

**THE TOTALLY
DISGUSTING
TOBACCO
GROSS OUT VIDEO**

DVD Version

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THE TOTALLY DISGUSTING TOBACCO GROSS OUT VIDEO

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THE TOTALLY DISGUSTING TOBACCO GROSS OUT VIDEO

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. A Smoker's Lungs
2. Tobacco Ads
3. Bad Breath
4. Tobacco Ingredients
5. Effects of Smoking
6. Secondhand Smoke
7. Spit Tobacco
8. The Ending

➤ **TEACHER'S RESOURCE GUIDE**

A file of the accompanying Teacher's Resource Guide is available on the DVD. To open the file you need to load the DVD onto a computer that has a DVD-ROM and Adobe Acrobat Reader. Right click on the DVD icon and then double click on the file titled "Teacher's Resource Book."

Educators of young teenagers face a particular dilemma when it comes to teaching students about the dangers of tobacco. Cigarettes and smokeless tobacco kill, but youth who are focused on the here and now may not appreciate a health risk that lies in the distant future. The middle school years are a crucial time when students' attitudes about smoking are formed; it's essential that they grasp the dire consequences of tobacco use so they will never be tempted to start. Young people should know that tobacco's negative effects are not years down the road; teens need to understand that smoking puts them at risk for a host of disgusting consequences right now.

Tobacco causes a series of changes in the body, and they aren't pretty. Even young smokers get yellow teeth, stained fingernails and bad breath—not to mention stinky hair and clothes. The toxins—a volatile mixture of over 4,000 chemicals such as formaldehyde, arsenic, cadmium and ammonia—in cigarette smoke dry out the skin, accelerate wrinkles and lead to premature thinning or graying hair. Young smokers may even develop a hairy tongue. It's not quite the image that young people hope for.

Smokeless tobacco and cigarettes alike have a gross effect on the mouth and throat. Tobacco promotes tooth decay and gum disease and often causes pre-cancerous white patches called leukoplakia to form. Over time, a tobacco user faces a greatly increased risk of cancer of the mouth, tongue, lip, pharynx and larynx; victims may have to undergo the removal of their jaw or voice box to survive.

The damage goes even deeper than the ugly outer effects. Cigarette smoke deposits a thick layer of tar in the lungs, interfering with the normal exchange of gases and turning a healthy pink lung into black, scarred tissue. Smoke also kills the cilia, which help clear the lungs by trapping harmful particles in phlegm and moving them out of the body. Without them, a smoker must cough up nasty amounts of phlegm each day just to breathe. Tobacco also acts as a poison to the blood vessels, making them constrict and increasing stress on the heart. Cigarettes also promote the deposit of fatty plaque in the body's blood vessels and the hardening of the arteries; it's no wonder smoking is a leading cause of heart disease. Continuing use can lead to a heart attack, stroke or death.

The Totally Disgusting Tobacco Gross Out Video brings these side effects of smoking home for young people, graphically illustrating how tobacco will change their appearance and their health while emphasizing that the damage done to their lungs, heart and brain is even worse than the effects they can see. Students will come away with the understanding of the dangers of tobacco, ready to make the critical decision never to take that first puff.

LEARNING OBJECTIVES

After watching *The Totally Disgusting Tobacco Gross Out Video* and participating in the activities in this Teacher's Resource Book, your students will be able to:

- list some of the toxic chemicals found in cigarette smoke
- describe how tobacco affects a user's outward appearance
- understand that tobacco use greatly increases the risk for cancer
- recognize that nicotine is an addictive drug
- understand how tobacco damages the heart and blood vessels
- describe the effects tobacco has on the lungs
- realize that smokeless tobacco is just as dangerous as cigarettes or cigars
- analyze tricks the tobacco industry uses to try to sell its deadly products
- confidently resist peer pressure to smoke
- understand the dangers of secondhand smoke
- grasp the connection between smoking and premature death
- teach others about the effects of tobacco using graphic illustrations

Teacher's Page for the Disgusting Tobacco Gross Out Fair

Help your students educate their peers about all of the negative consequences of tobacco by planning a “Disgusting Tobacco Gross Out Fair.” With your guidance, students will create a series of stations graphically demonstrating the nasty aspects of smoking or chewing tobacco. You can invite other classes to tour the fair while your students share what they have learned.

1. Make sure school administrators approve of your class holding the fair. Get permission for the date, time and all of the activities or stations you plan to include.
2. Invite other students to tour your fair. Ask other teachers who have a class during the period in which your fair is scheduled if they would bring their classes by. If there is an elementary school nearby, you may also want to invite some younger classes to come. Make sure you give enough notice so that teachers can allow for your fair in their lesson plans.
3. Read through the *Disgusting Tobacco Gross Out Fair* page and choose which stations you would like to include. Introduce those stations to your class. Explain that you are organizing the fair so your students can let others know all of the gross facts about tobacco they have learned. Assign each student to one station; some stations will need more students than others. If needed, ask your students to brainstorm additional stations.
4. If you are including any stations that need adult supervision, ask ahead of time for parents or other staff members to volunteer.
5. Have your students complete their stations before the day of the fair. Make sure all necessary supplies are in the classroom the day before. Ask each student to be prepared to explain his or her station to the visitors.
6. On the day of the fair, help your students set up each station. As your visitors come in, have them proceed to each station in an orderly fashion. Your students should talk about their stations and share any relevant facts or statistics with their guests.
7. Take a few minutes to discuss the fair with your class the next day. What did they think about the experience?

PROGRAM SUMMARY

The program opens with teenagers Kailee, Josie and Miguel grouped around a computer in the library. When the girls explain that they're working on a video for health class called *The Totally Disgusting Tobacco Gross-Out Video*, Miguel scoffs. "Don't tell me you're a little scared to watch now that you're a smoker," Kailee says. Miguel protests that he's "not really a smoker."

"Watch what happens to the lungs after someone smokes," Josie says. Their video shows how the lungs produce phlegm to protect the body from air pollution—or from the noxious chemicals in tobacco. The three teens watch as a boy coughs up some thick yellow goo. They learn that tar and other contaminants in tobacco smoke force a smoker's lungs to make an overload of phlegm. "After just two months, a smoker's lungs have three times more phlegm than a nonsmoker's," notes Kailee, which is why smokers cough so much. The girls explain that this overload of phlegm makes it harder for the lungs to clean themselves. As a result, more germs enter the body—which is why smokers contract 60 percent more colds and flu than nonsmokers.

Miguel then points out that actors smoke in movies all the time. "Tobacco companies *pay* the movie studios to use tobacco products onscreen," says Josie. They tell him to watch their undercover footage to see what smoking really looks like. The three watch as several of their classmates puff outside the school. One of them, Shanna, joins them as they're watching. Onscreen, they observe Shanna's crush, Trey, walk away from her with a disgusted look.

Angry, Shanna says, "What do they know? Older guys have much better taste." She shows them a magazine cigarette ad featuring men having a good time smoking. "We know you're smarter than that," says Josie. Using their video, she explains that tobacco companies lose about a million customers each year—some smokers quit and others die early because of tobacco's side effects. So the companies need to perpetually recruit new smokers. "Young, healthy people like us are perfect customers because we have lots of years left to buy tobacco," she says.

Shanna isn't convinced, so the girls show her some animated tobacco company bigwigs quoting internal documents that show how tobacco advertisers intentionally target young people. The teens note that companies spend billions on ads to convince people that smoking is cool. "Too bad they don't tell us what they're really selling," Josie says, as she shows her friends a mock tobacco commercial that she has created for her class project

Trey appears in the commercial as a narrator. "Is breathing cramping your style? Tired of clean, pink lungs?" he asks. Gruesome images of black lungs, tumors and swollen air sacs hover in the background. "But wait, there's more! You also get an early death!" says Josie in the role of another narrator. "Just think! One in five smokers becomes addicted to tobacco, and one in three of those die early. It could be you!" says Trey.

“It gets worse. Check out what a tobacco ad should really look like,” Kailee says. The next part of their video uses special effects to transform a beautiful model into an ugly mess with wrinkles, yellow teeth, bad breath, hair loss, a hairy tongue, cataracts, heartburn, osteoporosis, arthritis and smelly clothes and hair. “Smoking also lowers the amount of oxygen in the bloodstream,” the video notes, which can cause a disease that makes fingers and toes turn black and fall off.

