

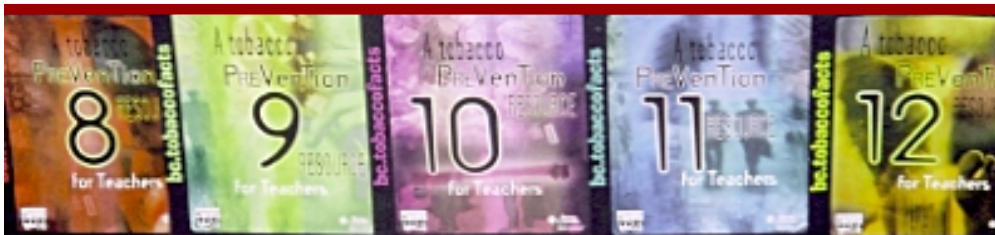
bc.tobaccofacts

Welcome to the third issue of *bc.tobaccofacts*,
a newsletter for B.C. educators.

We want you to know

- the truth about tobacco,
- what its use is doing to our kids, and
- what YOU can do about it.

This newsletter highlights new resources that can help keep teens tobacco-free and can help you teach some captivating CAPP lessons. The new resources for grades 8 to 12, part of the *bc.tobaccofacts* program, have been developed by the Ministry of Health Planning and the Ministry of Education and are approved for use in the B.C. school system.



Joe Milligan, vice-principal at Stelly's Secondary School in Saanich, is shown here working with students on tobacco-prevention initiatives. Through Mr. Milligan's leadership, and with the cooperation of staff and local health professionals, this school has been very successful in reducing student tobacco use.



*Several of the classroom teachers piloted all the *bc.tobaccofacts* lessons from grade 8 to grade 12 and also participated in piloting some of the Projects for the resource.*



We would like to share B.C. classroom and school projects with others through this newsletter. As you use these new resources, please send photographs of your students' work and your tobacco prevention ideas to us by contacting:

Tobacco Control Branch
Ministry of Health Planning
1520 Blanshard Street, 2nd Floor
Victoria, BC V8W 3C8

Tel. 250.952.1709
Fax 250.952.1570

ANNOUNCING

bc.tobaccofacts Grades 8-12

What is it?

This new resource has three major components:

1. Lessons for each grade level that are

- congruent with the CAPP prescribed learning outcomes
- easy to teach
- fun for students
- complete with transparencies, black line masters and evaluation tools

2. Activities that can be used for special days, such as

- National Non-Smoking Week (third week of January)
- World No Tobacco Day (May 31)
- National Drug Awareness Week (third week of February)

3. Projects that can

- involve the entire school population in tobacco prevention activities
- meet the requirements of work experience
- engage the community in tobacco prevention

So, what's all the fuss?

Pilot students and teachers were absolutely enthusiastic about the resource!

The Report of the Student Focus Group said:

In reviewing the materials in the kit, we were impressed with the content and scope of the information. We found the lesson plans and activities to be interesting, varied and significant. The inclusion of the principles of learning and Gardner's learning modalities was obvious. In our opinion, the overall package is an excellent one.

If I'd had these lessons before I started smoking, I wouldn't have smoked.

**And
the KIDS
said:**

I smoke but after having these lessons now I want to quit.

These lessons were actually fun. It didn't feel like being in school.

GRAFFITI MADNESS

Shown here are students from Nanaimo District Secondary School painting a mural with an anti-tobacco message on the school wall. That's right—on the school wall! With permission, of course. In all, these Art students created three murals at the school. Each portrayed non-smokers in bright colours having fun together and a smoker in black all alone or trying to join the group. The overall effect was stunning!



Students at Dover Bay Secondary School chose a different approach to the graffiti project by creating huge action figures from cardboard and plywood, each wearing a "KICK THE NIC" button. These were then displayed at the school and down at the local mall. This was also very effective.



Whatever your approach, teens enjoy participating in projects that they believe can have a positive influence on their school or community. The camaraderie displayed as students work together towards a common goal is great for school spirit. Organize a tobacco prevention project of your own. You can find ideas by checking out the **activities** and **projects** of bc.tobaccofacts.

Use the Art Work

The story behind the cover designs

The design of the covers of the grades 8-12 *bc.tobaccofacts* resource sends a very powerful anti-tobacco message.

The designers' goal was to entice youth into seeing something morbid about tobacco use but still give them the opportunity to make their own choices about using it.

