

TOBACCO USE PREVENTION

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Foundations for a Healthy School

Health Related Topic: Tobacco Free Living (Substance Use and Abuse)

Components:	Descriptions:	Suggested Programs for Healthy Living Awards:
High Quality Instruction & Programs	Quality instruction provides students with a wide range of opportunities to learn, practice, and demonstrate knowledge and skills related to living a healthy life. Programs offered during the instructional day often lay the foundation for other activities done outside instructional time. Quality programs also include opportunities for teachers and school administrators to participate in professional learning opportunities.	Tobacco Advertisement kit (gr. 3-6) Mock Trial for Mr. Butts (gr. 7-8) Grade Specific Curriculum /Activity Support Resources What's Really in a Cigarette? (gr.4-8) Truth About Tobacco: Math & Language Unit of Study (gr. 7-8) Spread the Word (gr. 3-8) Anti-Tobacco Track Meet Ugly Face Contest (gr. K-3) Drug Alert Game (gr. 6) Websites
A Healthy Physical Environment	A safe and healthy physical environment improves the conditions for learning. The physical environment includes the school building and grounds, routes to and from the school, and materials and equipment used in school programs.	Pledge Wall Chalk the Walk Tobacco Free Room
A Supportive Social Environment	A supportive social environment has a positive impact on students' learning. Many practices within a school foster such an environment. Students, teachers, and parents can benefit from the support provided, which may be formal (e.g., school policies, rules, clubs, or support groups) or informal (e.g., unstructured peer interaction or free play).	Spread the Word Memorial Boycott Tobacco Industry Products Anti-Tobacco Track Meet You Are on the Air (gr. 7-8)
Community Partnerships	Community partnerships provide access to resources and services available to support staff, students, and families in the development and implementation of healthy schools initiatives. Various organizations can deliver services within the school setting, including public health.	Chalk the Walk Ugly Face Contest You Are On The Air! Websites Extra Warnings (gr. 7-8) Grade Specific Curriculum/Active Support Resources (gr. K-8) Boycott Tobacco Industry Products



ANTI-TOBACCO TRACK MEET

For Who: School-wide.

By Who: Teachers, Parents, High School or College/University Student volunteers.

What: A special track meet to educate students about the harms of tobacco, or you can add this theme to one of your school's scheduled track meets.

Introduction Activity:

At the beginning of the meet, during the overview of the events, have all the athletes participate in a quick activity. Give everyone a straw and have them hop on one foot or run in place for 30 seconds while breathing through the straw. This is meant to simulate how it feels for a smoker to breathe while participating in physical activities. Remind everyone to keep this in mind while they are running their races.

Relay Events:

Plan a variety of relays so everyone can participate. Decorate a track baton or an empty paper towel roll with paper or paint to look like a cigarette. Then cover the cigarette baton with hazard and warning labels (use the labels on cigarette packages or be creative and make your own). For the relay, tell everyone they have to get rid of the "cigarette" as fast as they can by passing it to their teammates.

Get ready to race!

Hold events from the 50 m dash to the 4 km run, making everyone aware of the simple fact that if they were to smoke, they would not perform as well, nor be able to breathe as easily while running.

Shot Put Event: Crush Big Tobacco!

This event can be performed like a normal shot put event, trying to throw the shot put as far as possible. For the distance marker lines, you can:

- Decorate posts to look like cigarettes for each distance line
- Make a line of tobacco advertisements for the children to "crush" as they throw the shot put
- Be creative and come up with your own idea

Additional Ideas:

Make posters with tobacco statistics and line them up around the inside or outside of the track. Students can read some of the statistics while running to learn the harmful effects of tobacco.

Why: Every day youth continue to become addicted to tobacco. The average age youth experiment with tobacco is 11¹. In 2003, smoking rates rose drastically from 4% to 30% between Grade 7 and Grade 12². True tobacco use prevention occurs in elementary school and must be supported throughout secondary school.

Resources Needed: Track and field equipment.

Where: School grounds or gymnasium.

When: Flexible.

- National Non-Smoking Week is the third week of January
- World No Tobacco Day is May 31
- Drug Awareness Week is the their week in November

Time Required: Flexible.

¹ Health Canada, Youth Smoking Survey (2002).

Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/survey-sondage/2002/intro_e.html; cited July 12, 2006

² Adlaf EM, Paglia A. Ontario Student Drug Use Survey 1977-2003. Toronto: Centre for Addiction and Mental Health: 2003.



CHALK THE WALK

For Who: School-wide.

By Who: Students with the support of Teachers, Parents, and High School or College/University Student volunteers.

What: Creatively express and inform your community about the Tobacco Industry's influence and manipulation of youth.

- As a group or individual, determine what messages or information of which people should be aware. Write these messages out for later use.
- Pick a time and location to display your "messages" to the school community. Be aware of personal property.
- In high walking traffic areas, display your messages. Get creative. Utilize local artists or high school art clubs to assist. Make sure your message is loud and clear.

Why: Every day youth continue to become addicted to tobacco. The average age youth experiment with tobacco is 11¹. In 2003, smoking rates rose drastically from 4% to 30% between Grade 7 and Grade 12². True tobacco use prevention occurs in elementary school and must be supported throughout secondary school.

Resources Needed: Sidewalk chalk and anti-tobacco industry messages.

Get direct quotes from the Internal documents of the Tobacco Industry that prove they target youth. These quotes can be downloaded from the "Fight Back" section at www.unfilteredfacts.ca. You can also view an example of this activity performed by the Hamilton Crew For Action Against Tobacco (HCAAT), a group of local teens speaking out against the Tobacco Industry.

Where: Sidewalks around the school or black top.

When: Flexible.

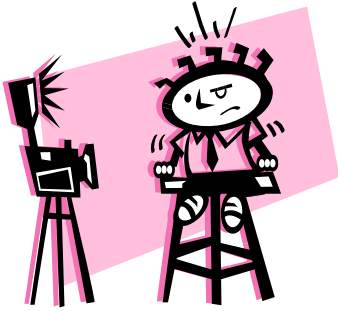
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² Adlaf EM, Paglia A. Ontario Student Drug Use Survey 1977-2003. Toronto: Centre for Addiction and Mental Health: 2003.