Trey joins the group at the library. Shanna eagerly asks if he’s going to the game that night. “Hey girls, did you add the part about bad breath yet?” he asks, pointing back at Shanna. They watch the next section of the video, which shows gross photographs of diseased teeth and gums and a hairy tongue. “I get it!” Shanna yells. “But you guys don’t understand. I’ve tried quitting. It’s not easy.” As she leaves, Trey says he’ll see her at the game.

“I don’t know about you guys, but I feel sick,” Miguel says. Kailee points out that they haven’t yet seen what happens to the inside of the body. The next part of their video lists some of tobacco’s disgusting ingredients, including formaldehyde (used to embalm dead bodies), arsenic (rat poison), cyanide (poison), polonium-210 (a toxic radioactive element), sodium hydroxide (hair removal chemical) and urea (found in human sweat and urine).

“Tobacco smoke even contains tar, a lot like the black goopy stuff used to pave roads,” narrates Kailee. Their video then shows a jar full of nasty tar—the amount that builds up in a smoker’s lungs after one year. Josie then points out that tobacco products don’t list any of their 600 added ingredients on the package. They all watch as the video shows the tar dripping down a boy’s head and face.

Trey then confesses that he used to smoke. “In track, I’d have trouble keeping up,” he remembers. The girls continue to play their video; while it explains that smoking raises the risk of serious diseases like lung cancer, emphysema, heart disease, stroke, ulcers and Crohn’s disease, graphic photos of diseased organs pop up onscreen.

Miguel is totally disgusted, but Josie tells him there’s more. Onscreen, they see a man with a hole in his throat—a smoker who has had his larynx removed. Next, they see the difference between a healthy larynx and one that has been damaged by tobacco. Over disgusting images of cancerous organs, the girls explain that smoking causes cancer of the lung, throat, mouth, pancreas, kidney, liver, colon and breast.

Miguel appears upset. “All this has got me thinking about my grandfather,” he says. He tells the girls his grandfather died of lung cancer. “That was ten years after he stopped smoking,” Miguel says. Kailee says, “Our research showed that if you’re young and you stop smoking, your lungs have a chance to heal. But if you keep on smoking, the damage is already done.”

“I’ll stop smoking way before any of that junk happens to me,” Miguel says. Sadly, Josie tells him that most smokers say that when they first start. They watch as the video explains nicotine is more addictive than crack or heroin; some tobacco companies add ammonia to make their products even more addictive. An animated graphic shows how nicotine reaches the brain seconds after the first puff and causes changes in the body—leading to the urge for another cigarette.

“But smoking is a choice. If you choose to do it, you’re only hurting yourself,” Miguel says. “So you’re saying no one else got hurt when your grandfather died?” Josie asks, adding that secondhand smoke does hurt others. Returning to the video, they learn that just ten minutes in the room with smokers can cause a long list of harmful health effects. “Secondhand smoke is filled with the same poisons that a smoker inhales from a cigarette, like carbon monoxide,” Josie says in the video. Their project goes on to note that the air at a cigar party was found to have even more carbon monoxide than a busy freeway. Long term effects of secondhand smoker are similar to that of smoking: lung cancer, heart disease and emphysema, to name a few.

Another classmate, Taylor, joins them. “That’s why I stick with the smokeless stuff,” he says, meaning spit tobacco. “That stuff is even worse!” exclaims Kailee. They show him some undercover footage in which two girls walk away from him, disgusted, when he spits. “Using spit tobacco is even more addictive than smoking,” Josie adds.

Their video explains that spit tobacco delivers an ever faster, stronger dose of nicotine to the brain. As images of diseased mouths and throats appear, the girls point out that spit tobacco contains over 3,000 chemicals and even more carcinogens than cigarettes. Photographs reveal some of the nasty consequences of chewing: brown teeth, rotted gums and cancer of the mouth, known as leukoplakia. These mouth and throat cancers happen fast, and can occur in kids as young as 15. On their video, a mouth cancer survivor describes the grueling twelve-and-a-half hours of surgery he endured when he was only 26. Taylor is stunned.

Finally, the girls play the end of the video for Miguel. Gross photos of diseased organs are cut alongside footage of teens smoking and spitting. The girls ask what he thinks. “Are you kidding?” he replies. “Black lungs, yellow teeth, hairy tongue, leuka-something in the mouth and a hole in your neck? It’s a regular freak show.”

“We just wanted people to see how gross tobacco is,” says Josie, “especially our friends.” Miguel gets up and says it’s time to go. “Aren’t you forgetting something?” asks Josie, handing him his cigarettes. Miguel throws them away. “You know, the average nonsmoker saves about 3,000 dollars a year,” Kailee notes with a smile. “Which means you can buy us tickets to the basketball game,” Josie finishes. Laughing and joking, the three head off to the game.

STUDENT ACTIVITIES

Name: _____

Pre/Post Test

Decide whether the following statements are true or false.

1. TRUE or FALSE: Tobacco companies lose about 500,000 customers a year. _____

2. TRUE or FALSE: Tar and other pollutants in tobacco smoke cause a smoker's lungs to create an excess amount of phlegm. _____

3. TRUE or FALSE: One in five smokers becomes addicted to tobacco. _____

4. TRUE or FALSE: Smokers contract significantly fewer colds and flu viruses than nonsmokers. _____

5. TRUE or FALSE: One in three smokers die early as a result of their tobacco use. _____

6. TRUE or FALSE: Cyanide is one of the ingredients in tobacco smoke. _____

7. TRUE or FALSE: Nicotine is more addictive than heroin. _____

8. TRUE or FALSE: Secondhand smoke has fewer poisons than mainstream smoke. _____

9. TRUE or FALSE: Cigarettes and spit tobacco are equally addictive because they both contain nicotine. _____

10. TRUE or FALSE: The average nonsmoker saves about 3,000 dollars a year by not buying tobacco products. _____

The Answer Key to this activity appears on the next page.

Name: _____

Answer Key

1. TRUE or FALSE: Tobacco companies lose about 500,000 customers a year. *FALSE: They lose about a million customers a year—some quit using tobacco, and others die.* FALSE
2. TRUE or FALSE: Tar and other pollutants in tobacco smoke cause a smoker's lungs to create an excess amount of phlegm. TRUE
3. TRUE or FALSE: One in five smokers becomes addicted to tobacco. TRUE
4. TRUE or FALSE: Smokers contract significantly fewer colds and flu viruses than nonsmokers. *FALSE: smokers contract 60 percent more colds and flu viruses than nonsmokers because their lungs lose the ability to clean themselves.* FALSE
5. TRUE or FALSE: One in three smokers die early as a result of their tobacco use. TRUE
6. TRUE or FALSE: Cyanide is one of the ingredients in tobacco smoke. TRUE
7. TRUE or FALSE: Nicotine is more addictive than heroin. TRUE
8. TRUE or FALSE: Secondhand smoke has fewer poisons than mainstream smoke. *FALSE: Tobacco smoke is harmful to anyone who inhales it—the smoker as well as the people in his or her surroundings.* FALSE
9. TRUE or FALSE: Cigarettes and spit tobacco are equally addictive because they both contain nicotine. *FALSE: Spit tobacco is more addictive, because it delivers a larger dose of nicotine to the brain.* FALSE
10. TRUE or FALSE: The average nonsmoker saves about 3,000 dollars a year by not buying tobacco products. TRUE

Name: _____

After watching *The Totally Disgusting Tobacco Gross Out Video*, you can probably think of plenty of reasons not to smoke or chew tobacco. Which ones are most important to you? Make a list of the top ten reasons why you would choose not to use tobacco. Feel free to use reasons that weren't featured in the program.

I choose not to use tobacco because...

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now, write your ten reasons on an index card. On the other side of the index card, draw or glue a picture representing you—it can be a favorite snapshot of yourself, a picture of your favorite hobby or sport, or anything else that reminds you that you have a valuable, healthy life without tobacco. Carry the card with you in your backpack or school folders; look at it whenever you need to remember why you have made the great decision not to smoke.

