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**HUMAN RELATIONS MEDIA**

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# ALL YOU NEED TO KNOW ABOUT TOBACCO IN 17 MINUTES

DVD Version



**HUMAN RELATIONS MEDIA**

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# ALL YOU NEED TO KNOW ABOUT TOBACCO IN 17 MINUTES

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# ALL YOU NEED TO KNOW ABOUT TOBACCO IN 17 MINUTES

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## DVD Menu

### Main Menu

- **Play**

- **Chapter Selection**

*From here, you can access many different paths of the DVD, beginning with the introduction and ending with the credits.*

- 1.** Introduction
- 2.** Chemistry of Tobacco
- 3.** Health Risks
- 4.** Smokeless Tobacco
- 5.** Secondhand Smoke
- 6.** Tobacco and the Brain
- 7.** Advertising and Marketing Tobacco
- 8.** Dollars and Sense
- 9.** Quitting
- 10.** Benefits of Quitting

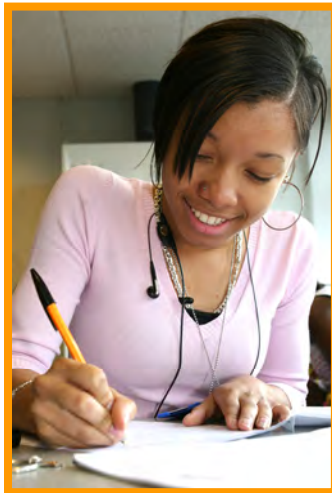
- **Teacher's Resource Book**

*A printable file of the accompanying Teacher's Resource Book is available on the DVD. Load the DVD onto a computer that has a DVD disk drive and Adobe Acrobat Reader.*

**For PC users:** From the "Start" menu, click on "Computer," then right click on your DVD disk drive and select "Explore." Double click on the PDF document to open the Teacher's Resource Book.

**For Mac users:** In "Finder," click on the DVD under "Devices." Then click on the PDF document to open the Teacher's Resource Book.

# TEACHER RESOURCES



There is no longer any doubt that tobacco products are hazardous to the health of those who use them. What’s more, they are deadly—today, one in five deaths in the United States is attributed to a tobacco-related cause. Even tobacco companies have been forced to admit that their products are addictive and may cause lung disease, several types of cancers and other lethal health problems. Yet American teens still haven’t gotten the message. By eighth grade, 20 percent of teens have tried cigarettes. By their senior year, almost 11 percent of teens are daily smokers. Every day, 3,450 teenagers smoke their first cigarette.

It’s crucial to give young people the tools they need to say “no” to tobacco. Nicotine is one of the most addictive substances out there—and the younger teens are when they first start smoking, the more likely they are to become addicted. Nicotine quickly causes changes in the brain, getting many young people hooked after just a few cigarettes.

The negative health effects begin just as quickly as the addiction does. Smokers (and others who use smokeless tobacco products) commonly suffer from coughing, shortness of breath, bad breath, yellow teeth and reduced endurance during athletic activities. These consequences are just the beginning. Over time, smokers greatly increase their risk of many types of cancers, chronic obstructive pulmonary disease, heart disease, stroke and more. The data is clear: tobacco shortens a user’s life by an average of 14 years.

Furthermore, secondhand—and even thirdhand smoke—can put young people’s health at risk even if they don’t use tobacco products themselves. Recognizing the danger of secondhand smoke and taking steps to prevent exposure are very important health skills for every young person. It can be difficult for a teen to confront an adult who is smoking, but this skill is essential if young people are to maintain a smoke-free lifestyle.

Some young people mistakenly believe that smokeless tobacco products—such as chewing tobacco, snus (moist snuff pouches), dissolvable nicotine sticks, lozenges and pellets—are somehow “safer” than cigarettes or cigars. They are dead wrong. All types of smokeless tobacco products are proven to cause cancer of the gums, throat, mouth, bladder, kidney and pancreas. Though not as prevalent as cigarettes, smokeless tobacco products remain a problem among teens. According to recent data, about four percent of eighth graders and 8.5 percent of high school seniors reported using smokeless tobacco products in the past month.

With so many customers dying after years of using their toxic products, tobacco companies are counting on young people getting addicted to nicotine in order for them to maintain their profits. These companies spend about 34 million dollars *a day* on tobacco marketing and promotion, with many of their efforts aimed at teens. In 2009, the Family Smoking Prevention and Tobacco Control Act was passed. This legislation gave the Food and Drug Administration a broader authority to regulate tobacco products. Since then, flavored cigarettes—which many believe were specifically designed to appeal to teenagers—have been banned, and tobacco advertising has been restricted. Still, tobacco companies are reaching too many teens.

***All You Need to Know about Tobacco in 17 Minutes*** uses expert commentary, statements from real teen smokers and victims of tobacco-related diseases to stress the many dangers of tobacco. Viewers learn the addictive power of nicotine and the many health risks posed by all tobacco products. They also gain useful new tools for quitting this deadly habit. After viewing the program, students will understand what is at stake and they will be empowered to say “no” to nicotine now and for the rest of their lives.

After watching the video *All You Need to Know about Tobacco in 17 Minutes* and participating in the class activities included in this Teacher's Resource Book, your students will be able to:

- describe the toxic and carcinogenic chemicals contained in tobacco smoke
- explain the short- and long-term health effects of using tobacco
- understand the addictive nature of nicotine
- explain the brain changes that lead to addiction to nicotine
- detail how tobacco use is linked to fatal diseases such as cancer, stroke, heart disease and lung disease
- recognize that smokeless tobacco products are no safer than cigarettes
- understand the special risks posed by smokeless tobacco
- describe the danger of secondhand and thirdhand smoke
- assertively ask someone not to smoke in their presence
- recognize the high economic cost of using tobacco
- identify ways for smokers to increase their chance of success when quitting tobacco
- describe some of the tools available to help smokers quit
- describe the health benefits of quitting
- resist peer pressure to try tobacco products



As the video begins, the camera focuses on a smoldering cigarette. A young girl states, “Honestly, I can’t even give you a reason why I smoke.” Nicotine is so addictive, a doctor explains, that even heroin and cocaine addicts who have successfully overcome their addictions are often unable to overcome their dependence upon nicotine. A young man describes the “it’s never going to happen to me” idea—many young people decide to smoke because they believe they will quit before they can suffer smoking’s damaging effects.

The video’s hosts appear after the title. One tells viewers, “Tobacco is the leading cause of preventable death in the United States.” The second host adds, “The addictive nature of tobacco and its many health hazards has recently led to legislation giving the federal government the authority to regulate the ingredients in cigarettes.”

The next segment is titled *Chemistry of Tobacco*. Dr. Gary Giovino, Director of Tobacco Control Research at the Roswell Park Cancer Center, refers to cigarettes as “a technically engineered product [designed] to release nicotine in a consistent way.” He explains, “There are at least 4,700 chemicals in tobacco smoke.” Approximately 60 of these chemicals cause cancer and 190 of them are toxic. The hosts list a few of the chemicals—for example, carbon monoxide and arsenic. Nicotine is the highly addictive component in all tobacco products. “All these chemicals are not just gross,” the hosts explain. “They’re deadly. They are what make smoking such a huge health risk.”

The next segment, *Health Effects*, details the immediate and long-term effects of smoking. One young teen says, “When I started smoking, I’d feel shortness of breath.” The hosts mention many of the health complications caused by tobacco, such as stroke, heart disease and various kinds of cancer. “Each year, tobacco is linked to one out of every five deaths in the United States,” one host says. This number is greater than the number of people who die from alcohol, AIDS, car crashes, suicides, murders and fires combined.

At this point, viewers are introduced to Brendon, a young former smoker with a powerful message. Because of smoking, Brendon began to lose circulation in his leg. Eventually, his condition worsened to the point that doctors were forced to amputate his left leg. Brendon vividly describes the pain he endured. “You could actually see my bone in some areas. The black didn’t hurt. What hurt was the red because that was still alive.” He also describes his anguish when he woke up after surgery and realized his leg was gone. He shows a bag of ashes to the camera; this is all that remains of his left leg. “I don’t like holding it... I know what this used to be. This is my left leg.” Before the segment ends, viewers are told that Brendon’s condition was caused by tobacco.

