

bc.tobaccofacts

Welcome to *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 gives you some new ideas for teaching tobacco prevention. It also lets you know what some teachers and health professionals throughout the province are doing to keep kids from using tobacco and what they are saying about the *bc.tobaccofacts* program.

bc.tobaccofacts is available free of charge to all schools. A binder of lessons is offered for each grade (4 through 12). It is completely compatible with the CaPP program and is recommended by the Ministry of Education. Everything you need to teach quality lessons is included in this resource – from background information to transparencies to blackline masters to evaluation rubrics.

NEW *HOT off the press...*

The new *bc.tobaccofacts* for grades 8 to 12 is now available. These boys from Heritage Park Secondary School in Mission take the opportunity to look through the resources and pronounce them **COOL!**

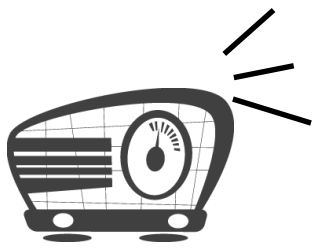


Please SHARE your program successes with us. You may send photographs of your students' work and your tobacco prevention ideas to us by contacting:

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

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ORDER YOUR PERSONAL COPY OF *bc.tobaccofacts* BY CONTACTING THE REGIONAL TOBACCO REDUCTION COORDINATOR (RTRC) AT YOUR LOCAL HEALTH UNIT, OR CALL PREVENTION SOURCE B.C. TOLL-FREE AT 1.800.663.1880



SHOCK RADIO



*BLAH, BLAH, BLAH...
WHO CARES? DO I CARE? NO WAY!
I COULD CARE LESS THAT YOU'RE NOT POPULAR
WITH THE GIRLS BECAUSE YOU SMOKE.
TELL ME, WHAT DO YOU THINK YOU SHOULD DO?
THINK, MAN! DON'T YOU KNOW THAT 8 OUT OF 10
GUYS AND 7 OUT OF 10 GIRLS SAY THEY WOULDN'T
DATE SOMEONE WHO SMOKES? THINK OF THOSE
PERCENTAGES, GUY. THEN TELL ME WHAT YOU
SHOULD DO. AND, GET A LIFE!*

Discuss the concept of shock radio programs, their hosts, and the people who call in to talk. Then have the students work in small groups to develop a shock radio program using facts about tobacco.

Where will you find shocking facts? Some are listed here for your use. But check the Fact Sheets in the **bc.tobaccofacts** program and log on to www.tobaccofacts.org for more interesting and horrifying facts.

Facts to Get You Started

- ▶ About one of every four babies have been exposed to second-hand smoke in the womb.
- ▶ Smoking causes more deaths every year than fires, auto crashes, alcohol, cocaine, heroin, AIDS, murders, and suicides combined.
- ▶ Tobacco costs British Columbians more than one billion dollars every year.
- ▶ Do you want small, gray lungs? They are all the rage in the morgue. Smoking is known to reduce the growth rate of young people's lungs.
- ▶ Smoking can cause impotency.
- ▶ One in every five deaths in B.C. is smoking-related.
- ▶ Smokers produce way more phlegm than non-smokers. Think about what they do with that extra phlegm.
- ▶ Each cigarette smoked costs that smoker about six minutes of life.

- ▶ Second-hand smoke kills more than 500 non-smokers in B.C. every year, making it the third leading cause of preventable death in the province.
- ▶ Mothers who smoke may have a 33% increased chance of miscarriage.
- ▶ A single can of spit tobacco contains three times the amount of cancer-causing chemicals found in a pack of cigarettes.
- ▶ Teens buy the most heavily promoted cigarettes. Over 85% of young teens (grades 7-9) smoke DuMaurier or Players. Interestingly, these are the two most heavily sponsored brands of cigarettes in Canada.
- ▶ If current smoking trends persist, by 2030, approximately 10 million people a year will die, with about 70% of them in developing countries.
- ▶ By 2020, smoking will cause about one in three of all adult deaths.
- ▶ Each year, B.C. tobacco products, estimated to be worth over \$42 million, are illegally sold to minors, generating millions in profits for the tobacco industry. An estimated 9,000,000 packs of cigarettes are sold to youth under the age of 19 every year.



CHALLENGER

Challenge the secondary schools in the school district to see which one can get the most students to:

- **Sign a pledge to never start smoking**
- **Quit using tobacco for one day, two days, one week**
- **Write letters to the local newspapers warning of the dangers of using tobacco**
- **Have parents quit using tobacco for a set period of time**
- **Join Kick the Nic or another tobacco cessation program**
- **Participate in a school-wide tobacco awareness activity**

MELEE

Have students write one true or false statement or question about tobacco on the top of a sheet of paper. Then have the students move around the room for three minutes and see how many of their peers can answer the question correctly. (Students tally the right and wrong answers as they go.) Share the questions, answers and results with the whole class.