UGLY FACE CONTEST

For Who: Students in kindergarten to grade 3.

By Who: Teachers, Parents, Grade 6, 7, 8 students.

What: This contest is sure to produce some terrible faces when children learn about the dangers of tobacco use.

Before the Contest:

- An older student or adult can lead a discussion about the hazards of tobacco use. Students could research tobacco-related statistics as part of an assignment.
- You may want to quiz participants on tobacco facts. You can order posters or videos to get the discussion going (see grade specific curriculum/activity resources).
- To get the class warmed up, using facts and pictures, explain how tobacco damages lungs and the rest of the body.
- Have each student think about these health effects and make his or her ugliest face and talk about the images and their reactions.

The Contest:

- Ask the children who want to participate in the contest to come to the front of the room one at a time. Show them a photo of a tobacco-damaged body part.
- Let the student make his or her best ugly face. Take a picture of each student's face!
- If you want, you can have the class rate each face.
- You may wish to hold a contest in several classes in your school, select the top one or two finalists from each class and then have them compete for top honours.

Other Ideas:

- Invite local media to write about or photograph the ugly faces. If local media cannot attend, send a photo of the ugly faces with a letter explaining the significance of the activity and ask them to print the photo. This will help spread the message about the dangers of tobacco.
- Use the ugly faces photos with statistics and images showing tobacco's health hazards to develop a school display/bulletin board.
- This activity ties in well with "What's Really in a Cigarette" activity.

Why: Every day youth continue to become addicted to tobacco. The average age youth experiment with tobacco is 11¹. In 2003, smoking rates rose drastically from 4% to 30% between Grade 7 and Grade 12². True tobacco use prevention occurs in elementary school and must be supported throughout secondary school.

Resources Needed: Tobacco-related pictures and information, and a camera.

Where: Flexible.

When: Flexible.

- National Non-Smoking Week is the third week of January
- World No Tobacco Day is on May 31
- Drug Awareness Week is the third week in November

Time Required: Flexible.

¹ Health Canada, Youth Smoking Survey (2002).

Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/survey-sondage/2002/intro_e.html; cited July 12, 2006

² Adlaf EM, Paglia A. Ontario Student Drug Use Survey 1977-2003. Toronto: Centre for Addiction and Mental Health: 2003.



BOYCOTT TOBACCO INDUSTRY PRODUCTS

For Who: School-wide – students and staff.

By Who: Teachers, Students, Parents, High School or College/University student volunteers.

What: Bring Tobacco Product-Free lunches, have Tobacco Product-Free snacks at meetings and school events! (i.e. No Kraft™, Post™, Nabisco™ or Jell-O™)

Why: Everyday, non-smokers are putting money into the hands of the Tobacco Industry by investing in tobacco stock and buying products owned by tobacco subsidiaries. Every dollar spent on Tobacco Companies' non-tobacco products directly supports their ability to market their deadly products to our youth.

School lunches are filled with Tobacco Industry Products. Altria (Philip Morris™) is the largest Tobacco Company in the world with profits in 2003 of over \$9.2 billion¹. Altria owns Kraft™. While spreading tobacco addiction around the world, Altria has used its ownership of Kraft™ to improve its image with consumers and policymakers, as shown in internal corporate documents released to the public through litigation².

The Tobacco Industry spends over \$11.22 billion/year in the U.S.³ and \$80 million a year in Canada⁴ to advertise their deadly products. Everyday youth continue to become addicted to tobacco. The average age youth experiment with tobacco is 11⁵. In 2003, smoking rates rose drastically from 4% to 30% between Grade 7 and Grade 12⁶. True tobacco use prevention occurs in elementary school and must be supported throughout secondary school.

Resources Needed: Order a copy of **Boycott Tobacco Product fact sheet** and/or the video "**Making a Killing**" from the City of Hamilton Tobacco Hotline at **905-540-5566**.

You can also visit www.infact.org, a non-profit, national membership organization building an active, aware public and a core of well-trained organizers to lead the grassroots challenge to unwarranted corporate influence.

Where: Flexible.

When: Flexible.

Time Required: Flexible.

¹ Altria [homepage on the internet] http://www.altria.com/annualreport2003/ar2003_02_0100.asp; cited August 3, 2004.

² Infact [homepage on the internet] www.infact.org; cited August 3, 2004.

³ Campaign for Tobacco-Free Kids [homepage on the internet]. Washington D.C.: National Center for Tobacco-Free Kids. [updated 2003 August 20; cited 2004 August 11] Tobacco Company Marketing to Kids Factsheet; 16 pages. Available from www.tobaccofreekids.com/research/factsheets/pdf/0008.pdf

⁴ Nesbitt Research. The Canadian Cigarette Report. Toronto: Nesbitt Research; 1992.

⁵ Health Canada, Youth Smoking Survey (2002).

Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/survey-sondage/2002/intro_e.html; cited July 12, 2006

⁶ Adlaf EM, Paglia A. Ontario Student Drug Use Survey 1977-2003. Toronto: Centre for Addiction and Mental Health: 2003.



GRADE SPECIFIC CURRICULUM / ACTIVITY SUPPORT RESOURCE

For Who: School-wide.

By Who: Teachers (K-8).

What: The City of Hamilton Public Health Services has a variety of curriculum/activity support resources available to teachers:

- A video lending library for all grade levels
- Free posters, pamphlets, booklets that support tobacco-free messages
- List of interactive websites for students and teachers (Appendix A)

Why: Every day youth continue to become addicted to tobacco. The average age youth experiment with tobacco is 11¹. In 2003, smoking rates rose drastically from 4% to 30% between Grade 7 and Grade 12². True tobacco use prevention occurs in elementary school and must be supported throughout secondary school. These resources are the most current and effective in tobacco use prevention.

