

SMOKE 8 SCREENING

TEACHER RESOURCE



This Teacher Resource contains two documents:

PROGRAM GUIDE

- Information on how to conduct Smoke Screening 8

ADDITIONAL RESOURCE

- Additional background information on the ads in Smoke Screening 8

Smoke Screening is a program designed to engage young people and increase their awareness of the dangers of tobacco use. It also provides youth with the opportunity to voice their opinions and take on the role of decision makers as they decide which ad should be televised locally.

The program has been successfully running in NWT, Nunavut and the Yukon for the past seven years. Its success is due in large part to the continued participation and enthusiasm of teachers across the North.

SMOKE SCREENING

NEW THIS YEAR

NO MORE MAILING BACK BALLOTS!

We simplified the process! Included is a simple one-page classroom tally sheet. Ask a student in the class to add up the vote totals on the working copy. Teachers then transfer that information to the “Official Classroom Tally Sheet” and submit only one sheet with classroom totals on it.

CLASSROOM PRIZES NOT INDIVIDUAL PRIZES

Instead of drawing the names of individual students and teachers, draw prizes will now be awarded to one classroom in each territory. Three \$500 pre-loaded Visa cards will be awarded – one per jurisdiction. Prize money can be used for the type of classroom activity or purchase that would be most useful to teachers and students.

GET REEL – AN AD COMPETITION WHERE EVERYONE WINS!

For years, students in the North have been asked to judge professional anti-smoking ads. Now we are inviting students to shoot their own ads to share with their peers across the North. We’ll give every eligible classroom (while quantities last – limit one per classroom) an iPod Touch, for keeps, to film and edit their ads. Those with their own film equipment are also welcome to participate. Student ad submissions will be shared across the three territories using social media (Facebook and/or Youtube). The top ads from each territory will win cash prizes!

SMOKE SCREENING

PROGRAM GUIDE

Goal:

The Smoke Screening DVD includes 13 of the best anti-tobacco ads from around the world. Each ad approaches the subject a bit differently. The goal is to encourage young people to view the anti-tobacco messages and think about the issues presented. This creates an opportunity to think about smoking from different angles and then, most importantly, to discuss the issue amongst peers. By casting their ballots, youth will also decide which ad will be televised on CBC North in all 3 territories.

Preview the DVD

Please ensure students are aware of the subject matter and provide them with the opportunity to opt out of the exercise as appropriate before the DVD is shown. We encourage all teachers to view the DVD on their own before showing it to their students, as some of the ads are very graphic and others are quite emotional.

Download Print Material

If you require, you may download all print material for Smoke Screening and the Get Reel Ad Competition from the following websites:

Yukon: hss.gov.yk.ca/smokescreening.php
NWT: chosenwt.com/programs/smokescreening
Nunavut: hss.gov.nu.ca/en/smoke-screening.aspx

SMOKE SCREENING

STEP 1

1

Let the students know what will happen

Explain to the students that they are about to see some of the best ads created on the anti-tobacco issue. They will view the ads and vote on which one is the most effective. The winning ad will then be televised on CBC North for all to see!

STEP 2

2

Distribute the ballots

The Smoke Screening ballot contains the name of each of the ads on the DVD. Ask the students to think to themselves while watching it:

- Which ad would make me think twice about starting to use tobacco?
- If I use tobacco, which ad has me thinking about quitting?

STEP 3

3

Show the DVD

The DVD is approximately 12 minutes long. Each ad is preceded by its name. You might want to show the entire DVD and then show the ads one more time before viewers complete their ballots.

It is very important that the students save their comments and discussion until after they've seen all the ads and filled out their ballots, so that each individual's choice is not influenced by others.

STEP 4

4

Now it's time for your students to vote

After you've viewed the DVD, students need to select the ad they feel is the most effective. They should put a checkmark beside **only** that ad on their ballot.

STEP 5

5

Collect the ballots

Ask a student to tally up the results from all the student ballots and enter the information on the "working copy" classroom tally sheet.

SMOKE SCREENING



Hold a discussion.

You can begin by asking students:

- What ad do they think is most effective?
- What are the underlying messages presented in the ads?
- Did any of the ads give them new information about tobacco?
- What makes a great tobacco reduction ad?
- Do they believe tobacco ads influence tobacco usage?
- What types of ads need to be developed to discourage youth from starting to use tobacco or quit using tobacco?
- What types of ads do they think work best – graphic, true stories, or factual?