An Interview with Nancy Dilay

bc.tobaccofacts Pilot Teacher

How did you become involved in this program?

I was teaching CaPP in a school that was working on a school-wide CaPP implementation process and had previously worked with one of the developers of *bc.tobaccofacts*. She invited me to be part of a focus group to discuss the possibilities of producing a tobacco prevention resource for grades 8 to 12. As the lesson plans were developed I was asked, along with other educators, to critique the format and the activities.

The research, the student focus, and the constant revising of the lessons based on our feedback impressed me. I volunteered to pilot the Grade 8 lessons. I was so pleased with the material and with the collegial manner of the developers that I persuaded other colleagues to join me in the pilot. My administrator was very supportive.

What features of the program did you particularly like?

The most important features from my viewpoint as a classroom teacher are three: students find the program interesting and nonjudgmental; the program is based on reasonable research; and the lessons are wonderfully easy to use. The up-to-date background research is clearly summarized. The materials and equipment needed are spelled out before each lesson. Activities are based on the principles of learning, clearly described and easy to do in an ordinary classroom. And, assessment techniques are straightforward and relevant.

What was the students' reaction?

The students really enjoyed the lessons—even those students who smoked. There was very good participation in each of the lessons.

I understand there was an interesting incident when you were teaching the pilot. Would you share that?

Yes. The two program developers came to my classroom one morning to view the program in action. I had planned to do the second lesson in the unit, but as I was going to the classroom I realized I had misplaced the set of colour advertising transparencies critical to the lesson. With a class full of active grade 8 students and two professionals waiting for me, I decided I would have to do the third lesson instead.

I'd read all the lessons, but not since the week before, so I quickly looked at the preparation instructions, grabbed the necessary materials, took a deep breath and calmly entered the classroom. I explained to the class that our lesson plan for the day had changed and then plunged into the third lesson. It went beautifully! With just those few panicked minutes of preparation, I was able to present an effective lesson. That sold me on the program!

Is there anything else you would like to say about the program?

As a counsellor, I am always worried when I see a junior secondary school student start to smoke. Other negative changes often seem to follow. So I'm very glad to have such an interesting, easy to use resource available to help students make the best choices for themselves.

Would you teach the lessons again?

Absolutely.

TEENS KICK ASH

a TOBACCO-FREE initiative
involving YOUTH



Pictured here are teens from the Vancouver TEENS KICK ASH TEAM. This concept has been so successful and so well supported by youth that we'd like to spread this idea throughout the province.



The key leader for the Vancouver team is Christina Tonella, the Regional Tobacco Reduction Coordinator (RTRC) for the Vancouver Coastal Health Authority.



The Beginnings of the Teens Kick Ash Team

The Vancouver Coastal Health Authority influenced the development of a partnership among government, schools and local youth in the creation of the Vancouver Teens Kick Ash Team. The team was launched in 2000 at an initial workshop for teens and teachers designed to mobilize youth on tobacco issues. Since then the team has become more organized and sustainable through the combined efforts of youth, school staff and community health nurses.

Getting the Year Started

At the beginning of each school year, the idea of the team is marketed to youth with posters in schools and application forms that are given out by community health nurses and teachers. Then the program planning and the FUN begins!

In the 2001/2002 school year, eight training workshops were provided for Teens Kick Ash team leaders to mobilize and give them skills to effectively implement coalitions in their own schools. Team leaders gained skills such as:

- How to design a workshop
- How to develop their own philosophy, goals and action plan
- How to motivate youth
- Critical thinking, leadership and team-building

Success Stories

The Teens Kick Ash Team has several success stories, including planning the **Tobacco is Wacko.com Contest** that involved more than 1000 youth. Winners were interviewed on the MuchMusic show *Going Coastal* and one winner's artwork was showcased at a pre-slide presentation at Famous Players Theatres.

For National Non-Smoking Week 2002 the team launched its own Web site, **cigarette-slayer.com**, including an online video contest called Slayer's Line-up. And for World No Tobacco Day 2002 they partnered with the Vancouver Children's Festival to kick off the **High on Life Tobacco-Free Kite Flying Campaign** for children and youth.

TIPS

Program organizers have learned many lessons which they would like to share with anyone planning this type of initiative.

1. Allow youth to plan and then reflect.
2. Respect all ideas.
3. Delegate responsibilities and training workshop facilitation to the teens.

Evaluation

The program is currently being evaluated by Christina Tonella. She is evaluating the learning, transfer of learning and short-term impact using semi-structured interviews, focus groups, and reflective journals.