Resources Needed: To order resources, complete the resource order form (Appendix section), contact your school Public Health Nurse, or call the City of Hamilton Tobacco Hotline at **905-540-5566**.

Where: Flexible.

When: Flexible.

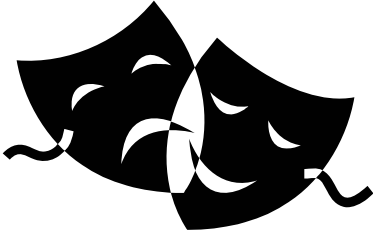
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Time Required: Flexible

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² Adlaf EM, Paglia, A. Ontario Student Drug Use Survey 1977-2003. Toronto: Centre for Addiction and Mental Health: 2003.



TOBACCO ADVERTISEMENT SKIT

For Who: Students in grades 3 to 6.

By Who: Students in middle school, high school or above, with adult support.

What: Educate children about tobacco advertisements and the manipulation by the tobacco industry while they're having too much fun to notice! Older students can share positive messages about not using tobacco with younger students.

- Figure out what that class already knows about tobacco and what aspects of tobacco they should know. For younger students, health messages are ideal. For older students, focus on what the tobacco industry does to attract teens.
- Gather tobacco magazine advertisements or other props needed for the presentation.
- Distribute tobacco advertisements to the audience. Describe how the industry tries to manipulate them and what the real truth is in each ad.
- Explain to the audience that they're going to act out the ad in a fun skit.
- Let them know that first they will act out how the tobacco industry wants them to view the ad. Big Tobacco wants everyone to think it's fun to smoke, and that if you do you will be beautiful and cool. There are tons of messages in the ads, so have the class brainstorm other messages that the industry is trying to send.
- Then have the class act out the real story and show the truth about tobacco. Have everyone brainstorm the effects of tobacco and how they really see the ads now.
- Split them into small groups. Have them discuss what is happening in the ad and what techniques the tobacco industry is using to make the ad appealing.
- Next, divide them into groups. Each group should have:
 - as many people as needed to act out the advertisement; 3-5 students works well.
 - one presenter to be the narrator and explain the ad before the skit starts.
 - two group members to finish the presentation by analyzing the skit/ad. The students should explain what techniques the tobacco industry used and why the ads show false images. For example: smoking really causes wrinkles, bad breathe and yellow teeth.
- Explain that they will be presenting the skits to all of the other groups and that each skit should be about one minute long.
- Break the groups up and give them 10 to 15 minutes to prepare.
- Watch the presentations, encourage discussion, and have fun!

Why: The tobacco industry targets youth as “replacement smokers” for adults who are dying from tobacco-related illnesses. For every dollar spent on tobacco prevention, the tobacco industry spends \$22.00 on tobacco promotion¹. Therefore, students should be taught how they are being targeted by the industry. Older students are great role models from younger adults. Their words and actions have huge impacts on younger students’ attitudes about tobacco, therefore peer-to-peer interaction and messaging can be highly effective.

Resources Needed: Tobacco advertisements from magazines.

Where: Flexible.

When: Flexible.

Time Required: Planning, 2 to 3 weeks; Presentation Time, 45 minutes.

¹ USA Today. Smoking war needs spark. July 10, 2006.



EXTRA WARNINGS

For Who: Students in Grades 7, 8.

By Who: Students in Grades 7, 8 with the support of a Teacher.

What: Students can design and create their own messages for cigarette packages that tell the truth about tobacco products. By researching the ingredients in tobacco products, students can design stickers with personalized warning signs to shock and engage student smokers which can be handed out within the school. Consider handing them out during a tobacco-related event, such as World No Tobacco Day (May 31).

Preparation: (4-6 weeks before the event)

- Do some research about what's in tobacco products and what diseases the different ingredients cause.
- Decide what you want the public to know and design a sticker to get your message out.
- Be creative and design a warning that will shock and engage people!
- If you are producing your labels by hand, grab pens and markers and start writing.
- If you are printing your labels, create them on a computer and laser print them out at home or school on sticker labels. If you have the resources, you can have stickers professionally printed.

Preparation: (3-5 weeks before the event)

- Now that you have developed your sticker, print some samples.
- Make a list of all the stores that sell cigarettes in your community. Get a few of your friends together and visit some of the stores. Tell them who you are, what you want to do and, of course, why you're doing it.
- Once you have a list of all the stores that are willing to help you, call to set dates and times to go back and put on the stickers (one to three weeks before the event). Be sure to ask the store approximately how many packs they have so you know how many stickers you will need.

Preparation: (2-5 weeks before the event)

- Now that you have developed your sticker and know how many you need, start the presses! Print or write out your labels.

Preparation: (1-3 weeks before the event)

- You should visit all of the stores that you will be working with and get started applying the stickers so customers will see labels on the cigarette packages leading

- up to the event. You will want to work in a timely and orderly fashion, keeping things clean and not disrupting customers or staff.
- The fine print: when putting stickers on, be sure not to cover the logo, warning label, or the tax stamp. Try to place all of the stickers in the same spot on all the packages to give it a clean look.
- Call the paparazzi. Start developing media materials and contact reporters.

On event day:

- It's best to do the labeling event on the event day. Don't forget to let the media know about this opportunity to feature a photo or footage of your group in action.

Event follow-up:

- Send thank you letters and/or certificates to all participating stores.

Why: Each cigarette contains over 4000 chemicals, 50 of which are known cancer-causing agents¹. Warning labels have been shown effective at deterring smokers from smoking, and raising their interest in quitting². For information and resources, call the City of Hamilton Tobacco Hotline at 905-540-5566.

Resources Needed: Stickers, markers or a printer.

Where: Flexible.

When: Flexible.

Time Required: 6-8 weeks.

¹ Health Canada. Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/fact-fait/faq/index_e.html; cited July 12, 2006

² Hammond, D., Fong, G.T., McDonald, P.W., Cameron, R., & Brown, K.S. (2003). Impact of the graphic Canadian warning labels on adult smoking behavior. *Tobacco Control*, 12, p. 391-395.