Next viewers are told, “You don’t even have to smoke tobacco to experience some of its terrible effects.” The *Smokeless Tobacco* segment begins with Dr. Giovino, who describes various smokeless tobacco products—also referred to as spit tobacco, snuff, chewing tobacco or dip. These types of tobacco can cause oral cancer. They can irritate the mouth, throat and esophagus. For people who drink alcohol, the risk is even greater, since alcohol seems to facilitate the entry of harmful chemicals into the body.

Oral cancer is a particularly treacherous disease. “Treating it can involve cutting off parts of the jaw, lips, tongue and gums,” the hosts explain. The camera cuts to Rick Bender, who recalls the surgery that left him disfigured. “I went through twelve-and-a-half hours of surgery nine days before my 27<sup>th</sup> birthday. They ended up cutting through my jaw. They had to take out a third of my tongue.” He describes the destroyed nerves and muscles in his face, neck and arm. “Because of my use of this stuff right here,” he says wistfully. “Spit tobacco.”

Viewers learn that new forms of smokeless tobacco are just as dangerous as cigarettes or chewing tobacco. “In recent years, other types of smokeless tobacco have grown in popularity. These include snus—a small tobacco pouch that users hold in their mouths—and nicotine strips, pellets, and sticks that dissolve in the user’s mouth. Many of these products are flavored and come in packages that look like candy.”

In the next segment, *Secondhand Smoke*, viewers learn that a person doesn’t even have to use tobacco to suffer from it. In fact, 80 percent of the smoke from a cigarette remains in the air instead of being inhaled into the smoker’s lungs. One host explains, “Secondhand smoke is actually a combination of two kinds of smoke. Mainstream smoke has been inhaled and breathed out. Sidestream smoke is constantly rising from the tip of the cigarette and is 20 times more toxic than mainstream smoke.” Viewers are also told, “The more you’re exposed to secondhand smoke, the greater your risk of developing the same diseases that kill smokers.” The hosts advise viewers to ask others to stop smoking in their presence. If the smoker refuses, leave the room.

Doctors have recently discovered thirdhand smoke—the chemicals left behind even after a cigarette is put out. The same cancerous compounds in cigarette smoke can linger on surfaces like fabric and carpets where anyone can accidentally ingest them. It also means that there is a danger present even after the smoke is gone.

The next segment, *Tobacco and the Brain*, poses two questions: why do people smoke, and why do smokers find it so hard to quit? The answer lies in nicotine, the highly addictive chemical in all sorts of tobacco products. “Like all addictive drugs, nicotine can cause pleasurable feelings by stimulating the release of a chemical called dopamine in a part of the brain called the reward system,” one host explains.

Over time, nicotine use alters the brain so dramatically that “smokers need to light up just to feel normal,” as the host puts it. Research by Dr. Joseph DiFranzia, a scientist at the University of Massachusetts Medical School, indicates that teen smokers are especially susceptible to addiction; in fact, his data indicates that a teen can become addicted to tobacco after a single cigarette! Dr. DiFranzia details how nicotine causes permanent changes in the brain. “25 percent of the kids we’ve surveyed said they had symptoms of addiction after smoking one cigarette,” Dr. DiFranzia explains. “About 80 percent of the kids had addiction symptoms by the time they finished their first pack of cigarettes.” As if to echo this fact, a young man says, “Once you’ve had the first one and you go to the second one, whether you like it or not, you’re hooked.”

The next segment, *Advertising and Marketing Tobacco*, introduces the topic of tobacco marketing that is aimed at young people despite years of denials from cigarette companies. William Farone, a former Director of Applied Research for cigarette company Philip Morris, states, “They did target youth. They made advertisements that would specifically appeal to young people.” The hosts explain that tobacco companies have spent billions of dollars placing cigarette ads in places where young people will see them—despite the 2009 federal law that limits where and how cigarette companies can advertise. That law also banned all flavored cigarettes, which were designed to appeal to young people. In spite of this, tobacco companies are notorious for finding new and inventive ways to advertise to the young. After all, once you’re hooked you will most likely make them much richer. “And as they get richer, if you smoke, you get poorer.”

This comment leads to a discussion of *Dollars and Sense*. Though cigarette prices might vary from location to location, a pack-a-day smoker would very likely be able to save over 2,000 dollars a year by quitting. That money could go towards other expenses, like a car or college education. The hosts point out that smoking is a very expensive habit.

The *Quitting* segment examines why it is so difficult to quit smoking. The physical dependence on nicotine means that smokers feel miserable when they haven’t smoked for a short period. A young woman admits, “When I’m not able to have a cigarette, I tend to be very cranky.” Joseph McClernon, PhD and neuroscientist at Duke University, reveals that there’s more to tobacco addiction than just the chemical lure of nicotine. “[Smoking] is a habit that involves a lot of different behaviors, like lighting the cigarette, bringing it to your mouth, inhaling the smoke,” he explains. These behaviors become associated with the pleasure of nicotine intake, which means that smokers often feel the urge to smoke because of their environment or habits, not because they are craving nicotine. One young man says, “Every time I smell or drink coffee, it’s like a trigger for me for a cigarette.”

Dr. McClernon suggests avoiding smoking triggers as much as possible and substituting common smoking behaviors with healthier choices. “When they quit smoking, [smokers should] find something else to do with their hands and their mouths. Chew on a straw, a toothpick, eat carrot sticks or celery sticks,” Dr. McClernon advises. “Those kinds of things also help smokers quit.”

The hosts also mention medication as a potential solution. Safer forms of nicotine such as the nicotine patch or nicotine gum can ease withdrawal symptoms and make it easier to quit. Dr. DiFranzia states, “I give the same advice to kids as I do to adults: go to your doctor and get some help.”

The video concludes with *Benefits of Quitting*. The hosts detail many ways that a smoker’s health improves over time after quitting smoking. As little as two weeks after quitting, a person’s lung function and circulation show marked improvement. Those who kick their tobacco habit can reduce their probability of lung cancer by half, viewers learn, after ten tobacco-free years. As the video nears the end, the hosts tell viewers, “We could have spent hours on any of the things we talked about, but we hope the information you’ve just heard will get you thinking about your own decisions regarding tobacco.”

The video and print materials in *All You Need to Know about Tobacco in 17 Minutes* are compatible with the National Health Education Standards and Correlations as indicated below.

**National Health Education Standard 1:** *Students will comprehend concepts related to health promotion and disease prevention to enhance health.*

**Performance indicators for grades 6 - 8**

- 1.8.1 Analyze the relationship between healthy behaviors and personal health.
- 1.8.3 Analyze how the environment affects personal health.
- 1.8.4 Describe how family history can affect personal health.
- 1.8.5 Describe ways to reduce or prevent injuries and other adolescent health problems.
- 1.8.6 Explain how appropriate health care can promote personal health.
- 1.8.7 Describe the benefits of and barriers to practicing healthy behaviors.
- 1.8.8 Examine the likelihood of injury or illness if engaging in unhealthy behaviors.
- 1.8.9 Examine the potential seriousness of injury or illness if engaging in unhealthy behaviors.

**National Health Education Standard 2:** *Students will analyze the influence of family, peers, culture, media, technology, and other factors on health behaviors.*

**Performance indicators for grades 6 - 8**

- 2.8.1 Examine how the family influences the health of adolescents.
- 2.8.2 Describe the influence of culture on health beliefs, practices, and behaviors.
- 2.8.3 Describe how peers influence healthy and unhealthy behaviors.
- 2.8.5 Analyze how messages from media influence health behaviors.
- 2.8.7 Explain how the perceptions of norms influence healthy and unhealthy behaviors.
- 2.8.8 Explain the influence of personal values and beliefs on individual health practices and behaviors.
- 2.8.9 Describe how some health risk behaviors can influence the likelihood of engaging in unhealthy behaviors.

**National Health Education Standard 3:** *Students will demonstrate the ability to access valid information, products, and services to enhance health.*

**Performance indicators for grades 6 - 8**

- 3.8.1 Analyze the validity of health information, products, and services.
- 3.8.2 Access valid health information from home, school, and community.
- 3.8.4 Describe situations that may require professional health services.