Enter the results on the official classroom tally form

Once the classroom session is completed, it is VERY important you take a few moments and complete the following and mail it back:

- Enter the number of votes that each ad received from your class on the CLASSROOM TALLY SHEET so we'll know how many students participated and also which ad they feel is most effective.
- Complete the evaluation form on the back of the tally sheet. The future of Smoke Screening depends on your feedback.
- Every completed class tally form/teacher evaluation will be automatically entered to win a classroom prize draw. Each and every time you complete a classroom tally form you are entered again for the class prize. Prize is \$500 (in the form of a pre-loaded VISA card) for a class activity or gift of your choosing. Three \$500 prizes will be awarded – one per territory.



Participate in the “Get Reel” Ad Competition.

We're inviting students to develop their own anti-tobacco ads. Every eligible class that enters will be sent an iPod Touch to film and edit their commercial. Those who submit an ad get to keep the iPod Touch, but quantities are limited and once they're gone, they're gone for good! You may film and edit your ad with another camera and software if you prefer. An attached document outlines the Get Reel Ad Competition or can be downloaded from the sites listed on page 3 of this program guide.

Thank you very much for your participation and your valued feedback.

SMOKE SCREENING

ADDITIONAL RESOURCE

The following provides more in-depth information about each of the subject areas addressed in the ads. It isn't essential you read this before your session. It's simply to provide you with some background information on the subject areas covered by the ads.

Cough

- Abnormalities in lung function have been detected in smokers who are as young as 14 years old and in those who have been smoking for only one year.
- Smoke from cigarettes, cigars and pipes is the number one cause of lung disease. It is estimated to be responsible for 90% of lung cancers.
- Studies show that teenagers who smoke have more respiratory symptoms, especially cough with phlegm, than non-smokers of the same age. A study in Ireland noted that 12 and 14 year olds who smoked were three times as likely as non-smokers to have symptoms of cough and phlegm.



Get on the Bus

Many studies have asked both youth and adults if they regret starting to smoke. One study reported:

- 70% of adolescent smokers report wishing they had never started smoking.
- Of daily youth smokers who think that they will not smoke in five years, nearly 75% are still smoking five to six years later.

Suggested activity: Ask your students to ask ten adults if they regret starting to smoke. Then ask ten youth. Compare the results.



Recall

- Products are "recalled" when they are proven to cause harm to someone who has purchased them.
- Many products are recalled each year in Canada and the USA – some due to possible choking hazards, possibility of faulty ingredients, mix-up on packaging expiration dates – but none to our knowledge causes the wide-spread damage that tobacco does – the death of 37,000 Canadians per year.
- Cigarettes kill approximately 50% of their long-time users. That is considerable harm!



SMOKE SCREENING



Hooked

- Nicotine is a chemical that smokers become addicted to. It is one of the main ingredients in tobacco.
- Nicotine is highly addictive – and has been compared to heroin and cocaine in terms of addictiveness. It is a powerful drug that speeds up the brain and central nervous system.
- The nicotine in cigarette smoke is absorbed through the skin lining of the mouth and the nose. The nicotine level in your blood peaks within ten seconds of inhaling (breathing in) cigarette smoke into your lungs.
- Over time, your brain adjusts to the stimulation from nicotine and lowers your natural energy level or mood. The more you smoke the more nicotine you need to feel normal.
- Being without nicotine for even a few hours can cause withdrawal symptoms like headaches, depression, anger, anxiety and problems sleeping.
- When you don't have nicotine, your body and brain get upset. They tell you to keep smoking. You feel irritable and uncomfortable.
- Nicotine withdrawal symptoms are uncomfortable, but they don't last forever. There are many proven and successful techniques and strategies to break nicotine addiction and free yourself from tobacco.

Break the Cycle

Consider the "logic":

The tobacco industry has claimed they are only targeting adults and their advertising is primarily meant to convince people to switch brands. However, the following are well-known facts:

- The majority of smokers start well before becoming an adult (almost 90% of daily smokers became addicted before their 18th birthday).
- People rarely switch brands – if you start by smoking Player's Light or Export A, chances are you'll die smoking the same brand.
- If tobacco doesn't recruit new smokers, all their customers will die off earlier than the rest of the population and tobacco companies will be out of business.