SPREAD THE WORD

For Who: Students in grades 3 to 5.

By Who: Students in grade 7, 8 with adult support.

What: Form a small group of students and plan a visit to a grade 3, 4 or 5 class to talk about tobacco. Try to keep the presentations simple, brief and interesting. Practice is key.

Bring props like bubble wands, balloons, etc, to show the importance of healthy lungs. Educate children about tobacco advertisements and the manipulation by the tobacco industry. Remember to leave time for questions. You could also work with the students to create a skit and present the skit.

Why: Unfortunately, the average age a student smokes a cigarette for the first time is 11¹. Younger students may also believe the myth that large numbers of older students use tobacco when in fact 86% of Ontario students in grades 7 to 12 are tobacco-free²! Older students are great role models from younger adults. Their words and actions have huge impacts on younger students' attitudes about tobacco.

Resources Needed: Paper, fact sheets, props, magazine ads. For information and resources call the City of Hamilton Tobacco Hotline at 905-540-5566.

Where: Flexible, but usually in the classroom.

When: Flexible.

- National Non-Smoking Week is the third week of January
- World No Tobacco Day, May 31
- Drug Awareness Week is the third week in November

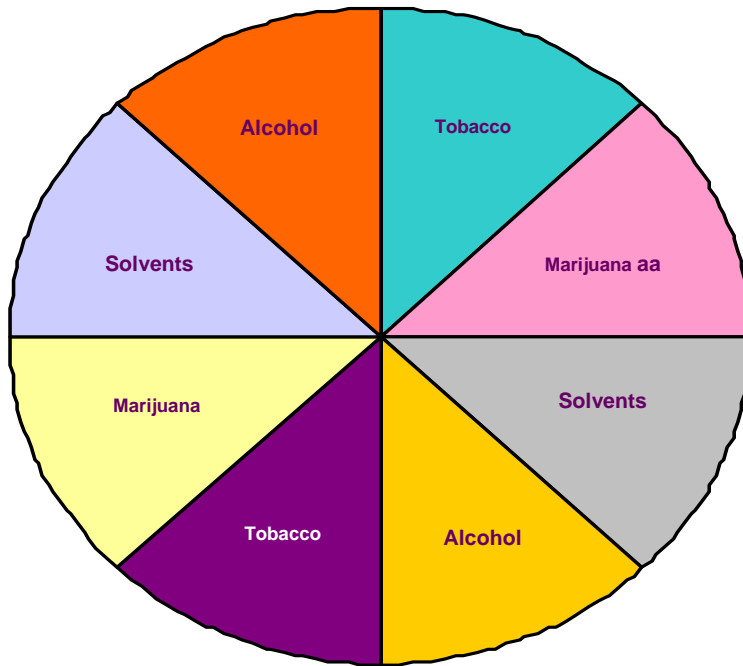
Time Required: Flexible.

¹ Health Canada, Youth Smoking Survey (2002).

Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/survey-sondage/2002/intro_e.html; cited July 12, 2006

² Centre for Addiction and Mental Health, Ontario Student Drug Use Survey (2005).

Available at: <http://www.camh.net/Research/osdus.html#2005osdusdrugusereport>; cited July 12, 2006



DRUG ALERT GAME (Grade 6)

For Who: Students in grade 6.

By Who: Teacher.

What: The Drug Alert Game is a substance abuse prevention activity designed to cover the topics of alcohol, illicit drugs and tobacco. The game comes with a roulette-style wheel broken into categories of drugs, overheads, a certificate of completion for the class, and prizes for individual students. This game builds on moments when students are incorrect and misinformed so that they can discuss the truths and dispel the social norms. Although points are assigned for correct answers, every student receives a prize.

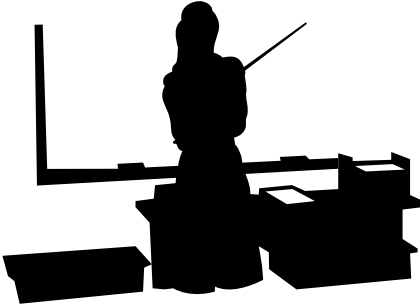
Why: Evidence suggest that youth are more likely to engage in those behaviours that are considered “normal” in their peer group. Therefore, interventions that teach young people the truth about social norms and dispel myths about levels of substance use should help to reduce substance use. In simple terms, when young people realize that only a minority of students abuse drugs, alcohol and tobacco – that such behaviour is indeed not the norm – they will be less likely to feel compelled to use them themselves.

Resources Needed: Call the Healthy Living Resource Centre at **905-546-2424, ext. 3521** to order the game. When calling, you need to provide the number of students participating.

Where: Classroom, or as part of a community event.

When: Flexible.

Time Required: A single class period, with a minimum of 45 minutes required.



TRUTH ABOUT TOBACCO: MATH & LANGUAGE UNIT STUDY (Gr. 7-8)

For Who: Students in Grades 7 and 8.

By Who: Teacher.

What: This resource was developed by the City of Hamilton Public Health Services in consultation with local Hamilton teachers in 2003. This resource supports the Grade 7 and 8 math and language curriculum, specifically, data management and probability, oral and visual communication and reading expectations, while complementing messages received in the health curriculum. The resource relates to the students' daily lives using current data and presents a "new" tobacco use prevention message.

Why: True tobacco use prevention occurs in elementary school and must be supported throughout secondary school. Addressing tobacco, in addition to health class, has shown to be effective in reducing youth tobacco use. It is necessary to include tobacco messages in cross-curricular programs and school-wide events because tobacco use has consequences that affect all of us in more ways than health.

Resources Needed: To order a copy, call the City of Hamilton, Tobacco Hotline at **905-540-5566**.

Where: Classroom.

When: Flexible.

- National Non-Smoking Week is the third week of January
- World No Tobacco Day is May 31
- Drug Awareness Week is the third week in November

Time Required: Flexible



PLEDGE WALL

For Who: School-wide (at least 10 to 15 students should participate in the actual event).

By Who: School-wide.