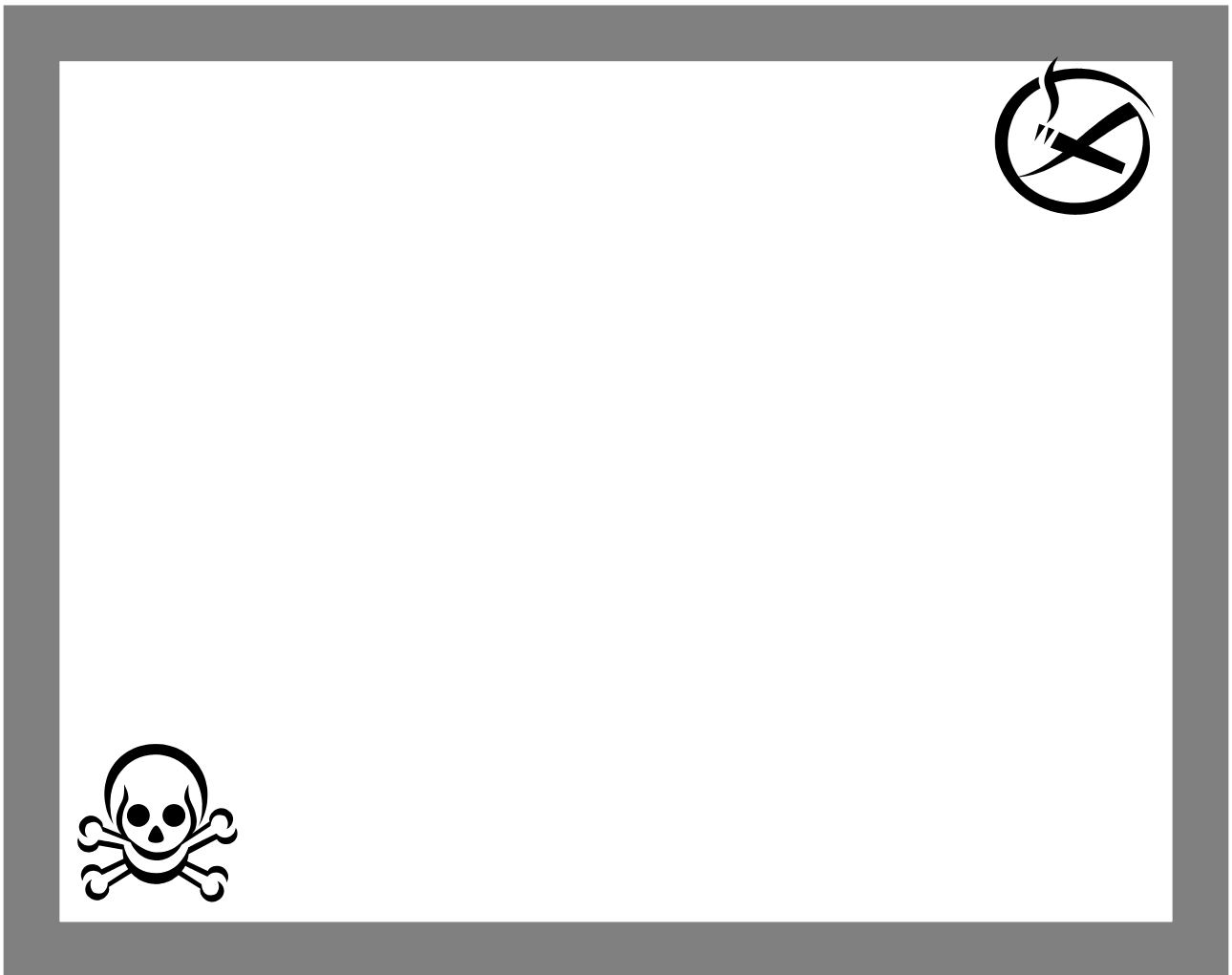
Name: _____

SMOKING SELF-PORTRAIT

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 across the bottom of this page. Tape or glue your picture into the frame below.

Now draw! Illustrate the effects that smoking can have on your body—especially your face. Give yourself wrinkles, yellow teeth, thinning hair and even a hairy tongue... all of the things that can 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—not to mention the rest of your body.

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



Name: _____

**GROSS TOBACCO
CROSSWORD PUZZLE**

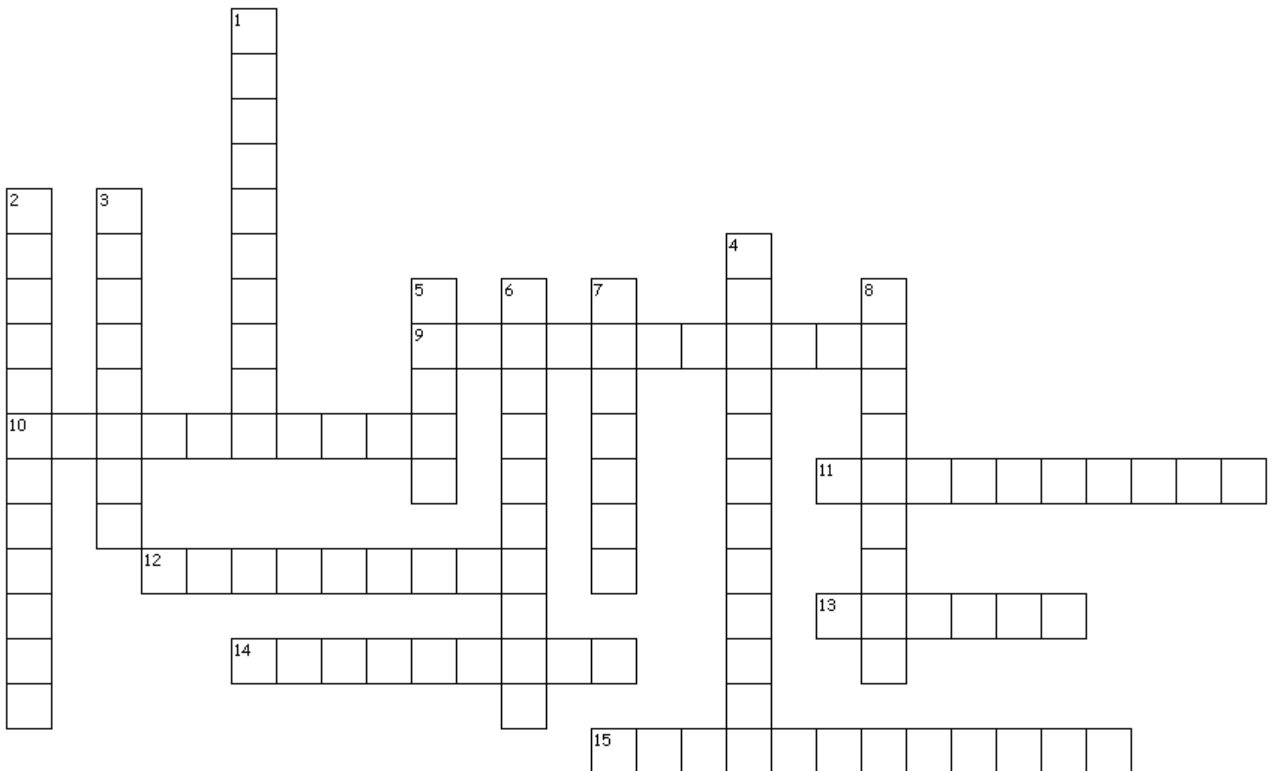
Find out more about the health hazards of smoking or chewing tobacco by completing this crossword puzzle. If you need help, refer to the word bank below for answer choices. The crossword puzzle clues appear on the next page.

Word Bank

blood clots
emphysema
heartburn
leukoplakia
stroke

bronchitis
gum disease
laryngectomy
lung cancer
tobacco

cataracts
heart disease
leukemia
osteoporosis
ulcer



This activity is continued on the next page.