**National Health Education Standard 4:** *Students will demonstrate the ability to use interpersonal communication skills to enhance health and avoid or reduce health risks.*

**Performance indicators for grades 6 - 8**

- 4.8.1 Apply effective verbal and nonverbal communication skills to enhance health.
- 4.8.2 Demonstrate refusal and negotiation skills that avoid or reduce health risks.
- 4.8.4 Demonstrate how to ask for assistance to enhance the health of self and others.

**National Health Education Standard 5:** *Students will demonstrate the ability to use decision-making skills to enhance health.*

**Performance indicators for grades 6 - 8**

- 5.8.1** Identify circumstances that can help or hinder healthy decision making.
- 5.8.2** Determine when health-related situations require the application of a thoughtful decision-making process.
- 5.8.4** Distinguish between healthy and unhealthy alternatives to health-related issues or problems.
- 5.8.5** Predict the potential short-term impact of each alternative on self and others.
- 5.8.6** Choose healthy alternatives over unhealthy alternatives when making a decision.
- 5.8.7** Analyze the outcomes of a health-related decision.

**National Health Education Standard 6:** *Students will demonstrate the ability to use goal-setting skills to enhance health.*

**Performance indicators for grades 6 - 8**

- 6.8.1** Assess personal health practices.
- 6.8.2** Develop a goal to adopt, maintain, or improve a personal health practice.
- 6.8.3** Apply strategies and skills needed to attain a personal health goal.

**National Health Education Standard 7:** *Students will demonstrate the ability to practice health-enhancing behaviors and avoid or reduce health risks.*

**Performance indicators for grades 6 - 8**

- 7.8.1** Explain the importance of assuming responsibility for personal health behaviors.
- 7.8.2** Demonstrate healthy practices and behaviors that will maintain or improve the health of self and others.
- 7.8.3** Demonstrate behaviors to avoid or reduce health risks to self and others.

**National Health Education Standard 8:** *Students will demonstrate the ability to advocate for personal, family, and community health.*

**Performance indicators for grades 6 - 8**

- 8.8.1** State a health-enhancing position on a topic and support it with accurate information.
- 8.8.2** Demonstrate how to influence and support others to make positive health choices.
- 8.8.3** Work cooperatively to advocate for healthy individuals, families, and schools.

## Pre/Post Test Answer Key

(Activity 1, pages 11 - 12)

- 1.** b; **2.** c; **3.** a; **4.** c; **5.** d; **6.** b; **7.** d; **8.** a; **9.** c; **10.** b

---

## Crossword Puzzle Answer Key

(Activity 2, pages 13 - 14)

### Across

- 1.** coughing
- 2.** patch
- 4.** nicotine
- 7.** quitting
- 8.** smokeless
- 9.** addictive
- 11.** target
- 12.** behavioral
- 13.** dopamine

### Down

- 1.** craving
- 2.** preventable
- 5.** stroke
- 6.** sidestream
- 10.** cancer

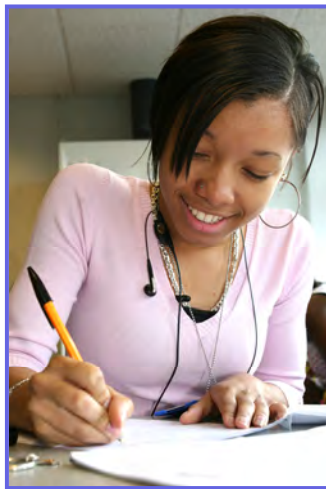
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## Anatomy of a Cigarette Answer Key

(Activity 4, page 16)

- |                              |                              |
|------------------------------|------------------------------|
| <b>1.</b> dead bodies        | <b>2.</b> gasoline           |
| <b>3.</b> rats               | <b>4.</b> household cleaners |
| <b>5.</b> car's exhaust pipe | <b>6.</b> executions         |
| <b>7.</b> lighter fluid      | <b>8.</b> arteries           |

# STUDENT ACTIVITIES





Name: \_\_\_\_\_

1. How many of the chemicals contained in tobacco smoke are known to cause cancer?
  - a. 4,700
  - b. 60
  - c. 2,500
  - d. 12
  
2. Each year, tobacco is linked to \_\_\_\_\_ deaths in the United States.
  - a. 1 in 2
  - b. 1 in 3
  - c. 1 in 5
  - d. 1 in 100
  
3. Which of the following statements is not true?
  - a. Smokeless tobacco is generally safer to use than cigarettes and cigars.
  - b. People use smokeless tobacco by placing it between their teeth and gums.
  - c. All forms of smokeless tobacco cause oral cancer.
  - d. Using any type of tobacco with alcohol increase a person's risk of cancer.
  
4. Which type of secondhand smoke is the most toxic to bystanders?
  - a. mainstream smoke
  - b. thirdhand smoke
  - c. sidestream smoke
  - d. exhaled smoke
  
5. Which substance in tobacco is responsible for its addictive properties?
  - a. benzene
  - b. ammonia
  - c. carbon monoxide
  - d. nicotine

*This activity is continued on the next page.*

Name: \_\_\_\_\_

6. Approximately how many teens report symptoms of addiction after smoking a single cigarette?
- a. 10 percent
  - b. 25 percent
  - c. 50 percent
  - d. 80 percent
7. Approximately how much money would a smoker be able to save in one year by quitting tobacco?
- a. \$275
  - b. \$650
  - c. \$1,000
  - d. \$2,000
8. Any behavior or action that is associated with smoking and that makes quitting harder is called a/an \_\_\_\_\_.
- a. trigger
  - b. impulse
  - c. dopamine high
  - d. urge
9. A smoker's risk of developing heart disease drops by 50 percent \_\_\_\_\_ after quitting.
- a. 10 years
  - b. 5 years
  - c. 1 year
  - d. 3 months
10. Which of the following strategies would not commonly help someone who is trying to quit smoking?
- a. avoiding places or people associated with smoking
  - b. having a cigarette when the cravings become particularly strong
  - c. chewing on a straw, toothpick or celery stick
  - d. using a nicotine patch or nicotine gum

Name: \_\_\_\_\_

ACTIVITY 2A  
CROSSWORD PUZZLE

**WORD BANK**

**ATTENTION:** not all words listed here will be used in this puzzle!

- |                  |                   |                    |                     |                   |
|------------------|-------------------|--------------------|---------------------|-------------------|
| <i>addictive</i> | <i>behavioral</i> | <i>cancer</i>      | <i>cigar</i>        | <i>craving</i>    |
| <i>coughing</i>  | <i>dopamine</i>   | <i>kidney</i>      | <i>lung disease</i> | <i>mainstream</i> |
| <i>nicotine</i>  | <i>patch</i>      | <i>preventable</i> | <i>quitting</i>     | <i>sidestream</i> |
| <i>smokeless</i> | <i>stroke</i>     | <i>target</i>      | <i>tobacco</i>      | <i>youth</i>      |

The crossword puzzle grid consists of 13 numbered starting points for words:

- 1: 10 letters, horizontal, top right.
- 2: 4 letters, horizontal, middle right.
- 3: 8 letters, vertical, left side.
- 4: 10 letters, horizontal, middle right.
- 5: 2 letters, vertical, middle.
- 6: 1 letter, black square, middle right.
- 7: 6 letters, horizontal, middle.
- 8: 8 letters, horizontal, middle.
- 9: 6 letters, horizontal, bottom left.
- 10: 6 letters, horizontal, bottom left.
- 11: 6 letters, horizontal, bottom middle.
- 12: 10 letters, horizontal, bottom middle.
- 13: 8 letters, horizontal, bottom.

Four images are included in the puzzle area:

- A red "No smoking" sign with a cigarette icon crossed out.
- A hand being handcuffed to a metal object.
- A lit cigarette with ash.
- A tin of tobacco with a hand scooping some out.

*This activity is continued on the next page.*

Name: \_\_\_\_\_

## ACROSS



1. This health problem gets better approximately nine months after quitting smoking.
2. The nicotine \_\_\_\_\_ is a helpful tool for quitting smoking.
4. \_\_\_\_\_ is a chemical that makes tobacco products so addictive.
7. \_\_\_\_\_ is very difficult and often takes more than one attempt.
8. \_\_\_\_\_ is a type of tobacco linked to oral cancer.
9. Tobacco is one of the most \_\_\_\_\_ drugs that exist.
11. Tobacco companies \_\_\_\_\_ young people with advertising.
12. Avoiding other smokers or chewing gum are \_\_\_\_\_ strategies for quitting.
13. \_\_\_\_\_ is a brain chemical that is released when someone uses tobacco.