What: Most students know of a friend or family member who uses tobacco and wants to quit. Sign the pledge wall to help them take action and do something about it! Consider unveiling the Pledge Wall during World No Tobacco Day (May 31) or National Non-Smoking Week.

Preparation: (2 to 3 weeks before the event):

- Gather your materials and create your pledge wall. You can use poster boards, a blank plastic banner – whatever works for your space, just make sure there's room for your message and all the signatures you'll be collecting.
- Set a date for the unveiling of the pledge wall and start collecting signatures of support. Encourage everyone at your school or community centre to sign the pledge wall if they know someone who smokes or chews tobacco and are ready to help him or her quit. If the event is at school, consider making announcements or distributing flyers to let everyone know what you're doing and how they can get involved.
- Continue doing this until your event!
- Another idea to recruit even more supporters is to reach out beyond your school and community group. You could create pledge cards that people can pass on to friends outside of school and collect to post their pledges on the wall, too.
- Send out invitations to your event. Since you are making a commitment to help your loved ones kick their deadly addiction, be sure to invite them to take part in the celebration. This is your first step in helping them quit, so let them know how supportive you are and encourage them to add their own pledge to quit to the wall.

Event Day:

- Gather students, teachers, advisors, family and friends to unveil the wall!
- Show your loved ones where you have signed to support them in trying to quit and encourage them to add their own signature as a first step in their effort to quit.
- Take lots of pictures and pass them on to your local paper to let others know about your efforts.

Why: Currently, 70% of smokers say they want to quit smoking¹. Creating a pledge wall helps give them some extra help, support and encouragement by having those who love them pledge to help them quit.

Resources Needed: Poster board or banner paper, markers, paper and photo copier.

Where: Flexible.

When: Flexible.

- National Non-Smoking Week is the third week of January
- World No Tobacco Day, May 31

Time Required: 2 to 3 weeks.

¹Centre for Disease Control. Available at: http://www.cdc.gov/tobacco/research_data/adults_prev/mmwr5129.pressrelease.htm; cited July 12, 2006



MOCK TRIAL FOR MR. BUTTS

For Who: Students in grade 7, 8.

By Who: Students in grade 7, 8 with the support of Teachers.

What: In this activity, students will stage a mock trial. The cast includes a judge, witnesses, jury members and a police officer to swear in the witnesses. When doing this activity, be sure to research this topic well enough to make strong arguments using correct facts. Check out www.tobaccofreekids.org for fact sheets.

The leading roles are:

- the defendant, Mr. Butts, a tobacco icon who is charged with targeting youth, killing hundreds of thousands of Canadians each year, addicting many more and causing many deadly diseases.
- the prosecution attorneys, who try to prove the dangers of cigarette smoking, show how addictive tobacco really is, and show how Big Tobacco targets and manipulates youth to try to get them to use their product.
- the defense attorneys, who argue that smoking is a personal choice and deny all other accusations.

The success of this activity depends on preparation – particularly those playing the attorneys and witnesses – and their scripted arguments. Be sure to put personality into it. You can make it interesting, comical and educational by using different court settings like we see on T.V. with the rude and humorous judges. It's important to practice and get your act together before the trial takes place. You can ask the art and drama teachers to help with costumes, props and stage directions and the social studies teacher to help with preparing the arguments.

Why: The Tobacco Industry has repeatedly lied about the addictiveness of nicotine, the manipulation of tobacco products and their strategies in targeting children and teens with their advertising. Holding a “mock trial” will help students learn of the tobacco industry’s lies and how to combat them in a fun and interactive way.

Resources Needed: Fact sheets, chairs, tables, computer and printer for writing and printing scripts, simple costumes and props, microphones and speakers. For information and resources call the City of Hamilton Tobacco Hotline at 905-540-5566.

Where: Flexible.

When: Flexible.

Time Required: 3 to 4 weeks to write, rehearse and perform.



YOU ARE ON THE AIR! (Gr. 7-8)

For Who: Students in Grade 7, 8.

By Who: Teachers, Parents, High School or College/University student volunteers.

What: Create your own radio public service announcement (PSA) for World No Tobacco Day (May 31) or National Non-Smoking Week (January). Contact the local radio stations to record and play them or play them on your school morning announcements.

Preparation: 6 to 8 weeks before the air date:

- Gather some creative people together.
- Decide what your broad goal and key message for the PSA will be.
- Some messages include:
 - **Health:** Make people aware of the health effects of tobacco use.
 - **Awareness:** Focuses on making the community aware of a specific problem but does not always offer a solution (i.e. the Tobacco Industry and their effect on developing countries).
 - **Social Disapproval:** Tells the target audience the social effects of tobacco use (i.e. short-term effects of yellow teeth and bad breath).
 - **Manipulation:** Focuses on making people aware that the Tobacco Industry is lying and manipulating them. There are several different approaches to this message, some included the industry's profits-first attitude, examples of how they target children and youth, their history of not warning customers of the addictive nature of their products or the health risks associated with them.
- Decide on your target audience. Is your message something that will be more appealing to youth or adults, parents or teachers? You will need to write a script in a language style that would appeal to this audience.
- Decide on a radio station that is popular among your target audience.
- Contact the station and ask if they would be willing to help you record your PSA and cover the costs of playing it. You could write a letter asking for their help and explaining the importance of your message. Make sure to follow-up with a phone call and let the station know group representatives are willing to meet with them in person to talk about the project in greater detail if they have any questions.

Preparation: 4 to 6 weeks before the air date:

- Start writing the scripts. The PSA should be either 30 or 60 seconds long.
- Be creative and remember that on the radio, the audience can only hear your voice. Everything you want to convey needs to be done with your voice and sound effects.
- Always end with a tag line that gives your group credit for your work.

Preparation: 3 to 5 weeks before the play date:

- Now that you have a script, assign roles and practice. Practice like you are recording it. Always read the script in the character that you are playing and use emotion.
- It is very important that you time your PSA to be only 30 or 60 seconds.