Name: _____

**GROSS TOBACCO
CROSSWORD PUZZLE**

Down

1. Blockages in the arteries or veins that can be fatal
2. An operation that removes a person's voice box
3. Cancer of the bone marrow and blood
4. The name for conditions like heart attack or disease of the heart muscle
5. An open sore in the stomach caused by spit tobacco or cigarettes
6. The number one cancer killer in the US
7. Leaf that contains nicotine
8. Cloudy spots in the eye's lens that can lead to blindness

Across

9. White patches in the mouth that can lead to cancer
10. Gums decaying around the teeth
11. A disease that makes the lung's air passages inflamed and clogged with mucus
12. Painful condition in which stomach acids back up into the esophagus
13. A blockage in an artery of the brain
14. A disease that damages the lung's air sacs
15. A disease that makes the bones brittle and easy to break

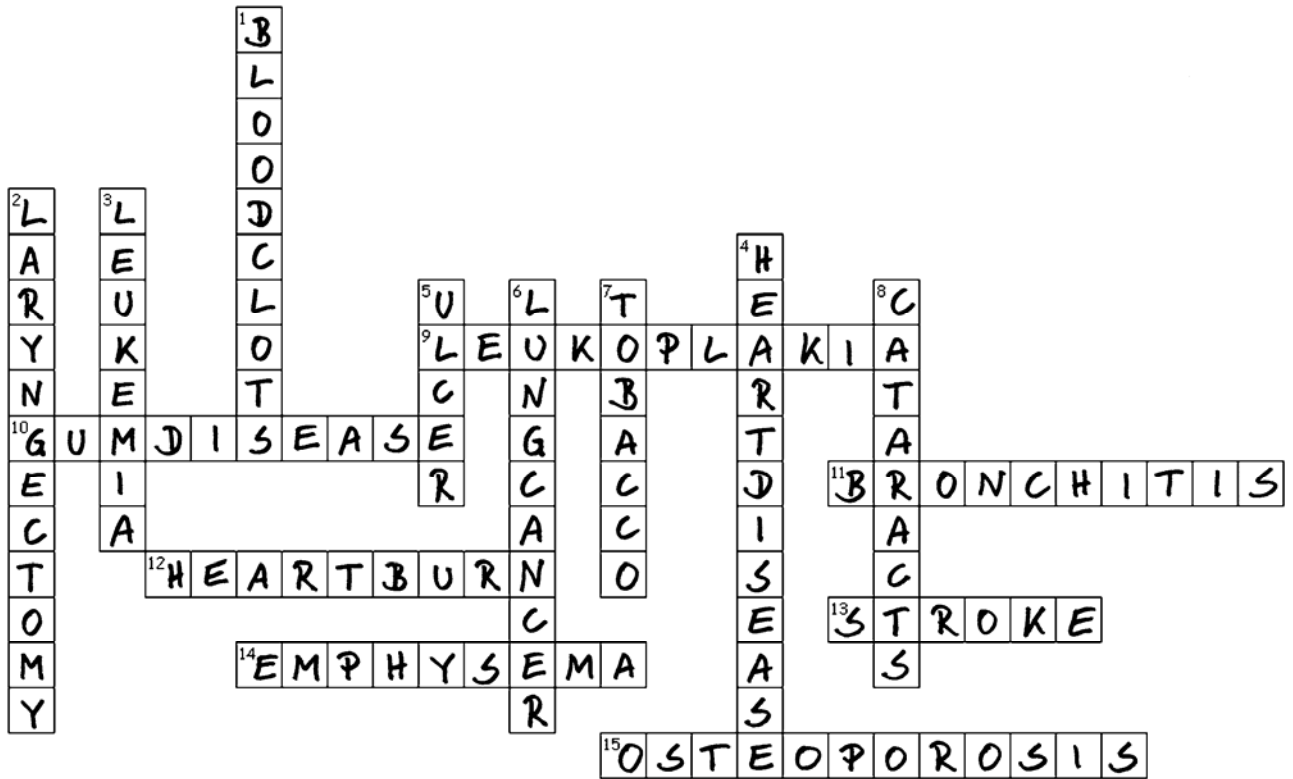
The Answer Key to this activity appears on the next page.

Name: _____

ACTIVITY 4C

GROSS TOBACCO
CROSSWORD PUZZLE

Answer Key



Name: _____

WHAT'S IN A CIGARETTE?

Some very nasty chemicals lurk inside each cigarette. There are over 4,000 chemicals in tobacco smoke, including about 50 cancer-causing substances. For this activity, make a collage representing some of the gross things that are hidden in cigarette smoke. Read the list of substances below and find out what other uses they have. For example, formaldehyde is used to preserve dead bodies. You can draw or cut out pictures that represent these chemicals for your collage. If you need help, ask your teacher for a copy of the *Anatomy of a Puff* fact sheet.

formaldehyde

toluene

arsenic

cadmium

benzene

ammonia

carbon monoxide

acetone

acetylene

butane

cyanide

methane

hydrazine

lead

nicotine

zinc

Name: _____

Express your feelings about smoking or chewing tobacco creatively by writing some poetry! You can write about all the bad things that can happen if you use tobacco OR all the great things that come from being smoke-free. Use the three types of poetry below to express yourself—write one haiku, one limerick and one nursery rhyme on a separate sheet of paper. The examples below will get you started.

Haiku

A Japanese poem with three lines. The first and third lines have five syllables and the second line has seven syllables.

*Clean air in my lungs
With each breath I feel the joy
Of living smoke-free*

Limerick

A rhyming poem with five lines. Lines 1, 2 and 5 rhyme with each other and have seven to ten syllables. Lines 3 and 4 rhyme with each other and have five to seven syllables.

*All this coughing has got me downhearted
It's a dangerous path that I've charted
I'm caught in the net
Of the foul cigarette
Oh, I wish I never had started!*

Nursery rhyme

Change the words to one of your favorite nursery rhymes.

(From "Little Miss Muffet")

*Little Miss Smoky
Was all cough-y and choky
'Cause tobacco was making her sick
Her health was just sunk
And her clothes and hair stunk
She was hooked on the gross cancer stick!*

Poetry slam

If you'd like, read one of your poems in front of the class. When everyone has shared, vote for your favorite anti-tobacco poem!

Name: _____

Smoking is an expensive habit! Have you ever stopped to think about how much a smoker really spends on his or her addiction? Check it out below.

A pack of cigarettes costs about five dollars.

1.	How much would you spend on cigarettes each day if you smoked one pack per day?	
2.	How much would you spend in one week? <i>(Multiply the number in line 1 by 7)</i>	
3.	How much would you spend in one month? <i>(Multiply the number in line 2 by 4)</i>	
4.	How much would you spend in one year? <i>(Multiply the number in line 3 by 12)</i>	
5.	How much would you spend in five years? <i>(Multiply the number in line 4 by 5)</i>	
6.	How much would you spend in 10 years? <i>(Multiply the number in line 5 by 2)</i>	

Now think: what else could you buy with all that money?

1. What could you buy with the amount of money in line 1? *(i.e., an ice cream sundae)*

2. What could you buy with the amount of money in line 2? *(i.e., two new DVDs)*

3. What could you buy with the amount of money in line 3?

4. What could you buy with the amount of money in line 4?

5. What could you buy with the amount of money in line 5?

6. What could you buy with the amount of money in line 6?

Name: _____

You don't have to worry about peer pressure if you've practiced ways to say no. Read over the *Seven Ways to Say No* fact sheet, and then write two responses for each technique that you could use if someone were pressuring you to smoke.

1. Give a reason.

2. Change the subject.

3. Give a compliment.

4. Suggest doing something else.

5. Use humor.

6. Ask questions.

7. Be assertive.

Name: _____

You know smoking is bad for you, but sometimes it's not so easy to say no when others are pressuring you to have a cigarette. It can also be tough to talk to family members who use tobacco. The good news is that practicing ahead of time will help you if you ever find yourself in a difficult situation.

In groups of two or three, role play each of the scenarios below. Act out the problem and create your own solution. Make sure to switch roles in your group for each one so that everyone has a chance to play the person being pressured. Try to include as many gross facts about tobacco as you possibly can.

1. You're at the park with your best friend when he (or she) pulls out a pack of cigarettes. He says he got it from his older brother. Your friend lights a cigarette and then offers you one. "Come on, don't be a baby," he says. What do you do?
2. Your friend's mom is driving both of you to the movies. You didn't know she was a smoker, but as soon as you pull out of the driveway she starts smoking a cigarette. Soon smoke fills the car and it really bothers you—plus, you know how bad secondhand smoke is for your body. What do you do?
3. Your favorite uncle is a smoker. As you've been learning more about smoking and all the health problems it causes, you've been getting more worried about him. You don't want him to get lung cancer or have a heart attack, but you're worried he'll get mad if you talk to him about quitting. What do you do?
4. You're finally hanging out with the girl (or guy) you really like with a group of friends at the bowling alley. You're getting along really well until she pulls some cigarettes out of her purse. "Here, have one," she tells you. What do you do?
5. You catch your brother (or sister) smoking one day when your parents aren't home. You don't want to tattle on him, but you know your brother can get really sick if he keeps smoking. He threatens that "You'll be sorry" if you tell. What do you do?
6. You're at baseball practice when one of your teammates starts to pass around a container of chewing tobacco. "C'mon, the pros do it," he says. "It's not as bad as smoking, anyway." A bunch of your teammates take some. What do you do?

