

# Tobacco Prevention



Drawing by Maggie York-Worth, youth advocate in Santa Fe, New Mexico.

**Activity and Resource Guide  
2006**

# Activity and Resource Guide For Tobacco Prevention



Drawing by Maggie York-Worth, youth advocate in New Mexico.



7000 E. Belleview Ave, Suite #301  
Greenwood Village, CO 80111  
(303) 220-9200 [www.tchd.org](http://www.tchd.org)



6303 Wadsworth Bypass  
Arvada, CO 80003  
(303) 275-7500 [jeffco.us/health](http://jeffco.us/health)

# Acknowledgments

We would like to extend special thanks to the following list of informational resources which have been invaluable to the creation of this activity guidebook. This project would also not be possible without the support, wisdom and patience of the Tobacco Prevention Initiative staff at both the Tri-County and Jefferson County Health Departments. We sincerely hope the facts and activities we compiled will help bring creative and engaging tobacco education into the school environment, the classroom routine and the minds of growing students.

[www.cancer.org](http://www.cancer.org)  
[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)  
[www.champss.net](http://www.champss.net)  
[www.co.quitnet.com](http://www.co.quitnet.com)  
[www.ctepa.org](http://www.ctepa.org)  
[www.fightwithfact.com](http://www.fightwithfact.com)  
[www.gaspforair.org](http://www.gaspforair.org)  
[www.getrealcolorado.com](http://www.getrealcolorado.com)  
[www.gottaquit.com](http://www.gottaquit.com)  
[www.kickbuttsday.org](http://www.kickbuttsday.org)

[www.lungusa.org](http://www.lungusa.org)  
[www.njrebel.com](http://www.njrebel.com)  
[www.ovx.org](http://www.ovx.org)  
[www.quitsmokeless.org](http://www.quitsmokeless.org)  
[www.smokefreemovies.ucsf.edu](http://www.smokefreemovies.ucsf.edu)  
[www.tobaccofreekids.com](http://www.tobaccofreekids.com)  
[www.wntd.org](http://www.wntd.org)  
[www.throughwithchew.com](http://www.throughwithchew.com)  
[www.unfilteredtv.com](http://www.unfilteredtv.com)  
[www.tobaccocontrolpartners.org](http://www.tobaccocontrolpartners.org)

This guide would not have been possible without support from the following individuals for their time and insight throughout the editing process: Nina McNeill, Christine Lafferty, Vivian L. Johnston, and the staff at Rocky Mountain Center for Health Promotion and Education. Thanks also to Maggie York-Worth for permission to use her artwork. Special thanks to everyone in Colorado who is working with adolescents and improving our state by empowering young people to be tobacco free.

**Alyssa Cooper, MPH**  
Youth Tobacco Prevention Specialist  
Tri-County Health Department

**Frances Taffer, MPH**  
Youth Tobacco Prevention Specialist  
Jefferson County Department of Health and  
Environment

This Tobacco Activity and Resource Guide has been made possible by funds received from the Colorado Tobacco Excise Tax.

# Table of Contents

- Section 1... Tobacco 101
- Section 2... Health Effects
- Section 3... Cessation
- Section 4... Tobacco Industry
- Section 5... Media Literacy
- Section 6... Secondhand Smoke
- Section 7... Advocacy
- Section 8... Resources



# Table of Contents

## Section 1... Tobacco 101

### Fact Sheets

- 1.1 Tobacco Use and the Health of Young People
- 1.2 Youth Tobacco Use in Colorado
- 1.3 Results from The Colorado Youth Tobacco Survey (April 2001)
- 1.4 A Summary Handout for Students
- 1.5 Classroom Poster (86% of teens prefer to date a non-smoker)
- 1.6 What's in a Cigarette
- 1.7 Other forms of Tobacco
- 1.8 Smokeless Tobacco (Dip, Chew, Spit Tobacco)
- 1.9 Marijuana

### Activities

- 1.10 Warm-up Activity "Addiction"
- 1.11 Scavenger Hunt
- 1.12 Discovery Lesson Plan
- 1.13 What Do You Say? Build Resistance Skills
- 1.14 Jeopardy Game
- 1.15 Smoking Crossword Puzzle
- 1.16 Filthy Nasty Tobacco Quiz
- 1.17 Tobacco Trivia Quiz
- 1.18 PowerPoint Presentations
- 1.19 Celebrate Annual Tobacco Holidays

## Section 2... Health Effects

### Fact Sheets

- 2.1 Tobacco and Your Health
- 2.2 What You Should Know About Tobacco
- 2.3 Inhale/Exhale
- 2.4 Women and Tobacco
- 2.5 Graphic Poster of Health Effects

### Activities

- 2.6 Gasping For Air
- 2.7 Make Model Lungs
- 2.8 Collect Tar!
- 2.9 Cups Spell-Out
- 2.10 Memorial
- 2.11 Number Crazy