Preparation: 2 to 4 weeks before the play date:

- You are now ready to record your PSA. This step depends on the date you have set to record with the radio stations.
- It is helpful if you leave at least 2 weeks so that the radio station can make the adjustments needed to play it on the air.

Why: Tobacco products kill over 47,500 Canadians each year. This is more than murders, alcohol, car accidents, and suicides combined! The burden of disease of tobacco is paid by Canadians and their families. However, the Tobacco Industry makes huge profits. Altria (Philip Morris) is the largest Tobacco Company in the world with profits in 2003 of over \$9.2 billion¹. The Tobacco Industry wants Canadians to believe that tobacco is a normal, legal product. Spread the word that a product that kills 47,500 Canadians annually is not normal!

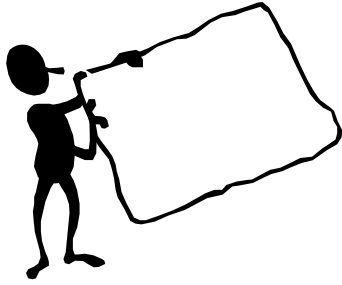
Where: Flexible.

When: Flexible.

- National Non-Smoking Week is the third week of January
- World No Tobacco Day is May 31

Time Requirements: Flexible.

¹ Altria [homepage on the internet] http://www.altria.com/annualreport2003/ar2003_02_0100.asp; cited August 3, 2004.



MEMORIAL

For Who: Grade 7-8

By Who: School-wide.

What: This activity can be used as an opportunity to honor those who have lost their lives because of tobacco, and to send a message to the tobacco industry. Organizing a memorial and having participants gather messages in memory of loved ones lost and tell the tobacco industry to stop targeting kids as “replacement smokers”.

Startling statistics: Over 45,000 people die each year in Canada from tobacco industry products. That’s 130 people everyday across the country including 44 people in the province of Ontario. Worldwide that’s more than 4.9 million people – one person every 6.6 seconds. This is more deaths than AIDS, car accidents, murders and suicides combined. Overall, one in every two long-term smokers dies as a result of smoking.

Find a busy location and set up a creative memorial display.

- You can use unlit candles, posters with names of those who have died from tobacco-related diseases and signs featuring some of the shocking statistics mentioned above.
- Some memorial events have included other props like flowers, ringing a bell every 44 seconds to represent another tobacco-related death or having all participants dressing in black.
- Most also include a “memorial card” for people to either write the name of a loved one they have lost, or to write a message to the tobacco industry.

Preparation: 4 weeks before the event

- Secure a location for the memorial, such as a city sidewalk, a park or a school. You can also incorporate a memorial into an existing event like as concert or sporting event. Where will the most people see your event?
- Check on any permits you might need.
- Start developing your media list and any media materials you may send out the week of your event.

Preparation: 2 weeks before the event

- Design your flyer. Use whatever messages will reach your audience.
- Start gathering your props. Participants can borrow things from their homes or from friends to avoid having to purchase a lot of items. Look for a bell or a gong that you can ring every 44 seconds to signify another death – whatever works to make a lot of noise and draw attention.
- Contact the media and send out any press materials you have prepared.

- Remind people about your event. If it's a school activity, make another announcement. Send an e-mail, make phone calls – whatever it takes to make sure everyone will be there.
- Get together to finish up any additional materials for the event, photocopy extra flyers and make posters with tobacco industry quotes or other messages.

To do the day of the event:

- Make sure you have all of your materials, especially any permits (very important), and set up your memorial. Remember, do not light the candles – it's a fire hazard and most public places won't allow lit candles. Other props could include flowers to enhance the memorial feel of your event.
- If you're in high traffic areas, make sure you have people stationed at various points around the venue to hand out flyers and let people know why you are doing this event.
- Encourage people to leave a tribute to a loved one or a message to Big Tobacco at the memorial and start incorporating these messages into the display.
- A memorial can also deliver the message that Big Tobacco is trying to silence young people who are speaking out against them. Some youth participants have delivered this message by using black tape to tape their mouths shut. It adds to the somber tone of the memorial, attracts a lot of attention and symbolizes what Big Tobacco is doing as it continues to target kids with manipulative marketing. Other participants can talk to people who pass by and have questions.

Event follow-up:

This is an emotional event that usually interests people in doing more. Here are a few ideas to get them involved:

- have an information sheet with more details on what the tobacco industry is doing.
- include a website or other central place to obtain information.
- advertise your next coalition or group meeting.

Why: Over 47,500 people in Canada die every year from tobacco use¹; one every 11 minutes². Tobacco products kill more people than AIDS, car accidents, illegal drugs, murders, and suicides combined³. Worldwide, tobacco products kill nearly five million people each year⁴. This memorial event conveys the deadly toll of tobacco use and the fact that tobacco industry is targeting youth as replacement customers for those killed by its products.

Resources Needed: Poster boards, markers, candles, a bell or gong, paper for flyers, duct tape.

Where: Flexible.

When: Flexible.

Time Required: 4 weeks.

¹ Canadian Cancer Society. Available at: http://www.cancer.ca/ccs/internet/standard/0,3182,3172_12971__langId-en,00.html; cited July 12, 2006

² Health Canada. Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/about-apropos/index_e.html; cited July 12, 2006

³ Health Canada. Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/legislation/label-etiquette/graph/citydies-villemeurt9_e.html; cited July 12, 2006

⁴ World Health Organization. Available at: <http://www.who.int/tobacco/fctc/tobacco%20factsheet%20for%20COP4.pdf>; cited July 12, 2006



TOBACCO-FREE ROOM

For Who: Students in Kindergarten to Grade 3.

By Who: Teachers, Parents, Grade 6, 7, 8 students.

What: Each student can make a sign to hang on the door to their room at home. Draw a picture of themselves in the centre and list the reasons why they love being “tobacco-free”.

Why: It is important for children to integrate positive “tobacco-free” messages into their own experiences as they grow up. Tobacco use prevention occurs before youth reach for the first cigarette. Unfortunately, the average age youth try a while cigarette for the first time is 11¹. Research suggests that through play and imitation, attitudes toward tobacco use begin as early as age five.