Name: _____

You've probably seen lots of tobacco ads in your lifetime; after all, tobacco companies spend over three billion dollars every year trying to get you to smoke their products. These ads try really hard to make you think that smoking is a cool thing to do—because who would buy cigarettes if the ads told the truth? Instead of telling people that tobacco causes cancer, heart disease and all kinds of other terrible consequences, the ads use several different tactics to fool you.

Part One:

Get into small groups (two to three students). Each person should bring in an ad for cigarettes or smokeless tobacco. As a group, talk about what tactics each tobacco company used to try to sell its deadly product. Do your ads feature any of these tricks?

"SMOKING IS COOL": Making tobacco look like a really cool thing to do. Does the ad feature characters with a cool image, like the Marlboro Man?

GLAMOUR: Linking tobacco to beauty, glamour and sophistication. Does the ad feature beautiful, well-dressed, successful people?

SEX APPEAL: Linking smoking with being attractive to the opposite sex. Does the ad show good-looking men and women hanging out together? Does it try to make you think you'll be more attractive if you use tobacco?

LOW-TAR OR LIGHT: Marketing "low-tar" or light cigarettes as if they are safer than regular cigarettes.

POPULARITY: Linking tobacco with having lots of friends. Does the ad show a group of people smoking and having a good time together?

FIT AND ACTIVE: Linking tobacco with fun sports or other activities. Does the ad feature people playing sports, exercising or doing active things?

TASTE: Marketing tobacco based on its "good taste." Does the ad emphasize flavor? Is it marketing menthol cigarettes?

GROUP MARKETING: Linking tobacco with a certain group, like women or a specific race or ethnicity. Does the ad focus on supposedly "female-oriented" topics like independence or thinness? Does it specifically target a group of people?

This activity is continued on the next page.

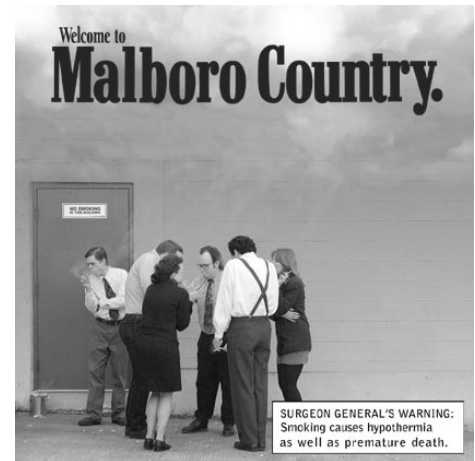
Name: _____

Part Two:

Design your own ad for tobacco—one that tells the truth. You can make up your own idea, or alter an existing ad to show what tobacco will *really* do to a smoker. You may want to focus on the marketing tactics used in the ads your group discussed. For example, if one ad used the Glamour tactic, you could show that a smoker would actually have yellow teeth and fingernails, wrinkles and bad breath. If it used the Fit and Active tactic, you could show that smokers get winded more easily and have more trouble exercising than nonsmokers. Take a look at these great examples of truthful tobacco “ads” from Adbusters and Americans for Nonsmokers’ Rights.



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



Source: www.no-smoke.org/document.php?id=288

Name: _____

Can you imagine a town where *everybody* smoked? What about a town where *nobody* smoked? How would things change for the people who lived there?

1. Get into groups of four students. Your and your group will design either a Tobacco Town or a No-Tobacco Town. After you choose which you would like to do, assign each group member one topic: Health, Environment, Social Life or Money.
2. Everyone should work separately on his or her topic. Come up with at least five different facts about your town that fit into your topic. For example, if you were working on a Tobacco Town and your topic was Health, your fact might be: *The hospital is overcrowded with people dying of lung cancer.* If you were working on a No-Tobacco Town and your topic was Social Life, your fact might be: *All the school sports teams are state champions because they have healthy lungs and spend their time practicing, not smoking.* You may want to consider these things:

Health:	<i>Hospitals</i>	<i>Doctors</i>	<i>Kids' health</i>
	<i>Quality of life</i>	<i>Senior citizens</i>	<i>Disease symptoms</i>
Environment:	<i>Parks</i>	<i>Litter</i>	<i>Air quality</i>
	<i>City odors</i>	<i>Beach</i>	<i>Water quality</i>
Social Life:	<i>Activities people do</i>	<i>Family life</i>	<i>Restaurants</i>
	<i>How teens spend time</i>	<i>School</i>	<i>After school</i>
Money:	<i>What people buy</i>	<i>Tobacco stores</i>	<i>Doctor bills</i>
	<i>Cigarette taxes</i>	<i>Tobacco companies</i>	<i>Teen spending</i>

3. On a separate sheet of paper write down your five facts, with three to five sentences for each one explaining how that fact would affect your town.
4. Come together and have everyone share his or her five facts. As a group, draw a map of your town on a piece of poster board. Make sure to draw all the important parts of your town—such as hospitals, schools, parks, government buildings, stores, etc. Include drawings or symbols that represent all 20 facts. Be creative—you can draw cartoons or use lots of color! Don't forget to give your town a name.

Name: _____

Read the following quotes, which were taken from internal tobacco company memos and documents. Then write a letter to Big Tobacco telling how you feel about tobacco companies targeting young people. Use the statistics and facts about smoking and chewing tobacco that you have learned. Your letter should be written on a separate sheet of paper.

“If they got lips, we want ’em.”

—*R.J. Reynolds executive*

“This young adult market, the 14 - 24 group... represents tomorrow’s cigarette business. As this 14 - 24 age group matures, they will account for a key share of the total cigarette volume for at least the next 25 years.”

—*Presentation from C.A. Tucker, Vice President of Marketing to the Board of Directors of RJR Industries, September 30, 1974*

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers begin to smoke while still in their teens... the smoking patterns of teenagers are particularly important to Phillip Morris.”

—*1991 Phillip Morris internal document*

“Cherry Skoal is for somebody who likes the taste of candy, if you know what I am saying.”

—*Former UST sales representative, quoted in a 1994 Wall Street Journal article*

“Realistically, if our company is to survive and prosper, over the long term, we must get our share of the youth market. In my opinion, this will require new brands tailored to the youth market.”

—*Internal 1973 RJR document from Assistant Director of Research Claude Teague*

“To ensure increased and longer term growth for the Camel Filter, the brand must increase its share penetration among the 14 - 24 age group which have a new set of more liberal values and which represents tomorrow’s cigarette business.”

—*1975 memo to C.A. Tucker, Vice President for Marketing, RJR*

Name: _____

Did you know that over 400,000 people die from tobacco-related diseases in the United States every year? That's an average of 1,096 people each day! Here's your chance to help spread the news about tobacco's deadly toll to the rest of your school.

1. As a class, choose one of the statistics below about smoking deaths in your state. Use the Internet to find recent statistics. A good source is the CDC website: www.cdc.gov/tobacco/datahighlights. Look for the most recent data in your state.

The total number of tobacco-related deaths per year in your state

or

**The average number of tobacco-related deaths per day in your state
(divide the number of deaths per year by 365)**

2. Decide on a way to represent these deaths to your school. You can choose one of the following options or come up with your own idea.
 - Make cardboard tombstones to represent each person who dies every day in your state because of tobacco. For example, if an average of 50 people die from tobacco-related diseases in your state each day, make 50 tombstones. Write a different fact about smoking on each tombstone. Set the tombstones up somewhere where everyone will see them, such as your football field, cafeteria or gym.
 - Make "chalk" body outlines, like those found at the scene of a crime, in your hallways out of masking tape. Have each outline represent one person who dies each day from tobacco in your state. Tape an explanation of what the body represents on the floor or on a sign nearby so other students understand what it means.
 - Make a huge banner with small human figures representing the number of people who will die from tobacco-related diseases each year in your state. For example, if 5,000 people die each year, include 5,000 figures on your banner. (If your state's number is really high, you can have each figure represent more than one person. If 20,000 people die each year in your state, draw 200 figures and include a note explaining each figure represents 100 deaths.) Hang your banner somewhere where all teachers and students can see it.

