



Impact of Sponsoring  
a Leisure Activity for Girls  
– Baton Twirling



*An Evaluation Report*

by Greater Glasgow Health Board Health Education Department

## Glasgow 2000 Sponsorship of the Scottish Federation of Baton Twirling

### Baton Twirling and Glasgow 2000

Glasgow 2000 has sponsored the Scottish Federation of Baton Twirling during 1985-86 and 1986-87. Baton Twirling is a popular activity particularly in the West of Scotland and attracts girls from 5-18 years. It is characterised by high quality visual presentation where appearance, dancing and marching skills, dexterity and hand and eye co-ordination are important. It was felt that promotion of a positive image for the young female non-smoker could be ingrafted to these other qualities.

At the beginning of the second year members were given a Wall Year Planner specially prepared for the Federation by Glasgow 2000; it commended participation in baton twirling and promoted positive health particularly by avoiding smoking.

A major competition was sponsored with prizes for many classes of event and the selection of an overall winning team to represent Glasgow 2000 at health events in the following calendar year. Competitors for this event were asked to complete as a condition of entry a short questionnaire on their knowledge of Glasgow 2000 and their perceptions of teenage smoking.

The Championship Event took place, as it had in 1986, at Bishopbriggs Sports Centre on Sunday 8 March, 1987. 350 competitors took part from 30 troupes - many more than had completed the questionnaire.

There was a strong Glasgow 2000 presence at the competition with display boards and input by the master of ceremonies. A senior Community Medicine Specialist, recently retired, presented the prizes.

The standard of performance and presentation of teams and individuals was high. The organisation of the event was good and the day considered a great success by those present.

It is intended during the year to provide girls with a promotional sticker for their Baton Twirler cases and a parents pack on smoking and health.

### Attitudes and Knowledge about Smoking and about Glasgow 2000

Thirteen clubs returned questionnaires from 172 members before the championship occurred.

The questions asked were the same as in 1986. Girls were asked about their understanding of the Glasgow 2000 programme, their familiarity with the logo and about their perceptions of smoking by teenage girls.

Troupe leaders were asked to read out the questions to "pace" the completion rate and to help if any problems of reading or understanding arose. Otherwise the exercise was self-completion.

The results from these findings have been analysed and presented here. They are discussed in comparison with results from last year.

## Survey questionnaire

A copy of the questionnaire is reproduced below.

Name of Club \_\_\_\_\_

Your age \_\_\_\_\_

1. What is Glasgow 2000? (describe in a few words)

What do these signs stand for?



2. \_\_\_\_\_



3. \_\_\_\_\_



4. \_\_\_\_\_

Do you think teenage girls who smoke are:	Yes, very — 5	Yes, a bit — 4	Not sure — 3	Not very — 2	Not at all — 1	
• confident	5	4	3	2	1	_____
• friendly	5	4	3	2	1	_____
• immature	5	4	3	2	1	_____
• sophisticated	5	4	3	2	1	_____
• trend setters	5	4	3	2	1	_____
• selfish	5	4	3	2	1	_____
• crowd followers	5	4	3	2	1	_____
• the kind of people you like	5	4	3	2	1	_____
• someone like yourself	5	4	3	2	1	_____
Do you think it matters if teenage girls smoke?	5	4	3	2	1	_____
Do you think you will be a smoker when you leave school?	5	4	3	2	1	_____

THANK YOU FOR HELPING US — GOOD LUCK TO YOUR TEAM

### Survey Results

A list of the clubs sending in returns is given in Table 1.

Table 1: Clubs taking part in survey

<u>Name of Club</u>	<u>No. returned</u>
Cumbernauld	36
S & J	20
Starettes	13
Wishaw	14
Drumchapel	15
Commonhead	13
Crookston Castle	13
Gail Brown School	7
Calderbank	19
South Nitshill	7
Royalettes	6
A.J.S.	5
Queenettes	3
Club name not given	<u>1</u>
Total	<u>172</u>

The age distribution of respondents is given in Table 2.

