



The Seven Project is a multimedia, speaker-driven school assembly. The Seven Project Assemblies entertain and captivate audiences all across the United States. Seven addresses real-life issues and situations students face every day. The Seven Project Discussion Guides culminate the Seven Project experience by creating intensified discussions about student life.

The activities and discussions in these guides are designed for use in single classroom settings or as entire school or community-wide campaigns. The Seven Project offers these guides as tools for use at the discretion of local school educators and administrators in part or entirety. The Seven Project and your school: *building students' hope...one issue at a time.*

TOBACCO

For Grades 6-12. Students will study tobacco-related facts and discuss their friends' attitudes and experiences to develop an awareness of the dangers of tobacco use.

Objectives:

- Understand the facts about smoking and tobacco.
- Understand the health risks associated with tobacco use.

Materials Needed:

- Copies of the *Tobacco Questionnaire* and *Tobacco Free*.

Discussion:

- 1) What issues/messages from The Seven Project School Assembly stood out to you the most? Why?

**Transition: "In our classroom time today, (principal's name) and I felt it was important that we follow-up on one of the topics: tobacco, since this is something we deal with at our school." Distribute Tobacco Questionnaire and allow students time to complete, then discuss the correct answers. Read some of the additional statistics aloud.*
- 2) Which answers or statistics surprise you the most? Why?
- 3) Is tobacco use a problem in our school? What percentage of students in our school use tobacco regularly?
- 4) How is tobacco use portrayed in media? What messages do those portrayals send the viewers?
- 5) What have you learned about tobacco from your friends and classmates?
- 6) Have you ever been offered tobacco? What did you say or do?
- 7) What are your feelings about young people who use tobacco?
- 8) How can we help those who use tobacco and might want to quit?

In the remainder of class time, divide students into groups and ask them to write a 30-second radio commercial against tobacco use. Have each group present its commercial in class. Close with the **Tobacco Free sheet.*

**Extensions and Adaptations:**

- During a tobacco awareness week, have a class competition to develop the best anti-tobacco use commercial. Each class submits one entry. The winning commercial is presented by students over the school's intercom system.
- Sponsor a community tobacco awareness week. Have other schools submit winning entries to be played on local radio stations during the week. Contact a local radio station manager for information.

Online Resources:

The Truth
www.thetruth.com

Campaign for Tobacco-Free Kids
www.tobaccofreekids.org

American Cancer Society—Smokeout
www.cancer.org

Get Outraged
www.getoutraged.com

CDC Tobacco, Information and Prevention Source
www.cdc.gov/tobacco/

National Clearinghouse of Alcohol and Drug Information
www.health.org

Relevant National Standards

McREL establishes the following National Standards at www.mcrel.org

Health

- Knows essential concepts about the prevention and control of disease
- Understands aspects of substance use and abuse

Thinking and Reasoning

- Understands and applies basic principles of logic and reasoning

Life Skills

- Working with others: Contributes to the overall effort of a group
- Working with others: Displays effective interpersonal communications skills
- Self-Regulation: Considers risks

Language Arts – Listening and Speaking

- Demonstrates competence in speaking and listening as tools
- Students will use descriptive language that clarifies and enhances ideas
- Students will use a variety of sentence structures to express expanded ideas



Tobacco Questionnaire

Adapted from National Center for Disease and Control website: www.cdc.gov/tobacco/

Circle the correct answer for each question.

- Smoking is harmful only if you smoke for a long time; 20-30 years or more.
True False
- If you smoke a pack a day for one year, it will cost you about:
\$50 \$1,000 \$1,500 \$3,000
- Nicotine in tobacco is highly addictive.
True False
- Spit tobacco is a safe and non-addictive alternative to cigarettes.
True False
- Which of the following chemicals are found in cigarette smoke?
Ammonia (used to clean toilets) *Cyanide (used to kill rats)*
Formaldehyde (used to preserve corpses) *All of the above*
- More than 80% of smokers start smoking before they turn:
18 21 25 40
- How many young people become new smokers each day?
1,000 2,000 2,500 3,000
- Tobacco kills more people each year than which of the following causes of death?
Illegal drugs *Car accidents*
AIDS *All of the above*
- Within two days of quitting smoking, your sense of taste and smell are greatly improved.
True False
- What is the number one source of pollution on California beaches?
Oil slicks *Hospital waste*
Seagull feces *Cigarette butts*



