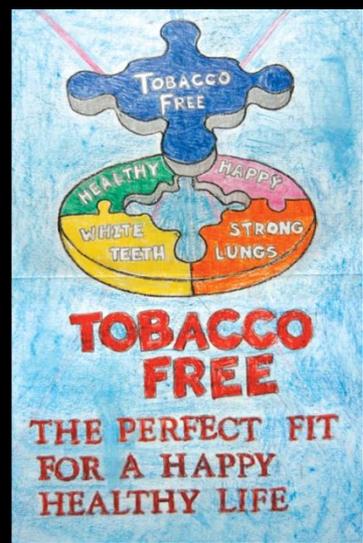


**5th Graders – watch closely
and see what you learn!**



Click on the slide above



Tar Wars

Anti-Smoking Campaign



Tar Wars

A tobacco-free education program for kids from the American Academy of Family Physicians

2014 Red Ribbon Week

When is it?
October 27th – 31st

Healthy &
Happy without
drugs!

School Wide Activities:

- Classroom Guidance – lessons during October will focus on the importance of being and remaining “Drug Free” for life, with titles such as “Don’t worry, be happy. . without drugs”, “You can choose-Say No!” & “Drugs – what you need to know”
- In the Art classes, students will work on a “drug free” poster to be hung in the cafeteria as a reminder to all.
- P.E. – Lessons promoting healthy living.
- Music – Songs and raps about being drug free!
- Library – A special section of books will be at the front of the library, promoting healthy lifestyles.
- Technology – students will create flyers to show others the danger in getting involved with drugs.

Dress up Week Weekly Activities

Monday:

“Team up against Drugs”
Day

- Wear your favorite College/Professional Sports Team shirt/jersey

Tuesday:

“Crazy Hair” you’ve got to be crazy to get involved with drugs

- Wear crazy hair day

Wednesday:

“Catch the Wave of a Drug Free Life & Shade Out Drugs!”

- Wearing Hawaiian Clothing & Sunglasses!

Thursday:

“Put a Cap on Drugs”

- Wear a hat or cap representing your commitment of staying drug free.

Friday:

“Be a hero and stay drug free”

- Dress up as your favorite super hero

Young Marines – teaching 4th & 5th Grade

Young Marines from our local area will be presenting to the 4th and 5th graders about committing to live a drug free life.



Parental Resources:

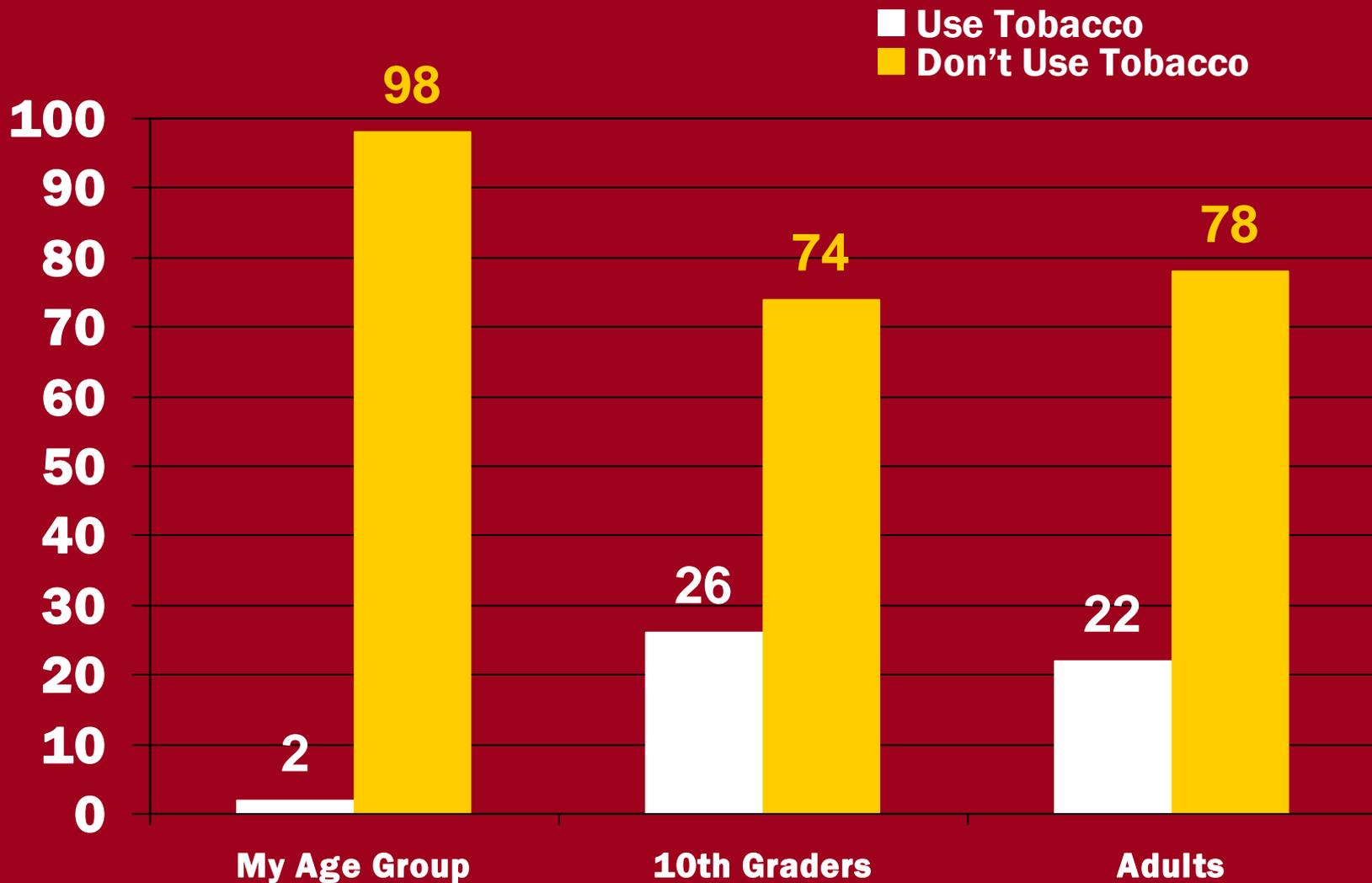
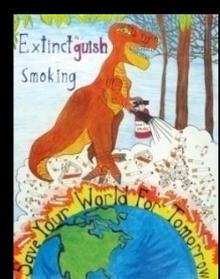
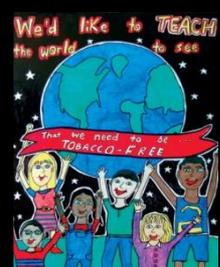
<http://www.theantidrug.com/>
<http://www.dare.com>