Table 2: Age of respondents

<u>Age</u>	<u>No. returned</u>
5 years	6
6	4
7	9
8	17
9	18
10	12
11	19
12	22
13	23
14	19
15	9
16	0
17	4
18	2
No age filled in	3
Outwith age limit	<u>5</u>
Total	<u>172</u>

Although there may have been between club differences - as Charlton et al. found between schools<sup>1</sup>, it was felt that the numbers were too small for this to be explored.

Answers to the first questions are given as percentages but the base for each age group is given and this should be taken account of in interpreting the findings.

Understanding of the purpose of the Glasgow 2000 project is shown in Table 3. The overall understanding was 86% a great improvement on the 50% result of the 1986 survey.

Table 3: What is Glasgow 2000?

<u>Age of respondent</u>	<u>No.</u>	<u>Glasgow 2000 is a no-smoking project</u>	
			%
5 years	6	5	83
6	4	3	75
7	9	5	56
8	17	10	59
9	18	15	83
10	12	10	83
11	19	18	95
12	22	21	95
13	23	22	96
14	19	18	95
15	9	9	100
16	-	-	-
17	4	3	75
18	2	2	100
	<u>164</u>	<u>141</u>	<u>86%</u>




The average result for the age group 8-15 years is:-

<u>139</u>	<u>123</u>	<u>88%</u>
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The logos of Glasgow's miles better and Glasgow 2000 and the road warning sign were shown and the recognition rates scored.

Table 4: Recognition of the three symbols shown

							
<u>Age</u>	<u>No.</u>	<u>Glasgow's miles better</u>		<u>Glasgow 2000</u>		<u>Road warning</u>	
			%		%		%
5 years	6	6	100	2	33	3	50
6	4	2	50	2	50	0	0
7	9	3	33	2	22	2	22
8	17	7	41	9	53	9	53
9	18	12	67	11	61	10	56
10	12	11	92	7	58	7	58
11	19	19	100	8	42	12	63
12	22	22	100	17	77	11	50
13	23	23	100	16	70	9	39
14	19	19	100	15	79	12	63
15	9	9	100	6	67	7	78
16	0	-		-		-	
17	4	4	100	1	25	3	75
18	2	2	100	1	50	1	50

Recognition of Glasgow's miles better was very good 85% (78% in 1986). The Glasgow 2000 logo appears to have become more familiar with 59% (41% in 1986) as has the hazard sign with 52% (43% in 1986).

As before there was some confusion of the Glasgow's miles better logo with Mr Happy by younger children but little confusion between it and the Glasgow 2000 logo.

If the youngest groups are omitted the findings for the group 8-15 years becomes:-

Glasgow's miles better	-	122/139	.....	88%
Glasgow 2000	-	89/139	.....	64%
Road warning	-	77/139	.....	55%

All three symbols were better recognised than last year. Of course quite a number of the respondents had been asked the same question in 1986 and this may have, in part, accounted for the improvement. However the improvement was greatest for Glasgow 2000 - 18% better compared with 7% better for the other two - so that the more frequent contact during the sponsorship probably had made a contribution.

The recognition rates of the 8-15 year old group of 64% for Glasgow 2000 reflect very well on the project.