Tobacco Questionnaire Answer Key

(Adapted from National Center for Disease and Control website: www.cdc.gov/tobacco/)

1. False. The physical damage from smoking sets in almost immediately — even within a year after you start. Teen smokers cough and wheeze more. They produce more phlegm (yuck!). They have lungs that are damaged and actually smaller. They have weaker hearts. They perform worse in physical fitness tests and competitive sports. And they get sick and miss school more often.

2. \$1000. It will cost you about \$1000 in one year if you smoke a pack of cigarettes each day. Think of what you could do with all that dough: Play 2,000 video-arcade games; or talk on the phone to your friend in another state for more than 100 hours! It's boring, we know, but if you put \$1000 every year in a bank account earning 5 percent interest, you'd have \$34,719.25 after 20 years. That's some serious cash!

3. True. Nicotine in cigarettes has been shown to be highly addictive. About two-thirds of young smokers say they want to quit smoking, and seven in 10 say they regret having started. Three out of four teens who are daily smokers say they keep smoking because it's really hard to quit. When they do try to quit, they suffer the same withdrawal symptoms ("the crazies") as adults who try to quit. And nicotine addiction can fool you: Only 5 percent of teen smokers think they will definitely be smoking in 5 years, but close to 75 percent end up still smoking 7-9 years later.

4. False. Spit tobacco (snuff and chewing tobacco) is not a safe and non-addictive alternative to cigarettes. Using spit tobacco can cause cracked lips, bleeding gums, and sores of the mouth that never heal. It can stain your teeth a yellowish-brown color and give you bad breath. Worst of all, use of spit tobacco can cause mouth cancer and other kinds of cancer. It also may play a role in heart disease and stroke. Like cigarettes, smokeless tobacco contains nicotine, and nicotine is addictive. One "dip" of smokeless tobacco can deliver as much nicotine as several cigarettes.

5. All of the above. Scientists estimate that there are more than 4,000 known chemical compounds in cigarette smoke. More than 40 of these are known to cause cancer in people or animals. Spit tobacco, even though it is not smoked, contains high concentrations of cancer-causing chemicals called nitrosamines, plus at least a half dozen other chemicals that cause cancer.

6. 18 years old. More than 80% of adult smokers started before they turned 18, and by that time more than half of them were already smoking daily. Among high school seniors who use spit tobacco, about three in four had tried it by grade 9. Hardly anyone starts using tobacco as an adult. So if you make it through your teens tobacco-free, chances are great you'll be tobacco-free for life.

7. 3,000. Each day 6,000 young people will take their first puff on a cigarette and 3,000 will become regular smokers. That's more than a million new smokers each year. One out of three of them will die from a disease caused by their smoking. Unless we do something to stop this trend, 5 million young people who are alive today will die from using tobacco.

8. All of the above. Each year smoking kills more people than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires — combined! More than 400,000 people die from smoking each year — one out of every five deaths in the U.S. That's the same as three fully loaded jumbo jets crashing each day with no survivors!

9. True. Within two days of quitting smoking, your sense of taste and smell can be greatly improved. There are other immediate benefits of quitting. The levels of carbon monoxide and nicotine in your body go down quickly. Your heart and lungs will begin to repair the damage done by smoking. You'll begin to breathe easier. Your smoker's cough will begin to disappear. And you'll soon notice a boost in your energy and stamina.

10. Cigarette butts. Littering beaches and the countryside is only one way that cigarettes harm the environment. Nearly 12.5 million acres of forest — more than 10 Grand Canyons — are destroyed each year to provide trees to cure tobacco. That's about a tree every two weeks for the average smoker. Secondhand smoke is another environmental menace. It fills the air with many of the same poisons found in the air around toxic waste dumps. And it's deadly: Secondhand smoke kills about 3,000 non-smokers each year from lung cancer.



Did You Know?