Make sure you get permission from your principal before displaying your project!

Name: _____

**DISGUSTING TOBACCO
GROSS OUT FAIR**

Put together a fair to share all the disgusting things you've learned about tobacco with your fellow students! Your teacher will give you the details about your class plans. Each student will be assigned to a station. Follow the directions carefully for your activity.

Suggested Stations

1. TAR JAR

You will need:

- 1 empty, clean half-pint jar made of glass or plastic (with a lid)
- 8 ounces (1/2 pint) black molasses or motor oil
- Poster board
- Markers, colored pencils or crayons

Instructions:

1. Pour the molasses or motor oil into the jar. Close the lid tightly. This represents the amount of tar a smoker would inhale into his lungs in one year.
2. Prepare a poster to display with your tar jar. Include facts about smoking, tar and your lungs. At the fair, talk to your guests about what your jar represents.

2. PHLEGM JAR

You will need:

- 1 empty, clean pint jar made of glass or plastic (with a lid)
- 16 ounces clear hair gel
- Tiny drop green food coloring
- Poster board
- Markers, colored pencils or crayons

Instructions:

1. Pour the hair gel into the jar. Add a tiny bit of food coloring and mix in. Close lid tightly. This represents the amount of phlegm someone with emphysema or chronic bronchitis coughs up every day.
2. Prepare a poster to display with your phlegm jar. Include facts about smoking and chronic obstructive pulmonary disease (COPD). At the fair, talk to your guests about what your jar represents.

This activity is continued on the next page.

Name: _____

**DISGUSTING TOBACCO
GROSS OUT FAIR**

3. STINKY CLOTHES

You will need:

- 1 sweater, sweatshirt or jacket
- Help from an adult
- 1 cigarette (have the adult supply it)
- Poster board
- Markers, colored pencils or crayons

Instructions:

1. Ask your adult helper to light a cigarette near the article of clothing. Preferably, he or she should do this outside. Your helper should make sure the article of clothing absorbs the smoke and smells bad. He or she should do this as close to the time of the fair as possible so the smoke smell doesn't fade away too fast.
2. Make a poster listing all of the gross things that can happen to a young smoker, such as bad breath, yellow teeth and hairy tongue. At the fair, have your guests smell the stinky clothes.

4. ORAL CANCER IMAGES

You will need:

- As many pictures as you can find showing leukoplakia, mouth cancer or people who have been disfigured from oral cancer surgeries. Make color photocopies from magazines or books or print color pictures from the Internet.
- Poster board
- Markers, colored pencils or crayons
- Glue

Instructions:

1. Display your pictures on a big poster. Include captions and facts about tobacco and oral cancer. Don't forget smokeless tobacco.
2. At the fair, show your guests your pictures. Talk to them about how tobacco is related to oral cancers and how many people are affected.

This activity is continued on the next page.

Name: _____

5. STAINED TEETH

You will need:

- 12 hard-boiled eggs (best if they have small cracks)
- 1 egg container to display eggs
- Several toothbrushes
- Toothpaste
- Pan or tub filled with water
- Several pairs of latex gloves
- Help from an adult
- Chewing tobacco

Instructions:

1. Ask your adult helper to prepare your eggs. First he or she should put chewing tobacco and water into a jar and shake it to make tobacco juice. Your helper may need several jars to get enough juice to cover all 12 eggs. Next, your helper should put the eggs and the juice in a container or several different containers (the eggs should be totally covered in juice). Put the containers in the refrigerator for two days.
2. Bring the eggs to school and display them in the egg container. At the fair, have your guests put on gloves and try to brush the stains off the eggs with a toothbrush and toothpaste. Use the pan or tub filled with water to rinse the brushes. Talk to your guests about how smokeless tobacco stains teeth and other bad effects.

6. SMOKING MACHINE

You will need:

- Turkey baster, syringe, or empty ketchup bottle (all must be clear)
- Cotton balls
- Tape
- Help from an adult
- Unfiltered cigarettes
- Lighter or matches

This activity is continued on the next page.

Name: _____

ACTIVITY 14D

**DISGUSTING TOBACCO
GROSS OUT FAIR**

Instructions:

1. Get permission to run this activity! Only do it if an adult is present at all times to run the “smoking machine” and if you can demonstrate it outside.
2. Make your “smoking machine” by stuffing cotton into the end of the baster, syringe or bottle. Have an adult tape the cigarette to the end of the machine.
3. At the fair, have your guests come outside to see the “smoking machine.” Ask your adult to light the cigarette and “smoke” through the cotton by pulling on the baster or syringe or squeezing the bottle.
4. Let your guests examine the tar that accumulates in the machine. More and more tar will gather as the fair goes on and you demonstrate your machine to more guests.

FACT SHEETS

Name: _____

Using tobacco is really bad for your health, but you don't have to wait until you're older to experience some of the disgusting consequences of smoking or chewing tobacco. All of these effects may strike not long after your first puff.

- dry skin
- yellow teeth
- stained fingernails
- bad breath
- hairy tongue
- increased phlegm
- persistent, hacking cough
- difficulty breathing during exercise
- damage to blood vessels, leading to deposits of fatty plaque
- increased blood pressure, putting stress on the heart
- heartburn
- irritated eyes and throat
- tooth decay
- gum disease
- vision problems
- smelly hair and clothes

Name: _____

Did you know...?

- Every day, 4,000 people under the age of 18 try smoking for the first time.
- Only 9.3 percent of 8th graders are current smokers (have smoked in the past month), but 25.9 percent of 8th graders have tried smoking. In comparison, 14.9 percent of 10th graders are current smokers, but 38.9 percent have tried smoking.
- 10.1 percent of 8th graders have tried smokeless tobacco and 3.3 percent are current users. 14.5 percent of 10th graders have tried smokeless tobacco and 5.6 percent are current users.
- 900 million cigarettes are consumed by youths every year—that's two billion dollars in revenues for tobacco companies.
- Tobacco companies must recruit 1,200 new smokers every day to replace customers who die from using their products.
- Tobacco companies spend over three billion dollars every year on advertising
- More than six million people under the age of 18 who are alive today will eventually die from smoking unless smoking rates decline.
- 90 percent of all adult smokers began smoking in their teen years or younger.
- Almost 90 percent of teen regular smokers report strong cravings for cigarettes.
- More than 70 percent of teen smokers have tried to quit and failed.
- 82.8 percent of smokers ages 12-17 prefer three heavily advertised brands (Marlboro, Camel and Newport). Only 54.5 percent of smokers 25 and over prefer those brands.
- It is illegal to sell cigarettes to anyone under 18. However, 53.3 percent of smokers ages 12-17 reported directly buying their own cigarettes in 2003.
- Teen smokers experience shortness of breath almost three times as often as nonsmokers and produce phlegm more than twice as often as nonsmokers.

Sources:

Campaign for Tobacco-Free Kids website, <http://tobaccofreekids.org/research/factsheets/>

Centers for Disease Control website, www.cdc.gov/tobacco/tips_4_youth/factfict.htm

Monitoring the Future 2005 study, www.monitoringthefuture.org

Name: _____

Tobacco attacks nearly every part of the body. Check it out:

LUNGS: In healthy people, the thin lining of the lungs allows oxygen and carbon dioxide to move in and out freely as you breathe. Normal lungs also trap dust and harmful particles in mucus, which is moved out of the body with the help of tiny hairs called cilia that line the lungs. However, the toxins in tobacco damage the lining of the lung, turning it thick, black, and scarred and making it harder for oxygen and carbon dioxide to move through it. Tobacco also kills the cilia, allowing harmful particles and mucus to remain in the lungs. All of these injuries decrease a smoker's ability to breathe and increase risk of infection. In the long term, smokers face lung cancer and chronic obstructive pulmonary disease (COPD).

HEART and BLOOD VESSELS: Smoking causes the blood vessels to get narrower, which increases blood pressure and forces the heart to work harder to pump blood. Tobacco also leads to blood clots and fatty areas in the arteries. This damage can lead to a heart attack, coronary heart disease, deep vein thrombosis, irregular heart rate and amputation of limbs because of restricted blood flow.