SMOKE SCREENING



Sugar, Sugar

- Reports indicate that up to 20% of cigarettes contain added sweeteners. Sugar is one of those additives.
- Both sugar and honey are added to tobacco.
- It is believed sugar is added to cigarettes to make them taste better.
- The problem with additives is that they are not just about altering the flavour of cigarettes. Research has shown that the main reason to put extra additives into cigarettes is to improve their potency and ultimately their addictiveness.
- Researchers say the tobacco companies do this because “the addition of sugars in tobacco can enhance tobacco use in at least two ways – neutralization of the harsh taste of cigarette smoke and generation of acetaldehyde, which increases the addictive effect of nicotine... Moreover, the sweet taste and the agreeable smell of caramelized sugar flavours are appreciated in particular by starting adolescent smokers.”



Rick Stoddard

- Rick Stoddard’s wife, Marie, was diagnosed with lung cancer in August of 1999 and died five months later. Rick boldly identified in her obituary the cause of death as cancer caused by cigarette smoking.
- Rick was 19 when he met his wife. They both smoked. Rick quit at age 21 when their only son, Justin, was born. Marie longed to kick the habit but just never could escape it’s grip.
- Marie was diagnosed with lung cancer on Aug. 1, 1999. She had no symptoms until the day Justin, 24 at the time, found his mom unconscious on the floor. The diagnosis came soon afterward. Marie died just five months later, on Jan. 8, 2000.
- Rick, despite his profound loss, shared Marie’s story in a series of television ads.

SMOKE SCREENING



Suffering Emphysema

- Emphysema is a chronic (long-term) lung disease that can get worse over time. It's usually caused by cigarette smoking.
- Having emphysema means some of the air sacs in your lungs are damaged, making it hard to breathe.
- Emphysema gets worse over time if you continue to smoke or breathe polluted air. The damage doesn't stop until you stop smoking and stop breathing polluted air.
- By quitting smoking, you can't undo the damage that's already done, but you can protect your lungs from any more damage.
- People with advanced emphysema are usually attached to an oxygen tank as their own lungs cannot provide their body with enough oxygen.

Recipe

- Cigarettes are not just made of tar, tobacco and nicotine. Many other things are added to them for various reasons. Some are added to alter the flavor or burn rate of a cigarette. Other chemicals are added to enhance the effect of nicotine, increasing their potency and addictiveness.
- Cocoa is one of the additives. When burned in a cigarette it produces bromine gas that dilates (expands) the airways of the lung, increasing the body's ability to absorb nicotine.
- Ammonia, another ingredient of cigarettes, speeds the delivery of nicotine to the smoker's brain by raising the alkalinity of tobacco smoke.
- Acetaldehyde and pyridine are other additional ingredients that act to strengthen nicotine's impact on the brain and central nervous system.
- Urea, a chemical component of urine, is also added to cigarettes. Why might this be added? We don't know!



SMOKE SCREENING

Scared

Parental smoking is a very real fear for many youth. The following information was originally provided by Tobacco-Free Kids:

- Quitting smoking is tough. So is talking to your mom or dad or anyone you love about quitting. Remember, you can't make them quit but you can let them know that you're there for them if they want to try. Here are a few tips for encouraging someone you love to quit smoking:
- Ask them to quit. Sounds simple, but do they know you want them to? If they already know you would like them to quit, explain why. Give them specific reasons, like, "I want you to play sports with me," or "I love you and I want you to be healthy!"
- Try not to get angry with them. Many smokers want to quit; they just don't think they can do it.
- Remember, you can't force a smoker to quit – they have to be ready. But you can let them know that you are there to support them when they make that decision.
- If they say they want to quit, ask them how you can help. Pick a quit date together and offer support along the way.



Here are some tips to increase their chances of quitting.

- Keep them busy. Ask them to go for a walk, play a sport or even go shopping. These activities will keep their minds off cigarettes.
- Encourage them to get help. When smokers try to quit without help, their brains and bodies miss cigarettes, which is what makes them cranky and, sometimes, what makes them go back to smoking.
- Be understanding about how hard it is to quit. If they seem cranky, don't get mad at them. Withdrawal from cigarettes puts them in a bad mood sometimes.
- Encourage, support and celebrate your parent's hard work towards quitting. Make them a card or buy them flowers, or bake them a cake.
- Make a pledge to never start smoking. It will help inspire your parents to stay smoke-free, too.