Resources Needed: Paper, crayons, markers, magazines, scissors, glue, tape, etc.

Where: Flexible, but usually in the classroom.

When: Flexible.

- National Non-Smoking Week is the third week of January
- World No Tobacco Day is May 31
- Drug Awareness Week is the third week in November

Time Required: Flexible.

¹ Health Canada, Youth Smoking Survey (2002).

Available at: http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/research-recherche/stat/survey-sondage/2002/intro_e.html; cited July 12, 2006

**Appendix Section:
Tobacco Resources**



Hamilton

**TOBACCO CONTROL RESOURCES
 (GRADE K-12)**

These materials support tobacco-free living messages and the Ontario curriculum.

FOR MORE INFORMATION contact the City of Hamilton Tobacco Hotline 905-540-5566.

TO ORDER: Joanne Baguley, Resource Centre
 Public Health Services
Fax: 905-546-3658
Tel: 905-546-2424 x3521
Delivery Address: 1447 Upper Ottawa, Hamilton, ON L8W 3J6

Name: _____ Position: _____
 Name of School: _____ Grade: _____ # students: _____
 School Mailing Address: _____
 City: _____ Postal Code: _____
 School Telephone: _____ School Fax: _____ Date: _____

***Lending materials are to be picked up. A Public Health Services representative will contact you to make arrangements.**

***Videos can be loaned for 1 week.**

***To ensure equal access to resources for all teachers, please return lending materials promptly to the office where they were picked up.**

***Some resources are available in limited quantities.**

***When indicating 'class set' please be sure to specify quantities.**

Quantity	Grade	Curriculum Support (Free)	Description
	5	Science, Tobacco and You (English and French)	This resource includes an easy to use interactive CD-ROM, lesson plans and student quest cards that support the Ontario science curriculum for Grade 5.
	6-8	Handout: Support Tobacco-Free Movies & Magazines	Class set available: This handout of student activities promotes critical thinking, media literacy and youth action while supporting the language curriculum and complimenting messages in Health & Physical Education.
	6-12	Kit: Sample Tobacco Industry & Anti-Industry Magazine Ad	Lending Only: This kit includes a collection of Tobacco Industry magazine ads and counter-industry spoof ads.

	7-8	Unit of Study : The Truth About Tobacco: Mathematics and Language	This unit of study meets data management & probability, reading and oral & visual communication expectations. This unit includes black line masters, rubrics, and explores tobacco industry promotion & marketing to youth. This resource was developed by the City of Hamilton and local Hamilton teachers.
	1-12	Inflatable Lung Comparison Kit Note: For lending to <u>Public Health Nurses</u> only	The kit visually demonstrates the affects of prolonged tobacco use and the damage that is done by key ingredients in tobacco industry products (specifically tar).
	6-12	Tobacco 411 trivia wheel Note: For lending to <u>Public Health Nurses</u> only	The trivia wheel has sixteen different categories with questions related to various tobacco use topics. The categories include; tobacco industry, legislation, second-hand smoke, advertising, movies, global tobacco, fear factor, health effects and more. The trivia wheel educates, empowers, and mobilizes youth with the knowledge and skills for making informed decisions and taking action against tobacco use.
Quantity	Grade	Booklets & Pamphlets (Free)	Description
	K-2	Booklet: An Activity Book for Non-Smoking Children	A colouring book and activity book for children reinforcing tobacco-free messages. (While quantities last)
	K-3	Colouring Sheet: Breathing Space smoke-free home.	Class set available: Draw in your family and colour the smoke-free home.
	3-6	Colouring Sheet: Breathing Space smoke-free home.	Class set available: Colouring sheet provides facts about second-hand smoke and encourages a smoke-free home.
	3-8	Tear Sheet: Breathing Space Facts	Facts on second-hand smoke.
	6-12	Booklet: Tobacco Industry Denormalization Info Pack	Class set available: This booklet contains key information about tobacco industry denormalization, background information on the tobacco industry, and ideas, strategies and resources for developing programs and taking action to expose the tobacco industry in your community.
	6-12	Booklet: Tobacco Industry Denormalization	Class set available: This 17 page booklet discusses the tobacco industry's role in the tobacco epidemic.
	6-12	Pamphlet: The "light" and "mild" consumer fraud	Class set available: This pamphlet discusses how the tobacco industry's marketing tactics have misled the public to believe that cigarettes labelled with terms such as "light" and "mild" are less dangerous than full-strength cigarettes.
	6-12	Pamphlet: Toxic Stew	Class set available: This pamphlet provides information on the contents of cigarettes including the effects of six of the most harmful toxins found in cigarettes.
Quantity	Grade	Posters (Free)	Description
	6-12	Tobacco Industry Poster Child	Shows graphic images of young girl's internal organs with damage caused by tobacco industry