## DOWN

1. A strong desire to use tobacco is called a \_\_\_\_\_ .
3. Tobacco is the leading cause of \_\_\_\_\_ death in the U.S.
5. Cancer, heart disease and \_\_\_\_\_ are linked to smoking.
6. This type of secondhand smoke is 20 times more toxic than other types.
10. Smoking causes \_\_\_\_\_ of the lung, bladder, stomach and mouth.



Name: \_\_\_\_\_

Work in small groups of four to five students to design a children’s picture book for younger students that will explain the most important facts about tobacco in an age-appropriate way. Each group should choose one of the topics below. Work together to write, illustrate and graphically design a children’s book that explains your topic. Keep your vocabulary and explanations simple—they need to be suitable for a typical first grader. Make sure that your book contains colorful illustrations. Your book should be 15 to 20 pages long. When you’re done, find a way to bind your book so that it looks like the “real thing.”

If you can, visit an elementary-school class and read your book to a group of younger students.

- **Health Effects**

Include the following in your book: short-term effects of using tobacco, long-term effects of using tobacco and how tobacco can lead to serious disease and death.

- **Secondhand Smoke**

Include the following in your book: why secondhand smoke is dangerous, the different types of secondhand smoke, the dangers of thirdhand smoke and how to ask a grown-up to stop smoking near you.

- **Smokeless Tobacco**

Include the following in your book: health effects of using “smokeless tobacco” products such as chewing tobacco, the fact that smokeless tobacco is just as dangerous as cigarettes or cigars and the dangers of new nicotine products such as snus or tobacco pellets.

- **Saying No**

Include the following in your book: reasons to say “no” to tobacco, an explanation of peer pressure and how it works and assertive ways to say “no” to tobacco.

- **Addiction**

Include the following in your book: how nicotine changes the brain, what addiction means, how quickly addiction can happen and why it is so hard for people to quit using tobacco once they are addicted.

Name: \_\_\_\_\_

## WORD BANK

**ATTENTION:** *not all words listed here will be used in this puzzle!*

batteries

dead bodies

gasoline

lighter fluid

rats

car's exhaust pipe

executions

household cleaners

motor oil

sunblock

chemistry sets

flashlights

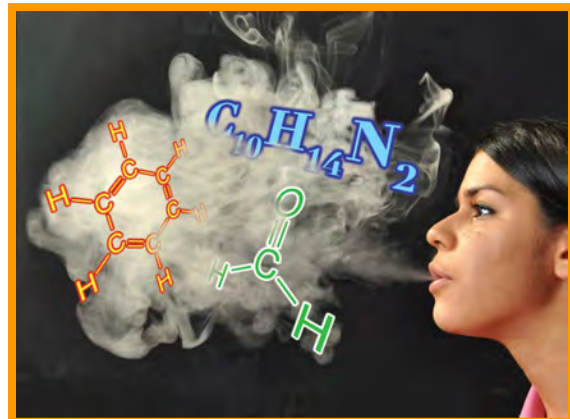
jet plane engine

plastic wrap

weed killer

Fill in the blanks below to find out more about some of the 4,700 chemicals contained in tobacco smoke.

1. Formaldehyde is used by coroners to embalm \_\_\_\_\_ .
2. Benzene, an additive to \_\_\_\_\_ , might help your car's engine but it's bad for your health.
3. No need for a trap! Arsenic is a poison that has been used to kill \_\_\_\_\_ .
4. Ammonia is a powerful ingredient in many \_\_\_\_\_ which can make your kitchen sparkle but will harm your body.
5. Carbon monoxide is a deadly gas that comes out of a \_\_\_\_\_ , which is why you shouldn't stay in a garage with the engine running.
6. Hydrogen cyanide is used in gas chambers for \_\_\_\_\_ .
7. Butane is commonly found in \_\_\_\_\_ .
8. Cadmium is used to make \_\_\_\_\_ , which you might use to power a flashlight or a remote control device.



Name: \_\_\_\_\_

ACTIVITY 5

CLASS DEBATES

For this activity, you and your classmates will debate a controversial issue related to tobacco. First, get into groups of two or three students. Your teacher will assign your group a debate topic and will instruct you about which side of the argument you should defend. Together with your group, come up with the best reasons you can to support your argument. Practice giving a three- to five-minute presentation that explains your reasons. Make sure everyone in your group has a chance to speak.

**DEBATE 1**

Smoking is such a dangerous habit that it should be outlawed for all.

*versus*

Even though it is dangerous, individuals should have the right to choose whether to smoke.

**DEBATE 2**

Pregnant women and parents who smoke around their children should be charged with endangering the health and welfare of their child.

*versus*

Pregnant women and parents, not the law, should be responsible for their children's health and safety.

**DEBATE 3**

Cigarette companies should be able to advertise, as long as they don't post ads in places where minors are likely to see them.

*versus*

Cigarette companies should not be allowed to advertise their deadly products anywhere.

**DEBATE 4**

Schools should provide a designated smoking area for teachers and staff members who smoke.

*versus*

Teachers and staff members should not be allowed to smoke anywhere on school grounds.

**DEBATE 5**

Teenagers who are caught smoking should face legal punishment, such as fines or community service.

*versus*

Teenagers who are caught smoking should be required to attend tobacco education classes.

**DEBATE 6**

The best way to reduce smoking is to raise tobacco taxes so that it's too expensive for people to continue.

*versus*

The best way to reduce smoking is to make free quitting support groups and help lines available.

Name: \_\_\_\_\_

Research one of the topics below and write a brief paper on your findings. You can gather information at your school or local library as well as on the Internet. Make sure that your sources are valid, up-to-date and reliable.

### **Parents and Smoking**

What medical risks do children who live with one or two parents who smoke face? Are kids raised in a smoking household more likely to smoke themselves? What can happen to the fetus if a woman smokes or uses other tobacco products during pregnancy?

### **Secondhand Smoke and the Law**

Many cities and states have enacted laws about where and when smoking is permitted. Find out what laws exist in your community to protect people from secondhand smoke. Can people smoke in schools or other buildings that serve children? Can apartment buildings ban smokers? Can workplaces ban smoking or refuse to hire smokers? Do you think your community's laws are strong enough? If not, what would you change?

### **Smokeless Tobacco**

Many people mistakenly believe that smokeless tobacco is somehow "safer" than cigarettes or cigars. What are the health risks of using chewing tobacco, snus, or nicotine pellets, strips and sticks? Do you think these products are being marketed to young people? What dangers do these products pose to young children who might mistake them for candy or mints?

### **Young People and Tobacco Addiction**

Is it possible for young people to become addicted to tobacco? What happens in the brain when someone smokes a cigarette? How is this related to addiction? Is someone who starts smoking young more likely to become addicted than someone who starts as an adult? What can young people who want to quit smoking do to help their chances?

### **Life with Lung Cancer**

Using tobacco products significantly raises the risk of lung cancer, a disease that is often fatal. What is it like to live with lung cancer? What are the symptoms? What treatment is available? What side effects do these treatments have? What are a person's chances of survival?

### **The "Big Tobacco" Settlement**

In 1998, the largest tobacco companies were forced to pay hundreds of billions of dollars in an historic legal settlement. Write a summary of the settlement and how it changed the tobacco industry. What did the companies' internal memos reveal about youth and tobacco marketing? About medical risks and tobacco? What do tobacco companies now have to do because of this settlement?



Name: \_\_\_\_\_

You know smoking is unhealthy, but sometimes it can be tough to say “no” when others are pressuring you. Plus, it’s not easy to talk to adult family members and loved ones who smoke about how their habit affects you. Thinking about what to say ahead of time can help.

Get into groups of two or three students. For each scenario below, act out the problem and create your own solution. Switch roles for every scenario so that everyone has a chance to play the person who is being pressured. Include as many facts about tobacco as possible.