If your parent tries to quit but ends up smoking again, don't get mad. Instead, remind them that:

- Quitting isn't easy. In fact, for many smokers, it takes two to three (or even more) tries before they quit for good.
- You are proud of them for trying.
- The fact that they tried is a step in the right direction, and they can always try again.
- When they are ready to try again, you will be there to support them.

SMOKE SCREENING



Break the Chain

- Tobacco is viewed as a sacred plant by many First Nations across Canada. It is used in prayer, and commonly burned during ceremonies to communicate with spirits and sacred beings. Many believe it to have curative properties, such that it can be used to assist in an individual's healing journey and can also be used in symbolic cleansing or decision-making activities.
- Tobacco was not historically used by the First Nations in the North for sacred purposes but the practice has been adopted within the last century by some groups. The Inuit have never used tobacco as part of ceremonial or spiritual practices.
- Traditional use is sacred. It is the recreational use that is causing horrendous damage to First Nations communities across Canada. This damage will be felt for many generations to come.
- Smoking rates among Aboriginal residents of all three territories are more than double the national average.

- According to the 2009 NWT Addictions Report, Aboriginal residents in the Northwest Territories showed significant declines in daily smoking between 1996 and 2009 (53% vs. 38%) but were still 2.7 times more likely to be daily smokers than Non-Aboriginals (38% vs. 14%).
- The Nunavut Tobacco Reduction Framework for Action report states that the estimated smoking rates among Nunavut's Inuit population is reported to range from 64 to 71% among this population.
- The First Nations and Inuit Health Branch of Health Canada reports the following facts* on smoking rates in First Nations and Inuit communities:
 - Fifty nine percent of on-reserve First Nations people smoke;
 - Fifty eight percent of Inuit in the north smoke;
 - Almost half of Inuit (46%) who smoke started smoking at age 14 or younger; and

The majority of on-reserve First Nations people who smoke (52%) started smoking between the ages of 13 and 16.

- In Australia, where this ad was created, smoking rates are similar to Canada. In 2004-2005, the daily smoking rate among Australia's aboriginal people was 50%. The smoking rate for non-indigenous Australian males at the same time was 18% and for woman, 15%.

(*These statistics are from the First Nations Regional Health Longitudinal Survey 2002/2003, 2006 Aboriginal Peoples Survey, 2004 Baseline Study among First Nations On-reserve and Inuit in the North, Environics Research Group.)

SMOKE SCREENING



Apartment

Second-hand smoke can drift under doors and through open windows, vents and electrical outlets. Drifting tobacco smoke is a problem for many people who live in multi-unit buildings as renters or as owners.

The following are some suggestions from the Canadian Lung Association website to deal with tobacco-smoking neighbours.

- Work out a solution: Talk to your neighbors. Let them know you're interested in reaching a workable situation for everyone. Look at your tenancy agreement. If your building is smoke-free, ask that the policy or bylaw be enforced.

Other things you can do to cut down on drifting tobacco smoke:

- Seal cracks, plug electrical outlets, weather strip doors and windows, and improve ventilation systems.
- Talk to your landlord about putting into place a smoke-free policy or bylaw. Landlords have the right to make all or part of a building smoke-free.



Never Give Up

- The likelihood that a person will quit smoking successfully increases with every attempt to quit. After several tries, nearly 40 to 50% of smokers eventually succeed in quitting.
- Smoking is both a habit and a physical addiction. Experts say that the best way to stop smoking is to get help with both of these aspects of the addiction.
- There are medications that can help a person deal with nicotine addiction. These help to reduce the desire to smoke.
- Benefits of quitting:
 - Within 8 hours, carbon monoxide level drops in your body and oxygen level in your blood increases to normal.
 - Within 48 hours, your chances of having a heart attack start to go down and your sense of smell and taste begin to improve.
 - Within 72 hours, bronchial tubes relax making breathing easier and lung capacity increases.
 - Within 2 weeks to 3 months, circulation improves and lung functioning increases up to 30%.
 - Within 6 months, coughing, sinus congestion, tiredness and shortness of breath improve.
 - Within 1 year, risk of smoking-related heart attack is cut in half.
 - Within 10 years, risk of dying from lung cancer is cut in half.
 - Within 15 years, risk of dying from a heart attack is equal to a person who never smoked.