Every day in the United States, more than 3,000 young people become regular smokers—that's more than one million new smokers a year.¹

After years of remaining steady, teen smoking rates have increased each year since 1992. In 1996, 22.2% of high school seniors smoked daily—up from 17.2% in 1992. Between 1991 and 1996, past-month smoking increased from 14.3% to 21.0% among eighth graders and from 20.8% to 30.4% among tenth graders.²

More than 5 million young people under the age of 18 who are currently alive will die prematurely from a smoking-related disease.³

In adults, cigarette smoking causes heart disease and stroke. Studies have shown that early signs of the blood vessel damage present in these diseases can be found in adolescents who smoke.⁴

Starting smoking at an early age greatly increases the risk of lung cancer. A person's risk for most other smoking-related cancers also rises with the length of time that a person smokes.⁵

Teenage smokers suffer from shortness of breath almost three times as often as teens that don't smoke and produce phlegm more than twice as often as teens who don't smoke.⁶

Smokeless tobacco use among youth is a continuing problem. Data from recent school-based surveys indicate that about one in every five male students in 9th through 12th grades uses smokeless tobacco.⁷ Smokeless tobacco can cause gum disease and cancer of the mouth, pharynx, and esophagus.⁸ It may also increase the risk of heart disease and stroke.⁹

In 1991, teenage cigarette smokers consumed an average of 28.3 million cigarettes per day (516 million packs per year). During this same period, an estimated 225 million packs of cigarettes were sold illegally to young people under the age of 18. The tobacco industry generated approximately \$190 million in profit from the illegal sale of cigarettes to minors in 1991.¹⁰

In 1995, approximately 57% of students in grades 9 - 12 who currently smoked usually bought their cigarettes from a retail store, from a vending machine, or through another person who purchased cigarettes for them.⁷

Several studies have found nicotine to be addictive in ways similar to those of heroin, cocaine, and alcohol.¹¹ Among young smokers, the transition from experimentation to dependence occurs just as frequently as it does among users of cocaine and heroin.¹²

Among adolescents aged 10 - 18, about three-fourths of daily cigarette smokers and daily smokeless tobacco users report that they continue to use tobacco because it is really hard for them to quit. About 93% of daily cigarette smokers and daily smokeless tobacco users who previously tried to quit report at least one symptom of nicotine withdrawal. Young people who try to quit smoking suffer the same withdrawal symptoms as adults who try to quit.^{13,14}

Cigarette products are among the most heavily advertised and promoted products in the United States. In 1994, tobacco companies spent an estimated \$5 billion—or more than \$13 million a day—to advertise and promote cigarettes.¹⁵

In 1991, about 82% of smokers who had ever smoked daily began smoking before age 18, and by that age, 53% had become daily smokers.¹⁶

A national survey found that about 86% of adolescent smokers who bought their own cigarettes preferred Marlboro, Camel, or Newport cigarettes—the most heavily advertised brands. In contrast, only 35% of adults chose these brands.¹⁷

Teen smoking is often an early warning sign of future problems. Teens who smoke are three times as likely as non-smokers to use alcohol, eight times as likely to use marijuana, and 22 times as likely to use cocaine. Smoking is also associated with numerous other high-risk behaviors, including fighting and having unprotected sex.¹⁸



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Tobacco-Free

Get advice.

Talk with parents, teachers, clergy or counselors.

What you know.

Learn as much as you can about the harmful effects of tobacco. These resources will help:

- The Truth www.thetruth.com
- Campaign for Tobacco-Free Kids www.tobaccofreekids.org
- American Cancer Society—Smokeout www.cancer.org
- Get Outraged www.getoutraged.com
- CDC Tobacco, Information and Prevention Source www.cdc.gov/tobacco/
- National Clearinghouse of Alcohol and Drug Information www.health.org

Be risky.

If a friend of yours has a problem with tobacco that you'd like to address, be sure you let her/him know the reason you're bringing it up: you care.

Just the facts.

Share with your friend the dangers of tobacco use.

Be there.

You can't force your friend to find help; however, you can let him/her know you *want* to help when he/she is ready.

Get involved.

You can help your friend (and YOU) by keeping busy. Join a club. Get a hobby. Don't be bored.

Choose wisely.

If your friend starts behaving wrongly, do what you can to help, but do not let him/her influence you to join that behavior.