Reflections on smoking within the music scene
How to protect youths from bad ideals
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How to protect youths from bad ideals

**AIMS**

With this project we want to encourage reflection in the Danish music scene upon how smoking behaviour in young people is affected simply by being present in this specific setting.

**METHODS**

To encourage invisibility of smoking in the Copenhagen music scene and change attitudes and behavior through questions and reflections, four sub-projects will be carried out:

- A deglorifying intervention which comprises guidelines at all of Strøm’s music events to reduce the visibility of smoking in press-, promotion-, and communication material and not show cigarettes, smoking, smoke or any kind of symbols of smoking.

- A qualitative intervention conducted through interviews within Strøm’s own organization including Dj’s, bookers, board members, people working with communication, with our partners, sales, music education and more.

- An intervention among Strøm’s external network in the Danish music industry (approx. 300 people) including Dj’s, bookers, stakeholders from record companies, industry associations, music festivals and more.

- An audience survey at eight of Strøm’s primary music events including more than 600 respondents.

**BACKGROUND**

Many young people form their identity through music.

They identify themselves through the genre of music they listen to and the concerts they go to, therefore the norms of the environment are essential to the formation of their identity.

Thus, role models within the music scene are of great importance to youth’s identity formation.

These individuals’ behavior in relation to smoking will influence on young people’s perception of what is to strive for.

**WHAT IS STRØM**

The annual Strøm Festival was established in 2006 with the purpose of celebrating all aspects and genres of electronic music.

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