They envisioned, then created a photographic collage of symbols that they associated with tobacco use—images of the direct consequences of smoking with an edge such as diseased lungs, surgical procedures, tombstones, the Cancer Man from *X-Files*, the morgue, the idea of tobacco industry conspiracy, etc.

Photographs were taken of separate sections of the collage from a variety of angles to create distinct, yet cohesive covers for each grade level of *bc.tobaccofacts*. Different cover colours were chosen based on research on what trendy teens were wearing while snowboarding. The covers were layered with smoke to lend a sinister atmosphere.

Use this cover artwork to introduce *bc.tobaccofacts* to your class.



Grade 8

Invite students to identify all the tobacco-related symbols they see on the cover and discuss the appropriateness of each one. Ask them to comment on how/if the images portrayed could persuade them to refuse to use tobacco products.

Grade 9

This cover sends a powerful message about tobacco. Have students discuss what the message is and what strategies the designers used to communicate this message.

Grade 10

Discuss the ways in which the designers have conveyed a mood on the cover of *bc.tobaccofacts*. Use that mood to create a poem or story.

Grade 11

Have groups of students examine the *bc.tobaccofacts* cover. Ask them to consider the images from different viewpoints, such as those of a young child, a cancer patient, a smoking teen, a non-smoking teen, a parent, the mother/father of an infant, and the spouse of a smoker who has recently died from lung cancer.

Grade 12

Ask students to work in pairs to script and present two telephone conversations about the cover. In the first conversation the students are to objectively describe and discuss the cover. In the second call they are to be subjective, either defending or attacking the anti-tobacco message presented.



The **WHY DO I USE TOBACCO?** Quiz



Are you already a smoker? Are you using spit tobacco? Would you like to quit? Sometimes, just knowing WHY you use tobacco helps you quit.

Most of my friends use tobacco.	YES	NO
Tobacco gives me energy.	YES	NO
I want something in my hand.	YES	NO
Tobacco helps me chill out.	YES	NO
Tobacco makes me feel less stressed.	YES	NO
I'm hooked on the nicotine in tobacco.	YES	NO
Using tobacco is part of the whole trip of hanging out with other kids.	YES	NO
I use tobacco to control my weight.	YES	NO
I want to look cool.	YES	NO

There are lots of reasons why people want to quit using tobacco. ADDICTION to nicotine is the major reason why they don't quit.

FACT: Most teens say they want to quit using tobacco.

My own reasons:

My goal:



Ask your school counsellor if there is a KICK THE NIC program available in your school. It can help you quit using tobacco.



\$moking costs

The five largest cigarette manufacturers spent \$8.24 billion on advertising and promotional expenditures in 1999, a 22.3 percent increase from the \$6.73 billion spent in 1998. The industry's total expenditures were the most ever reported to the Commission. Money spent giving cigarette samples to the public rose from \$14.4 million in 1998 to \$33.7 million in 1999, an increase of 133.5 percent.

From: Federal Trade Commission Cigarette Report for 1999 Federal Trade Commission, March 13, 2001.

WEBSurfer Hot Spots...

Jeffrey Wigand Chat

Teens interview Dr. Jeffrey Wigand, former tobacco company executive and the central character in the movie *The Insider*.

www.canoe.ca/Health9912/07_smoking2.html

Adbusters frequently has great anti-tobacco messages.

www.adbusters.org



ORDERING *bc.tobaccofacts*

bc.tobaccofacts Grades 4-12 can be ordered free of charge from Prevention Source BC. Call toll free 1.800.663.1880. Prevention Source BC can also provide you with *bc.tobaccofacts* orientation videos (Grades 4-7 video and Grades 8-12 video) at no cost. You may also contact a Regional Tobacco Reduction Coordinator to order *bc.tobaccofacts*, or to request information on orientation sessions.

REGIONAL TOBACCO REDUCTION COORDINATORS

Connect with the Regional Tobacco Reduction Coordinator (RTRC) by calling your local Health Authority or through the blue pages of your phone directory.

RTRCs

- will book *bc.tobaccofacts* workshops.
- will visit your classroom as a guest speaker or find someone to talk to your students about tobacco prevention or cessation.
- can provide you with the most recent posters and materials about the dangers of tobacco.

Some RTRCs produce newsletters advertising workshops, programs and resources such as videos that are available in the local Health Region.

The majority of RTRCs have been trained as *Kick the Nic (KTN)* Master Trainers and are available to train facilitators for *KTN*. With school approval, facilitators can run the *KTN* program in their schools or centres.