			products. * Note: Due to the graphic images in the poster, a class discussion should accompany the poster when used in grades 6-8.
	4-12	Sucked In	Shows chemicals in a cigarette, including Acetone (nail polish remover), Arsenic (rat poison) etc.
	4-8	Kissing A smoker is like Kissing an Ashtray	Smoke-free message
	4-12	Mind if I Smoke, Care if I Die	Smoke-free message
	4-8	Christy Turlington: My favourite photo	Model Christy Turlington (ex-smoker) with healthy lung x-ray. (While quantities last)
	3-8	Breathing Space	Second-hand smoke poster
	4-12	Cigarettes makers say they don't market to children	Shows retail displays of tobacco industry products at children's eye level in a corner store.
	7-12	Working to make a difference, the people of the Tobacco Industry	Graveyard image of the impact of tobacco industry products.
	6-12	The Tobacco Industry is a Real Lady Killer	Tobacco industry denormalization message
	7-12	Cigarette Companies Are Making a Killing Off You.	Tobacco industry denormalization message
Quantity	Grade	Videos	Description
	K-3	Smoking Stinks	Animated video reinforces refusal skills and confronts media messages that glamorize the use of tobacco industry products. Includes a colouring book. 12 minutes. 1994 (USA)
	2-4	What about Tobacco?	Two middle school students narrate and discuss how the tobacco industry makes their products, different forms, short and long term health effects, addiction, second-hand smoke and interview smoking and non-smoking youth. Teacher's guide, with activities, to accompany. 14 minutes. 1996 (USA)
	5-8	Smokescreeners	Provides tips for media literacy skills when watching movies. Includes a facilitator's guide with information, activities and ideas for student action. 14 minutes. 1998 (USA).
	6-8	Too Smart to Start, Too Cool to Smoke	Series of 1-2 min. clips, skits, vignettes, Tackles the tobacco industry, common myths, examples of youth action and a teen trying to quit. 19 minutes. 1998 (USA)
	6-8	Pack of Lies: The advertising of Tobacco	Series of speeches and presentations to high school students with emphasis on the tobacco industry and advertising. 40 minutes. Late 1990's (USA)
	6-8	The Right Choice	Presents a variety of reasons to stop or not use chew tobacco . Interviews with peers, doctors, teachers and rodeo personalities relate the facts about the hazards. Includes chew tobacco magazine ads and a media literacy activity. 13 minutes. 1996 (USA).
	6-8	SLAM www.SLAMUSIC.com	Outlines one singer/songwriter's action against Tobacco Industry manipulation. Includes a small

			facilitator's guide. 10 minutes. 1998 (USA)
	6-8	Smoking: Truth or Dare	Graphically demonstrates the health effects of using tobacco industry products. Hosted by Leeza Gibbons, with guest spots from other stars. 32 minutes. Early 2000's. (USA)
	7-12	Barb Tarbox: A Life Cut Short By Tobacco	This video follows Barb Tarbox, a mother with terminal cancer due to smoking cigarettes, as she speaks to elementary and secondary students about the health effects and dangers of smoking. A supplemental pamphlet included with the video provides discussion questions for class debriefing, strategies for refusing tobacco industry products and referral agencies for more information. 17 minutes. 2003 (Canada)
	7-12	Making a Killing: Phillip Morris, Kraft and Global Tobacco Addiction	This documentary shows how tobacco giant, Phillip Morris (AKA Altria) uses its political power, size and promotional expertise to spread tobacco addiction internationally. Great for starting discussion on globalization and global issue of tobacco. 30 minutes. 2000 (USA)
	7-12	Secrets through the Smoke	Part 1: Background information about Dr. Jeffery Wigand (tobacco industry informant profiled in the movie "The Insider") and the ingredients in cigarettes. Part 2: The science of addiction and the marketing practices of the Tobacco Industry. Part 3: Counter-marketing campaigns, tobacco settlement issues and resources. A facilitator's guide is included. 55 minutes. 2001 (USA)
	7-12	Scene Smoking: Cigarettes, Cinema, & the Myth of Cool	In this video, professionals from the entertainment and health fields discuss real-life choices they've made and what they think about the depiction of tobacco industry products on-screen. The accompanying guide for teachers suggests activities to promote critical thinking and discussion. 59 minutes. 2003 (USA)

ADDITIONAL CURRICULUM:

Lungs are for Life is available in both English and French and includes lesson plans, black line masters and rubrics. This resource meets Reading, Oral and Visual Communication, Healthy Living, Science and Technology, Mathematics, Language Arts, Visual Arts and Drama expectations. Teachers can download a copy from www.lungsareforlife.ca or call the Lung Association at 1-800-972-2636.

Educating Students about Drug Use and Abuse: Ready to Use Lesson Plans for Drug Education Grades 1 through 8: Each school should have a copy of the curriculum guide. Teachers can download a copy from the **Center for Addition and Mental Health (CAMH)** at http://www.camh.net/education/Resources_teachers_schools/Drug_Curriculum/Primary/curriculum_g1to8intro.html. This guide is available in English and French.

OPHEA Health and Physical Education Curriculum Support: Teachers should have access to this curriculum guide in their school or through their Board office. Visit www.ophea.net.

TOBACCO USE PREVENTION WEBSITES:

<http://www.unfilteredfacts.ca>

A great Hamilton website developed for local teens by HCAAT (the Hamilton Crew for Action Against Tobacco – the local youth anti-tobacco movement). Great information about upcoming events and lots of information on tobacco industry manipulation of youth. (Hamilton)

<http://www.stupid.ca>

Created by the Ministry of Health Promotion, this website has excellent information on the health effects of smoking, ingredients in a cigarette, and tobacco industry product promotion.

<http://www.thetruth.com>

This website has tons of information on tobacco industry manipulation and ways to counter the tobacco advertising. This is a great site produced for teens by teens. (USA)

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

This website has lots of information and interactive activities. Check out "Test Your Tobacco IQ" which is content appropriate for different ages. An excellent site for kids, teachers and caregivers. (USA)

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

Tobacco Facts is a fun and interactive website about tobacco industry products and tobacco related issues for kids, teachers and caregivers. (British Columbia)

http://www.cctc.ca/index_html?set_language=en&cl=en

The Canadian Council for Tobacco Control provides up to the minute news on current issues. A great place to get background information. (Canada)

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

The website for the Center for Disease Control in the USA. Excellent and FREE resources can be ordered from this site (posters/videos/facilitator guides). (USA)

<http://www.ntk.ca>

Not to Kids! is a community wide campaign aimed at decreasing the sale and supply of tobacco industry products to anyone under 19. This website outlines the Tobacco Control Act of Ontario, which prohibits smoking on school property, and the sale and supply of tobacco to youth. The website also lists how schools can be involved. French and English (Ontario)

<http://tobaccofreekids.org>

The Campaign for Tobacco-Free Kids is fighting to free America's youth from tobacco industry products and to create a healthier environment. The Campaign is one of the nation's largest non-governmental initiatives ever launched to protect children from tobacco addiction and exposure to second-hand smoke. Check out their ad gallery for examples of tobacco industry ads found in magazines. (USA)