DIGESTIVE and EXCRETORY SYSTEMS: Nicotine increases the production of stomach acid and weakens the stomach lining, increasing the risk of heartburn or an ulcer. Tobacco also raises a smoker's risk of stomach cancer, pancreatic cancer or Crohn's disease (marked by inflammation, diarrhea and blood in stools). Smoking increases the risk of kidney and bladder cancer too and may worsen cirrhosis of the liver.

BRAIN and EYES: Hardened or fatty arteries and impaired blood flow in the brain may cause a blockage known as a stroke. Smoking also causes cataracts, a disease of the eyes' lenses that is a leading cause of blindness.

MOUTH and THROAT: Poisons in tobacco damage the immune system, making it easier for smokers to get upper respiratory tract infections. Smoking causes tooth decay and gum disease. Tobacco also leads to cancer of the mouth, lips, pharynx, larynx and esophagus.

MUSCLES and BONES: Smoking delays the healing of bone fractures and increases the risk for osteoporosis, a disease that makes the bones very brittle. Smokers also have poorer strength, agility and balance.

Name: _____

A single burning cigarette contains over 4,000 chemicals, including about 50 that cause cancer. Some are found naturally in tobacco, and some are created through burning. Here are a few of the chemicals that you breathe in when you smoke—or when you're around a smoker—along with their common uses.

- ACETONE: industrial solvent
- ACETYLENE: compressed gas used in welding
- AMMONIA: used in fertilizers, explosives, plastics and toilet cleaner
- ARSENIC: rat poison and insecticide
- BENZENE: industrial solvent and gasoline
- BUTANE: cigarette lighter fluid
- CADMIUM: rechargeable batteries
- CARBON MONOXIDE: auto exhaust
- CYANIDE: gas chamber poison
- FORMALDEHYDE: used to embalm dead bodies
- HYDRAZINE: missile fuel
- LEAD: fishing sinkers
- METHANE: swamp gas
- METHANOL: rocket and auto fuel
- NAPHTHALENE: mothballs
- NICOTINE: insecticide
- POLONIUM-210: radioactive compound
- PYRIDINE: used as a waterproofing agent and in dog repellent sprays for gardens
- SILICON: computer chips
- TOLUENE: industrial solvent and paint thinner
- URETHANE: plastic used in auto repairs
- ZINC: electric batteries and paint

Name: _____

What is secondhand smoke?

A mixture of two types of smoke from a burning tobacco product:

- Mainstream smoke that is exhaled by a smoker
- Sidestream smoke emitted by the burning end of a cigarette or cigar

Also known as

Passive smoke, environmental tobacco smoke (ETS), and a “Class A” carcinogen (cancer-causing agent) by the Environmental Protection Agency.

What are the short-term effects of breathing secondhand smoke?

Even 8-20 minutes in a room with smokers can lead to:

- wheezing
- nausea
- headache
- dizziness
- increased heart rate
- respiratory problems
- burning eyes, nose and throat
- higher blood pressure
- less oxygen to the heart
- constricted blood vessels
- reduced antioxidant defenses
- compromised blood platelets

What are the long-term effects of breathing secondhand smoke?

Secondhand smoke in the US each year is responsible for:

- 35,000-40,000 deaths from heart disease in nonsmokers
- 3,000 deaths from lung cancer in nonsmokers
- 150,000-300,000 lower respiratory tract infections in babies under 18 months
- increases in the number and severity of children’s asthma attacks
- coughing, phlegm, chest discomfort and reduced lung function in nonsmokers
- an increased risk for sudden infant death syndrome (SIDS)
- increased number of low birth weight babies

How can I protect myself from secondhand smoke?

Follow these tips and breathe easy:

- Post a sign on your front door so that visitors know you live in a smoke-free home.
- If a visitor lights up, politely ask him or her to smoke outside.
- If you live with a smoker, be supportive of his or her efforts to quit, but also be firm about your right to live in a smoke-free home.
- Ask the smoker to smoke outside, but agree to sit outside or go for a walk together to show you’re not rejecting the smoker, just the smoke.
- Visit restaurants, movie theaters and malls that are smoke-free.
- Write a letter to the editor expressing your support for smoking regulations.

Name: _____

Have you ever been in a situation where somebody pressured you to smoke? If you haven't yet, you might be faced with one in the future. Read over these seven ways to say no to tobacco and you'll be ready to resist any peer pressure that might come your way.

1. Give a reason.

"I'll get grounded if my parents find out."

"Sorry, I need to keep in shape for baseball season."

2. Change the subject.

"What did you think of the math test today?"

"Oops—I promised my girlfriend I'd call her after school."

3. Give a compliment.

"That's okay. But anyway, I've been meaning to tell you I like your shirt."

"No thanks, but where did you get that backpack? It's cool."

4. Suggest doing something else.

"Nah, let's go swimming instead."

"I'm hungry. Let's go get some buffalo wings."

5. Use humor.

"That's okay, I'm not in the mood to choke just now."

"No thanks, I've already had my daily dose of tar."

6. Ask questions.

"Why can't you let me make up my own mind?"

"Why do you feel like you have to keep pressuring me after I've said no?"

7. Be assertive.

"I already said no. Drop it."

"If you don't stop pressuring me, I'm going to leave."

If all else fails, you can always just walk away!

Name: _____

Abuse: Any use of a legal or illegal drug that is bad for a person's health.

Addiction: A strong physical or psychological craving for a substance (or activity) despite its harmful effects; a behavior that is dangerous, progressive and destructive.

Addictive: A substance, activity or behavior that is capable of causing addiction.

Atherosclerosis: A hardening of the arteries that can lead to a heart attack or stroke. Smoking speeds up the process of atherosclerosis.

Assertiveness: The ability to state one's opinion or preference clearly without resorting to aggressive or abusive behavior.

Bronchitis: An inflammation or swelling of the bronchi, or breathing tubes inside the lungs, which can cause coughing and a sore throat. Many smokers suffer from chronic bronchitis.

Cancer: A serious, often deadly, disease caused when the body's cells mutate and begin to grow out of control. Many cancers are caused by poisonous substances, such as those found in cigarette smoke and spit tobacco.

Carcinogens: Cancer-causing agents. Tobacco contains many carcinogens.

Chewing tobacco: A shredded tobacco leaf product, usually placed between the cheek and teeth by the user.

Craving: A strong need or compulsion for a substance (such as a drug) or an activity.

Dipping: Placing moist snuff or chewing tobacco between the inside of the cheek and the gum.

Emphysema: A disease that causes the lung's air sacs to swell, making it hard for a person to breathe.

Heart disease: A serious health problem related to the heart, such as stroke and heart attack. Smoking is the leading cause of heart disease in the United States.

This glossary is continued on the next page.

Name: _____

Hypertension: A serious condition also known as “high blood pressure.” Nicotine causes the heart to beat faster and the blood vessels to narrow. These two factors work together to raise the blood pressure of a tobacco user.

Leukoplakia: A pre-cancerous condition characterized by leathery white patches that occur in the mouth where tobacco is placed.

Mainstream smoke: The smoke that is inhaled, then exhaled, by a smoker.

Nicotine: A dangerous, addictive drug found in all tobacco products, including cigarettes, cigars, pipe tobacco and spit tobacco.

Peer pressure: The strong influence that others in the same age group can have upon an individual. This influence can be positive or negative.

Secondhand smoke: A combination of “Mainstream smoke” and “Sidestream smoke” that is breathed in by others besides the smoker.

Sidestream smoke: Smoke from the burning end of a cigarette.

Smokeless tobacco: A general term used to describe both snuff and chewing tobacco. They are both called “smokeless tobacco” because they are held in the mouth instead of being burned like cigarettes, cigars or pipes.

Snuff: A finely ground or finely shredded form of tobacco that is held between the lips or cheek and gums. Snuff may also contain additives such as mint or wintergreen.

Spit tobacco: See “Smokeless tobacco.”

Stroke: A lack of blood flow to the brain caused by the blockage of a blood vessel; can cause severe disability or death. Smoking is related to high blood pressure and hardening of the arteries—both of which can cause a stroke.

Tar: A thick substance found in cigarette smoke. Many poisonous chemicals are suspended in cigarette tar.