- 1.** Your friend’s mom is driving you both to the movies. You didn’t know she was a smoker, but as soon as you pull out of the driveway, she lights a cigarette. Soon, smoke fills the car. It really bothers you, especially since you know how harmful secondhand smoke is. What would you say?
- 2.** Your favorite uncle is a smoker. As you’ve been learning more about smoking and the health problems it causes, you’ve been getting more worried about him. You don’t want him to get cancer or COPD, but you are worried he’ll get mad at you if you talk to him about quitting smoking. What would you say?
- 3.** Together with friends, you are hanging out at the mall with someone you really like. You’re having a lot of fun until he/she pulls out a pack of cigarettes. “Let’s get out of here,” he/she says, “and have a quick smoke.” What would you say?
- 4.** You catch your older sibling smoking one day when your parents aren’t home. You don’t want to tattle, but you know how quickly a young person can get addicted to tobacco. What would you say?
- 5.** This year, your school’s track team has a great chance of winning the city championship. But your friend, the team’s fastest runner, hasn’t been performing very well lately. You discover that he/she has recently started smoking. What would you say?
- 6.** Your friend calls herself a “social smoker,” meaning she only smokes a few cigarettes on the weekends when she’s hanging out with friends. You once tried to tell her you were worried, but she said, “It’s no big deal. It’s just for fun now, and I’m not going to smoke forever. We’re way too young for anything bad to happen.” But you’re still worried. What would you say?

Name: \_\_\_\_\_

ACTIVITY 8

**HEY, WANNA SMOKE?**



Everybody knows that tobacco products cause cancer, heart disease and many other potentially deadly health problems—so why do some young people still decide to start smoking? Peer pressure is a big part of the answer. It's important to understand how to resist peer pressure in order to protect your health.

**Part One:**

In this activity, you will brainstorm different ways to say “no” to smoking. Imagine you are hanging out with an older classmate. You really like this person and want to become better friends. On the walk home from school, the classmate lights up a cigarette, then turns to you. “Here, have one,” he or she says.

Get into groups of two or three students and work together to come up with at least five things you can say when someone offers you a cigarette. Your comebacks should be the kind of statements that you would feel comfortable saying in a real situation. Your comebacks should be assertive, but not passive or aggressive—that means expressing yourself firmly and confidently. Read the *Resisting Peer Pressure* fact sheet for more details and ideas.

You can take many different approaches to saying "no" to a cigarette. You might want to include the following strategies:

- Give a reason.
- Blame someone else.
- Use humor.
- Be ready to repeat your “no.”

Next, imagine you are sleeping over at a friend’s house. Your friend’s dad lights up a cigar while you are eating dinner in the dining room. The smoke really bothers you. In your groups, brainstorm at least three different things you could say to your friend’s dad in this situation. Your remarks should be polite and respectful, but also assertive.

**Part Two:**

As a class, combine your ideas into a big list of comebacks. Display this list in the classroom on a poster or bulletin board.

Name: \_\_\_\_\_

ACTIVITY 9

**A HEAVY PRICE**



Tobacco is an expensive habit—and that’s not even counting the extra medical bills that smokers and other tobacco users have to pay over the years. Have you ever wondered how much a lifetime tobacco habit can cost? You may be surprised at the answer.

To complete this activity, find out how much an average pack of cigarettes or container of smokeless tobacco costs in your town. You can ask a tobacco user you know, or check at a local convenience or tobacco store. Answer the questions below, using the price of the product you found. Assume that you would be smoking or using *two packs/containers per day*. Then, in the right-hand column, write down something else you could have spent that money on. New jeans? A video game system? A car?

Tobacco product name: \_\_\_\_\_

Price per pack/container: \_\_\_\_\_

<b>How much would you spend on tobacco...</b>	<b>Cost</b>	<b>What else could you buy with that money?</b>
<b>1.</b> in one day? (Multiply the price of one pack by 2)	\$	
<b>2.</b> in one week? (Multiply the dollar amount in line 1 by 7)	\$	
<b>3.</b> in one month? (Multiply the dollar amount in line 2 by 4)	\$	
<b>4.</b> in one year? (Multiply the dollar amount in line 3 by 12)	\$	
<b>5.</b> in five years? (Multiply the dollar amount in line 4 by 5)	\$	
<b>6.</b> in 10 years? (Multiply the dollar amount in line 5 by 2)	\$	
<b>7.</b> in 50 years? (Multiply the dollar amount in line 6 by 5)	\$	

Name: \_\_\_\_\_

## ACTIVITY 10

### TRUTH IN ADVERTISING



*Joe Chemo, 1996. Concept: Scott Plous. Illustration: Ron Turner.*

The tobacco industry spends billions of dollars every year trying to make smoking look fun, sexy and mature. But what would happen if tobacco companies were required to show the real consequences of smoking or using smokeless tobacco in their ads? How many cigarettes would they sell if ads depicted smokers battling lung cancer or chronic obstructive pulmonary disease (COPD)?

In this activity, you will design a print ad that tells the truth about tobacco. Your ad can be a spoof or parody of a real tobacco ad, or you can use your own original idea.

For inspiration, check out the tobacco parody ads at <http://www.adbusters.org/spoofads/tobacco>.



*I miss my lung, 1998. California Department of Health Services.*

The best ads use a single strong theme to convey their message. Think about these topics as you decide on your theme:

- the enormous power of nicotine addiction
- short-term health problems, such as shortness of breath and coughing
- long-term health problems, such as cancer, heart disease and COPD
- unpleasant side effects of smoking: bad breath, stinky clothes, etc.
- secondhand smoke and its effects on others
- the high cost of using tobacco
- chemicals found in tobacco

Use the back of this page for notes and brainstorming. Create your ad on a separate sheet of paper. Display all the ads on a bulletin board in your classroom if possible.

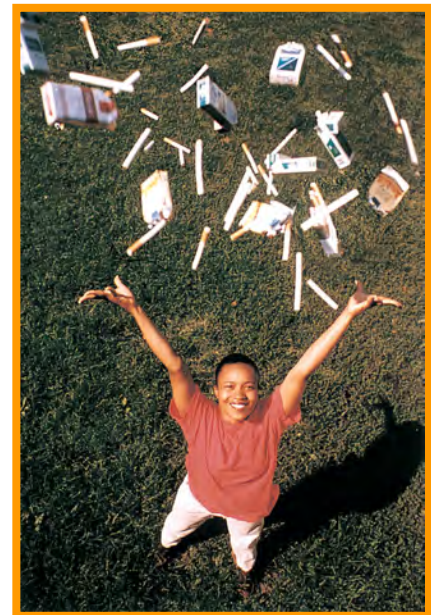
Source: <http://www.adbusters.org/spoofads/tobacco>.



It can be very difficult to quit using tobacco once you're addicted, yet people succeed every day—and in the process, they vastly improve their health and quality of life. Many different methods exist to help people quit smoking or using smokeless tobacco products.

Get into groups of two or three students and choose one of the following quitting methods to research (your teacher may assign you one of the methods). Work together to find out more about the method and then display your findings on a poster. Your poster should include illustrations, diagrams and photos. Answer the following questions on your poster.

- What is the method?
- How long has it been around?
- What makes this method work?
- What is the method's success rate?
- How safe is it? Are there side effects?
- How much does it cost for a month?
- Where can it be purchased?
- Is it available without a prescription?
- What are the pros and cons of this method?



## Methods for Quitting Tobacco

- acupuncture
- anti-smoking pills
- cold turkey
- electronic cigarette
- hypnosis
- medical counseling
- nicotine gum
- nicotine inhaler
- nicotine lozenges
- nicotine nasal spray
- nicotine patch

When you're finished, display your poster in a place where adults can see it. For example, hang your posters in the hallway during parent-teacher conferences or display them at a local community center. You may be helping a smoker take the first steps toward a healthier life!



Name: \_\_\_\_\_

Breathing in secondhand smoke is not just gross, it's hazardous to your health! Each year, more than 46,000 non-smokers die because of their continued exposure to secondhand smoke.\* Did you know that the smoke that comes from the lit end of the cigarette has a higher concentration of carcinogens than the smoke breathed in from the filter end? For more information on secondhand smoke, please consult the *Secondhand Smoke* fact sheet.



