:

- Share good practice
- Celebrate successes
- Demonstrate your school's commitment to prevention

LET'S WORK TOGETHER FOR A HEALTHIER, HAPPIER OXFORDSHIRE.

LEADING THE WAY!

Congratulations to

Carterton Community College and St Birinus School

Thank you for championing evidence-based smoking and vaping prevention and helping to create a smokefree generation of young people in Oxfordshire.

YOUR LEADERSHIP MAKES A DIFFERENCE!

PREVENT. EDUCATE. EMPOWER.

Building a Smokefree Generation Across Oxfordshire

OXFORDSHIRE COUNTY COUNCIL
Public Health Oxfordshire

Working with schools for a healthier Oxfordshire