## Section 3... Cessation

### Fact Sheets

- 3.1 Tobacco Addiction – Some Basics
- 3.2 A Teen Perspective on Quitting Smoking
- 3.3 Youth Quit Tips
- 3.4 Not On Tobacco (N-O-T) Information Sheet
- 3.5 Cigarette Ingredients
- 3.6 Teen Smoking Cessation

### Activities

- 3.7 Am I An Addict/A Quitters Body
- 3.8 Worksheet for your Quit Plan
- 3.9 Tobacco Math Worksheet
- 3.10 Quitting Challenge
- 3.11 Ingredient Display

## Section 4... Tobacco Industry

### Fact Sheets

- 4.1 Big Tobacco Speaks
- 4.2 The Master Settlement Agreement: Then and Now
- 4.3 Tobacco Company Marketing to Kids
- 4.4 Philip Morris and Targeting Kids
- 4.5 Smoking Among Lesbians, Gays and Bisexuals
- 4.6 Targeting of Girls and Women
- 4.7 Products Owned By Philip Morris

### Activities

- 4.8 Mock Trial
  - Where is the Food and Drug Administration*
  - Tobacco State Settlement: Colorado History*
  - U.S. Industry Marketing Graph*
  - Who is Altria?*
  - Big Victory For Altria*
- 4.9 Not For Sale Mural

# Table of Contents continued...

## Section 5... Media Literacy

### Fact Sheets

- 5.1 Ad Gallery
- 5.2 Smoking in the Movies Fact Sheet
- 5.3 Where There is Smoke There's A Star
- 5.4 Behavior: Imitation of Film: Here's Smoking at You Kid
- 5.5 Effect of seeing tobacco use in films on trying smoking among adolescents: a cross sectional study

### Activities

- 5.6 Ad Analysis
- 5.7 BADvertise
- 5.8 120,000 Lives A Year: A Film
- 5.9 Wall of Shame
- 5.10 Kicking Butts

## Section 6... Secondhand Smoke

### Fact Sheets

- 6.1 Secondhand Smoke Facts
- 6.2 Health Effects on Children
- 6.3 Secondhand Smoke and Health
- 6.4 Exposure Overview
- 6.5 SmokeFree Laws: Where?
- 6.6 Help Parents Quit

### Activities

- 6.7 Smokers' Rights Debate
  - How To Hold A Classroom Debate*
  - Governor Signs No-Smoking Bill in Colorado*
  - Smoke-Free Laws Do Not Harm Business*
  - The Smoking Ban: Clear Air, Murky Economics*
  - Letter To The Editor: Both Sides Heard*
- 6.8 Connecting the Dots

## Section 7... Advocacy

### Fact Sheets

- 7.1 What Are Youth Doing In Colorado?
- 7.2 Get R!EAL Informational Sheet
- 7.3 Get R!EAL Newsletter, Ragezine

### Activities

- 7.4 Create a PSA
  - How To Write a PSA*
  - PSA Template*
  - Radio PSA*
- 7.5 Drama (Skits and Plays)
  - How To Create A Drama/Radio Project*
  - Example Skits on Tobacco*
- 7.6 School Newspaper
  - Example Poems and Stories From Seattle*
- 7.7 Write the Tobacco Company
- 7.8 School-Wide Campaign 1
- 7.9 School-Wide Campaign 2

## Section 8... Resources

- Appendix A: Health Department Resources
- Appendix B: Overview of State Tobacco Education Programs
- Appendix C: On-Line Tobacco Resources
- Appendix D: Downloadable Factsheets

# Activity and Resource Guide For Tobacco Prevention **UPDATES 2007**



## **Section 3: Cessation**

3.4 Please refer to NOT website [http://lungcolorado.org/not\\_main.htm](http://lungcolorado.org/not_main.htm)

## **Section 4: Tobacco Industry**

4.5 Article can be found in *American Journal of Preventative Medicine*, “Smoking Among Lesbians, Gays, and Bisexuals: A Review of the Literature” Ryan, H et.al Am J Prev Med 2001; 21(2)

## **Section 6: Section Hand Smoke**

6.5 To see the most current list of Smoke-Free Laws please go to <http://no-smoke.org/goingsmokefree.php?id=519#ords>

6.7 To view the article about the Colorado Clean Indoor Air Act, please refer to:  
The Denver Business Journal - March 27, 2006  
<http://denver.bizjournals.com/denver/stories/2006/03/27/daily8.html>

## **Section 7: Advocacy**

7.3 Due to updates in the new interactive web site please refer to:  
[www.getrealcolorado.org](http://www.getrealcolorado.org) for the latest Get R!EAL information about exposing big tobacco advertising lies. Section 7.3 will not be made available for this reason.

7.4 Due to updates in the new youth media network web site, please refer to:  
[www.listenup.org](http://www.listenup.org) for information about how to write a public service announcement (PSA) and radio public service announcement.