For this activity, create your own wallet cards to tell the world how you feel about inhaling someone else's secondhand smoke. The next time anyone lights a cigarette near you, you may want to share one of your cards with him or her. If you have access to a computer, you can design your cards electronically. Otherwise, use the template below. You may refer to the information in the *Secondhand Smoke* sheet on your card, or perform some research at the library or on the Internet to learn more about passive smoking. Make sure that your cards let the smoker know that you are serious!

 <b>Did you know...</b> Cigarette smoke contains over 4,000 chemicals, including hydrogen cyanide, sulphur dioxide, carbon monoxide, ammonia and formaldehyde.	 _____ _____ _____
 _____ _____ _____	 _____ _____ _____
 _____ _____ _____	 _____ _____ _____

\* National Cancer Institute <<http://www.cancer.gov/cancertopics/factsheet/Tobacco/cessation>>

Name: \_\_\_\_\_

ACTIVITY 13

LOOKING BUTT UGLY

Even after only a few cigarettes, tobacco users frequently suffer from these symptoms:



- shortness of breath
- coughing
- getting tired quickly during physical activity
- reduced ability to smell and taste
- premature skin aging
- bad breath
- yellow teeth

Choose a photograph of yourself that you really like. Make a photocopy of the picture. (If the original picture is small, enlarge it as much as possible.) Your picture should fit inside the frame at the bottom of this page. Tape or glue your picture into the frame.

Now draw! Illustrate the effects that smoking can have on your body—especially your face. Give yourself wrinkles, purplish blotches, scars, a pimply tongue... all the things that may happen to smokers. Don't hold back just because it's your own face. Your retouched photograph should make it clear that if you smoke, it's your face that will pay the price—as well as the rest of your body.

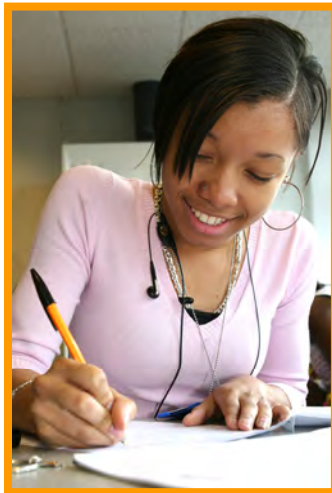


**Cigarettes don't discriminate. Eventually, they make everyone ugly.**





# STUDENT FACT SHEETS



Name: \_\_\_\_\_



As you heard in the video, tobacco smoke contains more than **4,700** chemicals—at least **69** of which are known to cause cancer. Take a closer look at what smokers inhale into their lungs every time they take a puff. Ingredients with an asterisk (\*) are known or suspected to be **carcinogens**, meaning they are known to cause cancer.

**Acetylene:** used for fuel in welding torches

**Ammonia:** found in household cleaners

**Arsenic:** deadly poison once used to kill rats \*

**Benzene:** additive to gasoline \*

**Cadmium:** found in batteries \*

**Carbon monoxide:** deadly gas that comes out of a car exhaust

**Chromium:** metallic element \*

**Formaldehyde:** used to embalm dead bodies \*

**Hydrogen cyanide:** poisonous gas

**Nicotine:** highly addictive chemical that is fatal in large doses

**Tar:** sticky substance that coats the lungs

**Toluene:** found in paint thinner, glue and rubber \*

Source: National Cancer Institute <<http://www.cancer.gov/cancertopics/factsheet/Tobacco>>

Name: \_\_\_\_\_

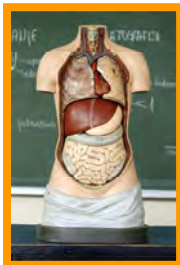
Tobacco products cause all kinds of health problems, from the merely nasty to the life-threatening. Listed below are some common types of damage that smoking tobacco or using smokeless tobacco, snus or other tobacco products can cause.

## **Brain and Eyes**

When a person smokes, nicotine passes into the bloodstream and reaches the brain in about eight seconds. It immediately causes changes, such as increased heart rate, blood pressure and breathing rate. Nicotine also causes a release of dopamine, a brain chemical linked to feelings of pleasure. But the dopamine rush quickly fades, making the smoker want to reach for another cigarette. It doesn't take long for addiction to occur—at this point, the brain has been changed so much that it needs nicotine to function normally. This is why it is so difficult to quit. Smoking also damages and hardens the arteries, raising the risk of a blockage in a brain artery. This is called a stroke. Smoking causes cataracts, an eye disease that can lead to blindness.



## **Lungs and Respiratory System**



In healthy people, oxygen and carbon dioxide pass easily through the thin lining of the lungs with every breath. Normal lungs also trap harmful dust and other irritating particles, which are moved out of the body with the help of tiny hairs, called cilia. The particles in cigarette smoke make the lungs irritated; the body tries to move them out by increasing mucus in the lungs and coughing. With time, tobacco use damages the cilia, allowing the toxic particles to remain in the body. Cigarette smoke also damages the lining of the lungs, turning healthy, pink tissue black and scarred. This hurts the ability of the lungs to exchange gases, impairs breathing and leads to serious lung diseases, such as cancer, chronic bronchitis and emphysema.

*This fact sheet is continued on the next page.*

Name: \_\_\_\_\_

## Heart and Blood Vessels

The arteries of a smoker become hardened, and a fatty tissue begins to build up within these blood vessels. Smoking also increases the likelihood for blood clots and raises blood pressure. These conditions can lead to heart disease and heart attacks. They also force the heart to work harder, making exercise tough.



## Mouth and Throat

Toxins in tobacco damage the immune system, making respiratory infections more likely. Smoking also leads to tooth decay and gum disease. The dangerous chemicals found in both cigarettes and smokeless tobacco cause cancers of the mouth, lips, pharynx, larynx and esophagus.

## Reproductive System



Women who smoke while pregnant expose their babies to serious health risks. Smoking mothers are more likely to give birth to premature and low birth weight babies. Babies whose mothers smoke have a higher risk of dying from sudden infant death syndrome (SIDS).

Name: \_\_\_\_\_

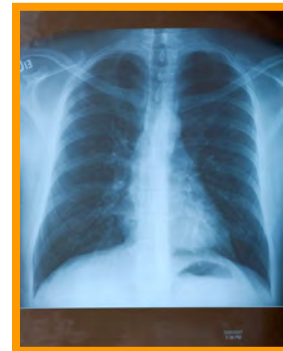
## Quick Facts

- Tobacco causes one in five deaths in the United States.<sup>1</sup>
- Half of all current smokers will die from the habit if they don't quit.<sup>2</sup>
- Smoking will kill 650 million people worldwide.<sup>3</sup>
- Smoking shortens your life by an average of 14 years.<sup>4</sup>
- Secondhand smoke causes 46,000 deaths per year.<sup>5</sup>
- Smoking—and exposure to other people's cigarette smoke—causes 440,000 deaths in the United States every year.<sup>6</sup>
- If current smoking rates continue, five million people under the age of 18 right now will die from tobacco-related diseases.<sup>7</sup>

## How Smoking Kills

### Cancer

About 40 percent of tobacco-related premature deaths are from cancer. Cancer is the uncontrolled growth of abnormal cells. Cancer cells often begin in one spot but can spread, invading other organs and tissues in the body. Tobacco is a leading cause of many types of cancers because of the many toxic chemicals found in tobacco products. These cancer-causing chemicals (also known as carcinogens) can make healthy cells mutate into dangerous cancer cells.



*This fact sheet is continued on the next page.*

<sup>1</sup> Centers for Disease Control <[http://cdc.gov/tobacco/data\\_statistics/fact\\_sheets/health\\_effects/tobacco\\_related\\_mortality](http://cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_related_mortality)>

<sup>2</sup> American Cancer Society  
<<http://www.cancer.org/Cancer/CancerCauses/TobaccoCancer/QuestionsaboutSmokingTobaccoandHealth/questions-about-smoking-tobacco-and-health-cancer-and-health>>

<sup>3</sup> ibid

<sup>4</sup> ibid

<sup>5</sup> ibid

<sup>6</sup> National Cancer Institute <<http://www.cancer.gov/cancertopics/factsheet/Tobacco/cessation>>

<sup>7</sup> Centers for Disease Control <[http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/health\\_effects/tobacco\\_related\\_mortality](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/tobacco_related_mortality)>

Name: \_\_\_\_\_

## Heart Disease

About 30 percent of tobacco-related deaths are caused by heart disease or stroke. Tobacco harms the blood vessels in several ways: it hardens the arteries, causes a buildup of fatty tissue inside of the arteries and makes blood clotting more likely. This forces the heart to work harder and can lead to a heart attack or heart disease—both of which can be fatal.