Tobacco: Plant whose leaves are used to make cigarettes and spit tobacco; contains nicotine and many cancer-causing chemicals.

Name: _____

**STAGES TO BECOMING
A SMOKER**

Preparatory Stage

A person's attitudes and beliefs about smoking are formed. Young people may begin to view smoking as serving some function, such as a way to appear mature, cope with stress, bond with a peer group or show independence. It is important that parents, educators and older siblings stress the smoke-free lifestyle at this stage.

Trying Stage

This stage is characterized by the first few times a young person smokes; encouragement of peers is usually involved in this stage. Teens are trying to reconcile smoking to the image they wish to portray. Peer bonding at this point plays a large role in a teen's decision to stay smoke-free.

Experimentation

Smoking becomes repeated but remains irregular and is generally in response to a particular situation or to a particular person. Removal from the situation or association with the person does not guarantee a smoke-free teen.

Regular Use

A teen now smokes regularly in a variety of situations and with a variety of people. If a young person becomes a regular smoker as a teenager, it is very likely that he or she will continue to be a smoker well into adulthood.

Some Important Facts

- Many teens stay regular smokers because it is already very hard to quit. This stage of addiction is characterized by psychological need as well as the body's need for nicotine.
- Generally, it takes an average of two to three years from the time of initial try of a cigarette to the stage of regular use but the body starts its addiction to nicotine by the third cigarette smoked.
- The peak age group for initiation and experimentation is between the sixth and ninth grades.

This fact sheet is continued on the next page.

Name: _____

**STAGES TO BECOMING
A SMOKER**

So the question is why do teens continue to smoke after the experimental stage? What factors pressure teens to maintain their habits? What factors are lacking that would convince teens to stop smoking at that stage?

Factors to Continue Smoking

- wanting to fit in
- family member who smokes
- association of smoking with the resolution of certain problems
- rebellion or resistance to disciplinary actions
- lower self-esteem

Factors to Stop Teen Smoking

- resistance to pressure from the tobacco industry
- removal of positive portrayal of smoking
- knowledge that smoking kills at any age
- dispelling the myth that everyone else is smoking
- peer pressure to not smoke

Name: _____

**A BRIEF HISTORY
OF TOBACCO**

- 1400s: European explorers see Native Americans burning tobacco on open fires and “drinking” the smoke.
- 1492: Columbus reaches the West Indies and finds Native Americans smoking tobacco through a tube they called a *tobago*, the word from which *tobacco* is derived.
- 1492: Rodrigo de Jerez becomes the first European to smoke tobacco. He soon becomes a habitual tobacco smoker.
- 1548: The Portuguese cultivate tobacco in Brazil for European consumption.
- 1556: Tobacco is brought to Spain from Santo Domingo. In the same year, tobacco is introduced to France by the French diplomat Jean Nicot, whose name is the origin of the word *nicotine*.
- Late 1500s: The English explorer Sir Walter Raleigh starts a smoking fad in Europe. When Raleigh starts smoking tobacco in a pipe, many Elizabethan courtiers imitate him.
- 1600s: The habit of smoking tobacco reaches China, Japan and the west coast of Africa.
- 1612: John Rolfe cultivates South American *nicotiana* tobacco in North America at the English colony Jamestown.
- 1676: Heavy taxes are put on tobacco by Virginia colony Governor Berkeley. This taxation leads to Bacon’s Rebellion, a forerunner of the American Revolution.
- 1700s: The first cigarettes with paper wrappers are manufactured. Tobacco becomes a huge business in southern American states.
- 1861-1865: During the Civil War, thousands of men from northern states develop a smoking habit. They take cigarettes home with them after the war.
- 1881: James Albert Bonsack revolutionizes the tobacco industry with the invention of a rolling machine. The machine is capable of rolling 120,000 cigarettes per day, allowing tobacco companies to make millions of cigarettes quickly and cheaply.
- 1914-1918: During World War I, tobacco companies give free cigarettes to soldiers. Thousands of men become addicted to nicotine. After the war, the soldiers bring the smoking habit back to the United States.

This fact sheet is continued on the next page.

Name: _____

**A BRIEF HISTORY
OF TOBACCO**

- 1921: Cigarettes becomes the leading form of tobacco consumption.
- 1930s: Doctors begin to notice numerous cases of lung cancer in both men and women. Before this time, lung cancer had been a very rare disease. Tests are done to learn more about the effects of cigarettes.
- 1941-1945: During World War II, women take over the jobs of men who are fighting overseas. Many women begin to smoke cigarettes. The demand for tobacco is so high, there is a shortage of cigarettes in the United States. The dangers of smoking are still mostly unknown to the public.
- 1953: Epidemiological studies released indicate that smoking kills by causing cancers and cardiovascular diseases.
- 1964: The Surgeon General reports that smoking is the major known cause of lung cancer. Some people feel that cigarettes should be outlawed, but the tobacco industry has already become very rich and powerful. So many Americans are addicted to nicotine, it is practically impossible to make smoking illegal.
- 1965: Warning labels are mandated on all cigarette boxes by Congress.
- 1970: All cigarette ads are banned on television and radio, yet tobacco companies continue to advertise in magazines, on billboards and by sponsoring sporting events on TV.
- 1970s-present: With so many adult smokers dying, tobacco companies must find new customers. Although they deny it, many tobacco ads seem to be aimed at children and teenagers. 3,000 young people become regular smokers every day.
- 1986: The Congress of the United States of America passes a law requiring that written warnings be printed on spit tobacco products.
- 1988: Surgeon General C. Everett Koop reports that nicotine is more addictive than cocaine or heroin.
- 1990: The Environmental Protection Agency declares that secondhand smoke is a Group A carcinogen, the most dangerous form of cancer-causing substances affecting humans.

This fact sheet is continued on the next page.

Name: _____

**A BRIEF HISTORY
OF TOBACCO**

- 1990: Tobacco manufacturer R.J. Reynolds (RJR) focuses on getting young adults to smoke Camel cigarettes, the brand most popular with young teens at that time.
- 1994: Several CEOs (chief executive officers) of the American tobacco industry deny that nicotine is an addictive substance in a Congressional hearing.
- 1994: Mississippi becomes the first state to sue tobacco companies to retrieve health care costs associated with smoking.
- 1994: Internal industry documents providing evidence that tobacco companies had lied to the public and to Congress are leaked to the Justice Department.
- 1995: The FDA declares nicotine a drug.
- 1995: Former Brown & Williamson employee Jeffrey Wigand testifies that his company manipulated its product to maximize the addictive nature of tobacco and that his boss had lied to Congress when he said nicotine was not addictive.
- 1998: The four largest tobacco companies and 46 states reach a settlement in the states' lawsuits. "Big Tobacco" agrees to pay the states 206 billion dollars and to abide by advertising restrictions, including a ban on billboard ads and cartoon characters.
- 2000s: Individual cities and states enact smoking restrictions and bans.
- 2002: The state of California fines RJR 20 million dollars for targeting youth in a magazine advertising campaign.
- 2006: California declares secondhand smoke a toxic air pollutant, putting it in the same category as diesel exhaust and arsenic.

Name: _____

American Cancer Society
<http://www.cancer.org/smokeout>

American Heart Association
<http://www.americanheart.org>

American Lung Association
<http://www.lungusa.org/>

American Nonsmokers' Rights Foundation
<http://www.no-smoke.org/>

California Department of Justice and the
California Narcotic Officers' Association
<http://www.stopdrugs.org/>

Campaign for Tobacco-Free Kids
<http://www.tobaccofreekids.org/>

CDC's Tobacco Information & Prevention
Source Page
<http://www.cdc.gov/tobacco/>

Foundation for a Smoke Free America
<http://www.tobaccofree.com>

Get Outraged
<http://www.getoutraged.com/>

National Cancer Institute
<http://www.cancer.gov>

National Institute on Drug Abuse
<http://www.nida.nih.gov>

National Spit Tobacco Education Project
<http://www.nstep.org>

Nicotine Victims
<http://www.nicotinevictims.com>

Prevention Online
<http://www.health.org/>

The Truth
<http://thetruth.com>

TobaccoFree.org
<http://www.tobaccofree.org>

World Health Organization Tobacco page
<http://tobacco.who.int/en/advocacy/wntd2001a.html>

Name: _____

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