Table 5: Perceptions of teenage smoking

I think teenage girls who smoke are -	Strength of agreement by age in years -															
	age =	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
	no. *	= 6	4	9	17	18	12	19	22	23	18	9	0	4	2	
Confident		4.3	2.8	2.1	2.5	2.6	2.2	2.8	3.0	3.3	3.1	2.2	-	2.0	1.8	
Friendly		4.0	3.3	2.4	3.1	2.8	2.7	3.3	3.1	3.1	3.8	3.8	-	4.3	4.0	
Immature		5.0	3.0	3.0	2.6	3.5	3.4	3.5	3.6	3.7	3.4	3.7	-	3.8	2.0	
Sophisticated		2.3	3.0	2.2	2.8	1.9	2.5	1.6	2.1	1.8	1.6	1.3	-	1.0	1.0	
Trend setter		1.7	3.0	1.9	2.6	2.2	1.9	1.7	2.8	2.7	2.7	1.8	-	1.3	1.0	
Selfish		3.7	2.7	3.6	3.4	3.6	3.6	3.5	3.6	3.2	2.8	3.1	-	2.7	2.0	
Crowd follower		4.8	3.5	3.8	3.3	3.8	4.1	4.6	4.4	4.0	4.3	4.3	-	4.8	4.0	
Kind of people you like		1.7	3.7	2.2	2.6	2.0	1.6	1.3	2.0	2.2	2.7	2.1	-	2.5	3.0	
Someone like yourself		2.0	2.3	1.6	1.2	1.6	1.4	1.5	1.2	1.1	1.3	1.3	-	1.0	2.0	
Do you think it matters if teenage girls smoke?		4.8	4.0	2.7	3.6	4.1	4.1	4.5	4.2	4.2	4.3	4.0	-	4.3	4.0	
Do you think you will be a smoker when you leave school?		1.0	3.3	2.0	1.1	1.1	1.0	1.1	1.2	1.3	1.3	1.1	-	1.0	1.0	

Scores of greater than 3 indicate agreement with the statement - a positive result

Scores of less than 3 indicate disagreement - a negative result

\* Everyone did not answer each question and mean calculation took this into account namely dividing the score by the number who did make a choice.

Close inspection of the results is restricted to the age group 8-15 years. Younger children, it was felt, did not always understand the words or concepts. The older girls, 17 and 18 years, were few in number and failed to constitute a sub-group due to their maturity and degree of skill.

The following refers to the group 8-15 years inclusive:-

Confidence:

There is slight disagreement with the statement that teenage girls who smoke are confident - but between 12 and 14 this diminishes and these girls tend slightly to agree.

Last year (1986) the change to "not sure" came at age 15 years.

Friendliness:

Respondents tend to agree with this and agreement increases with age being quite strong at ages 14 and 15 years. This is similar to last years findings.

Immaturity:

With the slight exception of those aged 8 years there is agreement that teenage girls who smoke are immature. This is a shift from last year where most respondents were undecided.

Sophistication:

The idea that teenage girls who smoke are sophisticated was not upheld. Disagreement was strong and increased to age 15 and beyond. This was more marked than in 1986.

Trend setters:

Teenage smokers are not regarded as trend setters. This supports the findings of last year.

Selfish:

All groups except those 16 years agreed with the statement that teenage girls who smoked are selfish. The level of agreement was not very strong - the result being similar to 1986.

Crowd follower:

There was strong agreement, very strong among the 11 and 12 year olds, that teenage smokers were crowd followers. This is supportive of the earlier findings that they are not trend setters and corroborates the results of last year.

The kind of people you like:

Smokers were not the kind of people the respondents liked. The strongest negative response was from 11 and 12 year olds. Again this supports the 1986 finding although reaction was less strong.



A smoker is someone  
like yourself :

This statement did not find agreement;  
nor had it done in 1986. There was no obvious shift.

Do you think it matters  
if teenage girls smoke :

To this group it mattered a lot if teenage girls  
smoked.

Do you think you will  
be a smoker when you  
leave school :

All age groups did not think they would smoke when  
they left school. The response was strong as it  
had been in 1986.

### Conclusions

Findings were compared with those of 1986 by visual inspection, no tests  
of significance have been applied. In all but three of the questions there  
appeared to be little difference

There seems to be a more definite feeling that teenage smokers are immature  
and a more marked disagreement with the statement that they are sophisticated.  
ie. more immaturity and less sophistication.

Although the tendency is to not see smokers as confident; older girls are  
less sure about this and the age at which this is apparent is younger than  
last year. ie. Younger girls are more undecided about smokers lacking in  
confidence.

The overall feeling of the group 8-15 years old is that teenage smokers are  
not trendsetters, they are definitely crowd followers. They are immature,  
not very sophisticated and a bit selfish. The group were not sure about the  
relationship with confidence.

They definitely did regard smokers as "just like themselves", they were  
instead "not the kind of people they liked". They think it matters a lot if  
teenage girls smoke and do not think that they will smoke when they leave school.

Valerie Inglis  
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