## Lung Disease



About 25 percent of tobacco-related deaths come from lung disease, particularly Chronic Obstructive Pulmonary Disease (COPD). COPD is actually a combination of chronic bronchitis and emphysema. Tar from tobacco smoke damages the air sacs and

airways in the lungs, making them thick, inflamed and clogged with mucus. COPD leads to shortness of breath, wheezing and coughing. As the disease gets worse, it makes breathing so difficult that the person must gasp for breath. There is no cure for COPD.

## Stroke

A stroke occurs when an artery in the brain becomes blocked, stopping blood flow. Strokes are a leading cause of disability and death.

Many teens assume that smokeless tobacco is a safe alternative to cigarettes. They're dead wrong—smokeless tobacco kills, just like any other tobacco product!

## What is smokeless tobacco?

Also called **spit tobacco** or **chewing tobacco**, smokeless tobacco is just what it sounds like: tobacco that doesn't need to be smoked. Instead, users place a bit of tobacco in their mouths. The nicotine in the product is absorbed into the bloodstream through the mouth. There are several types of smokeless tobacco:

- Tobacco pouches, plugs, twists and snuff are placed between the cheek and gums. Users need to frequently spit out the tobacco juices that form (although some users swallow it).
- Snus are small tobacco pouches that rest inside the user's cheek. Snus are different from other types of chewing tobacco because users don't need to spit out the tobacco juices.
- Dissolvable tobacco products come in many new forms, such as strips, pellets and lozenges. These products are meant to dissolve in the mouth, like hard candy.

## Why is smokeless tobacco dangerous?

Even though there is no cigarette or cigar smoke to inhale, smokeless tobacco still causes serious health problems. Users often suffer from stained teeth, bad breath, receding gums, gum disease and tooth loss. These products can also lead to a higher blood pressure, increased heart rate and irregular heartbeat. Smokeless tobacco contains about 30 cancer-causing chemicals, which lead to pre-cancerous white patches in the mouth called **leukoplakia**. These sores can develop into cancer with time. Besides cancer of the mouth, smokeless tobacco can cause cancer of the lips, tongue, esophagus, throat, cheek and gums. Treatment for these cancers can involve removing large portions of the jaw, face, chin and neck. Because users sometimes swallow the tobacco juices, cancer of the pancreas, kidney and bladder can result. All of these types of cancers can be fatal.

## Is smokeless tobacco addictive?

Yes! Smokeless tobacco products contain nicotine, the same highly addictive chemical in cigarettes. In fact, there is more nicotine in the average dose of smokeless tobacco than there is in a single cigarette.

## Who uses smokeless tobacco?

According to the 2010 Monitoring the Future study, 10 percent of eighth graders and 18 percent of high school seniors have tried smokeless tobacco at least once. Boys are more likely to use smokeless tobacco than girls are.

Name: \_\_\_\_\_

You don't have to smoke to suffer from the consequences of tobacco use. If you are exposed to smoke from someone else's cigarette, you could still face serious health problems.

## What is secondhand smoke?

Secondhand smoke is smoke inhaled from someone else's cigarette or cigar. It is made up of two types of smoke:

- **Mainstream smoke** is the smoke that a person exhales.
- **Sidestream smoke** is the smoke coming from the end of a lit cigarette, cigar or pipe. This type of smoke is most dangerous because it has a higher concentration of cancer-causing chemicals.

## Why is secondhand smoke dangerous?

Secondhand smoke contains all of the toxic and cancer-causing chemicals that go into a smoker's lungs. It can cause respiratory infections, coughing, wheezing, sore throats and asthma. Secondhand smoke also causes heart disease and cancer. It kills 46,000 people every year in the United States.

## Why is secondhand smoke so dangerous for children?

Babies exposed to secondhand smoke have a higher risk of dying from sudden infant death syndrome (SIDS). Secondhand smoke also slows the growth of children's lungs and makes them more likely to develop colds, pneumonia, bronchitis, asthma and ear infections.

## What is thirdhand smoke?

Cigarette smoke leaves toxic chemicals behind on hair, clothing and furniture, long after the cigarette has been put out. These chemicals are especially dangerous for kids, who can get the toxins on their hands and into their mouths easily by touching contaminated surfaces. Opening a window or turning on a fan doesn't remove these toxins.

## Protecting Yourself

Keep yourself healthy by steering clear of smoke! These tips can help:

- If someone lights up next to you, politely ask them not to smoke around you. This is especially important if you're in an enclosed area, like a car.
- If the smoker refuses to put out his or her lit cigarette, get up and walk away. Your health is more important than anything else.
- If your parents smoke, ask them to smoke only when they're outside the house. Share what you know about secondhand and thirdhand smoke. Encourage them to quit.



Name: \_\_\_\_\_

Over the last few decades, more and more laws about tobacco products have been passed. Many of them were designed to prevent youth from getting hooked on tobacco. And in 2009, President Obama signed **The Family Smoking Prevention and Tobacco Control Act** into law. This law allowed the Food and Drug Administration (FDA) to regulate tobacco products. This fact sheet summarizes some of the most significant current laws about tobacco.

## Access to Tobacco Products

- No one under age 18 may purchase tobacco products. Retailers are required to check a person's ID when he or she tries to buy them.
- Tobacco companies cannot distribute free samples.
- In some states, minors who possess, buy or even try to buy tobacco products can be legally punished with a fine or community service.
- In 27 states and Washington, DC, smoking is banned in public places, such as restaurants, and in most workplaces.

## Types of Tobacco Products

- Flavored cigarettes, such as chocolate, vanilla, clove or strawberry, are illegal because they appeal to children and teens.
- Tobacco companies cannot sell or distribute products with their logos on them, such as hats or T-shirts.

## Marketing of Tobacco Products

- Cartoon characters are banned from tobacco ads.
- Tobacco companies cannot sponsor any athletic, musical, social or cultural events.
- Outdoor tobacco ads are illegal.
- Cigarette packs must feature a graphic warning label that covers the top half of both sides of the pack.
- Companies cannot market tobacco products as "low," "light," "mild" or any other term that makes them sound "healthier" than regular tobacco products.

Name: \_\_\_\_\_

Nicotine is one of the most highly addictive substances in the world. Very quickly after a person begins smoking, his or her brain starts to change. Soon it will become very difficult for the individual to control the strong craving for cigarettes—because the body has become addicted to nicotine. Take a closer look:

## The First Cigarette

When you begin smoking, the first cigarette will cause a release of **dopamine** in your brain. Dopamine is a natural brain chemical that causes feelings of happiness and pleasure. The dopamine is released in a part of the brain called the **reward system**, which is normally stimulated when you do something good for yourself, such as exercising or eating your favorite food. But all drugs of abuse, including tobacco, trick your reward system into thinking you did something good, even though you didn't. Your brain "rewards" you for smoking with a rush of dopamine. But that dopamine quickly fades, leaving you with an urge to smoke another cigarette to get the pleasurable feeling back.

## Quick Addiction

It doesn't take long for a smoker to become dependent on nicotine. The more nicotine you use, the more quickly you build up a **tolerance**. This means that it takes more and more nicotine to give you the same effect that you once felt with just one cigarette. As you continue smoking, the nicotine causes changes in your brain. These changes cause *craving*, or strong urges to smoke. You become less able to limit your smoking until the cravings become almost uncontrollable.



## Withdrawal

Once you're addicted, your brain depends on nicotine to function. You need nicotine in your body just to feel normal. If you go too long without a cigarette, you will experience **withdrawal** symptoms. These include irritability, restlessness, sadness, increased appetite, trouble falling asleep and trouble paying attention. These symptoms are a major reason why it's so difficult to quit smoking. Most smokers reach for another cigarette simply to get rid of the unpleasant withdrawal symptoms.

Name: \_\_\_\_\_

It may be tough, but smokers can quit. In many cases, the damage done by tobacco can slowly be reversed. Within minutes of smoking that last cigarette, the body begins to repair itself. Below are some encouraging numbers.

**Within 20 minutes of the last cigarette:**

- Blood pressure drops to normal.
- Pulse rate drops to normal.
- Body temperature of hands and feet increase to normal.

**After eight hours:**

- Carbon monoxide level in the blood drops to normal.
- Oxygen level in the blood increases to normal.

**After 48 hours:**

- Chance of heart attack decreases.
- Nerve endings start to grow back.
- Ability to smell and taste things increases.

**After one to nine months:**

- Coughing, sinus congestion, fatigue and shortness of breath decrease.
- Cilia in the lungs are reactivated, increasing the ability to handle mucus, clean the lungs and reduce infection.

**After five years:**

- Lung cancer death rate for the average pack-a-day smoker decreases from 137 deaths per 100,000 to 72 deaths per 100,000.

**After ten years:**

- Lung cancer death rate for the average smoker drops to 12 deaths per 100,000—almost the same rate as nonsmokers.
- Risk of other cancers—such as those of the mouth, larynx, esophagus, bladder, kidney and pancreas—decrease.

Name: \_\_\_\_\_

Do you know someone who wants to quit using tobacco? Are you the one who wants to quit? Quitting smoking is tough, but you can do it! And if you're a current tobacco user, quitting is one of the best things you can do for your health. Use or share these tips for kicking the habit:

- Avoid places and activities that make you want to smoke (your triggers). If you're used to smoking with a group of friends at the park after school, stay away for a while.
- If your friends smoke, tell them that you've decided to quit and ask them not to smoke around you. Good friends will support you, not pressure you to change your mind.
- Hang out with friends who don't smoke during the tough times. They will help encourage you not to smoke.
- Chew on gum, a straw or a toothpick when you get the urge to smoke.
- Keep snack foods, such as pretzels or carrots, with you and eat them when you feel the urge to smoke.
- When you're stressed, take slow, deep breaths. Count to ten and visualize a peaceful place.
- Write down your reasons for quitting on an index card. Keep it with you and look at it often.
- Keep busy. Exercise or get involved in a fun hobby.
- When you get a strong urge to smoke, put it off for as long as possible. The urge will pass whether you smoke or not. Try to distract yourself by doing something that takes your mind off smoking.
- Reward yourself! Treat yourself to some new music or a trip to the movies for every week you spend tobacco-free.
- Get help. Many people join support groups full of others who are also trying to quit. Check the phone book or search online for a group in your area. There are resources for young people as well.
- Don't despair if you relapse and have a cigarette. Realize that it takes most people several times before they quit for good. Forgive yourself and move past it—if you keep trying, you will succeed.

Name: \_\_\_\_\_



Most teens face peer pressure. Sometimes, peer pressure can be a good thing—such as when your friend encourages you to join a study group or to take an exercise class. But friends and classmates can also pressure you to make unhealthy choices, such as using alcohol or other drugs. Follow these tips to help you resist the pressure:

- Avoid situations where you know people will be smoking. Think about some alternate activities to do instead. Suggest going to the movies, a concert, bowling, another friend’s house or anywhere else where smoking won’t be allowed.
- Prepare ahead of time if there’s a chance that someone might pressure you to smoke. Think about what you’ll say and even rehearse saying “no.”
- Don’t be afraid to say “no.” Even if it seems like everyone else is going along with the crowd, there’s a good chance that others are uncomfortable, too. If you speak up, others might get up the courage to do the same.
- One of the best ways to turn down a cigarette is to be assertive and confident. Stand up straight, look the person in the eye, speak firmly and say, “No thanks, I don’t want to.”
- Offer a reason why you don’t want to smoke. For example: “My uncle has emphysema and I don’t want to end up like that,” or “I’m not into smoking.” Or blame someone else: “My parents would kill me,” or “My coach would kick me off the team.”
- If someone won’t stop pushing you, be firm. Ask, “Why do you care so much if I smoke or not?” or simply repeat, “I said no.”
- Remember that anyone who won’t stop pressuring you to do something that you don’t want to do is not a real friend. You don’t need to “prove” anything to someone who really cares about you.



Name: \_\_\_\_\_

Looking for more information about tobacco? Check out these resources:



**American Cancer Society**

<<http://www.cancer.org>>

**American Heart Association**

<<http://www.americanheart.org>>

**American Lung Association**

<<http://www.lungusa.org>>

**Campaign for Tobacco-Free Kids**

<<http://www.tobaccofreekids.org>>

**Centers for Disease Control and Prevention (CDC) Tobacco Page**

<<http://www.cdc.gov/tobacco>>

**National Cancer Institute**

<<http://www.cancer.gov>>



**National Institute on Drug Abuse (NIDA) for Teens**

<<http://www.teens.drugabuse.gov>>



**The Nemours Foundation**

<[http://www.teenshealth.org/teen/drug\\_alcohol](http://www.teenshealth.org/teen/drug_alcohol)>

**Smokefree.gov**

<<http://www.smokefree.gov>>

**The Truth**

<<http://www.thetruth.com>>

## Tobacco Quit Lines

**American Cancer Society: 1-800-227-2345**

**CDC Quit Support Line: 1-800-QUIT-NOW**

**Nicotine Anonymous: 1-877-879-6422**

Most states have their own local tobacco quit lines. To find one near you, visit your state health department website or consult your phone book under "Tobacco Cessation."

Name: \_\_\_\_\_

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“Harms of Smoking and Health Benefits of Quitting.” National Cancer Institute.

<http://www.cancer.gov/cancertopics/factsheet/Tobacco/cessation>

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“How Cigarettes Damage Your Body.” American Heart Association. March 2011.

[http://www.heart.org/HEARTORG/GettingHealthy/QuitSmoking/QuittingSmoking/How-Cigarettes-Damage-Your-Body\\_UCM\\_322735\\_Article.jsp](http://www.heart.org/HEARTORG/GettingHealthy/QuitSmoking/QuittingSmoking/How-Cigarettes-Damage-Your-Body_UCM_322735_Article.jsp)

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“Questions about Smoking, Tobacco, and Health.” American Cancer Society. January 2011.

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*This fact sheet is continued on the next page.*

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<<http://www.cancer.org/Cancer/CancerCauses/TobaccoCancer/secondhand-smoke>>

“Secondhand Smoke.” TeensHealth. The Nemours Foundation. November 2009.

<[http://teenshealth.org/teen/drug\\_alcohol/tobacco/secondhand\\_smoke.html#cat20138](http://teenshealth.org/teen/drug_alcohol/tobacco/secondhand_smoke.html#cat20138)>

“Smokefree Laws and Policies.” American Lung Association. September 2010.

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“Smokeless Tobacco Facts.” Centers for Disease Control and Prevention. March 2011.

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<i>Curriculum in a Box: Gateway Drugs and Beyond</i>	11 DVDs, 3 PowerPoint presentations and print lessons
<i>Bath Salts: The Deadly Facts</i>	video and print
<i>Buzz in a Bottle: The Dangers of Caffeine-Spiked Energy Drinks</i>	video and print
<i>All You Need to Know about Alcohol in 17 Minutes</i>	video and print
<i>All You Need to Know about Drugs &amp; the Teen Brain in 17 Minutes</i>	video and print
<i>All You Need to Know about Marijuana in 17 Minutes</i>	video and print
<i>All You Need to Know about Prescription &amp; OTC Drugs in 17 Minutes</i>	video and print
<i>Underage Drinking Toolkit</i>	5 videos and print
<i>Spotlight on Drugs Pamphlet Series</i>	16 full-color pamphlets
<i>Extreme Bullying: The Truth about Hazing</i>	video and print
<i>The Dangers of Sexting: What Teens Need to Know</i>	video and print
<i>Cheating: Pressures, Choices and Values</i>	video and print
<i>Me and My 500 "Friends": Staying Safe on Social Networks</i>	video and print
<i>Your Reputation: Enhancing It, Repairing It</i>	video and print
<i>Do I Have a Problem? Recognizing Drug and Alcohol Addiction</i>	video and print

Visit our website for detailed descriptions of the above programs.

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