Pledge Signing

Students will have the opportunity to sign and commit to living a drug and smoke free life!

Swansboro Elementary
SCHOOL OF DESIGN THINKING

Pre-Activity Exercise



TOBACCO

MYTH OR REALITY?

MYTH: Most middle schoolers
smoke cigarettes.

Reality

94% of middle schoolers do **NOT** smoke.¹ Nonsmokers are in the majority.

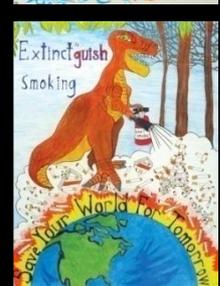
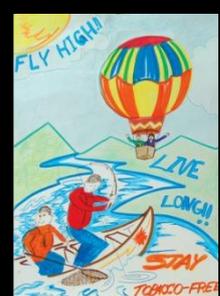
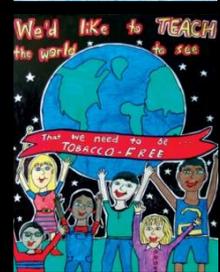


Activity 1

Short-Term Effects of Tobacco Use



- **Bad breath/zoo breath**
- **Yellow teeth and fingers**
- **Spit stains on clothes and shoes**
- **Coughing/hacking/hurling phlegm**
- **Less money to spend on other things**



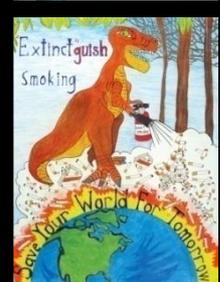
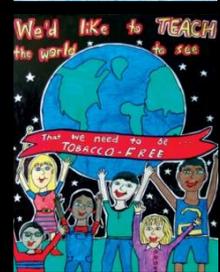


**KISSING
A SMOKER
IS LIKE
LICKING AN
ASHTRAY**

Activity 2

Straw/Breathing Exercise

- Hold your nose and stand and run in place while breathing through the straw.
- Are you getting enough air into your lungs?
- Smoking makes breathing difficult, especially during exercise – just like breathing through the straw.



MYTH: It takes a long time for tobacco to affect your body.



...

Reality



Teens who smoke are likely to be less physically fit and have more breathing problems, like coughing and wheezing, compared to teens who don't smoke.² Smoking also slows lung growth.² Let's not forget the smell!

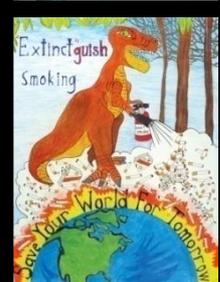
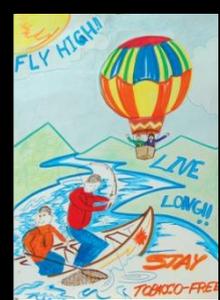
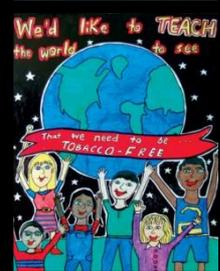
Activity 3

Costs of Tobacco Use

Use \$4 as the average price of one pack of cigarettes or one can of spitting tobacco.

How much does it cost to use tobacco for:

- One week?
- One month?
- One year?
- 50 years?



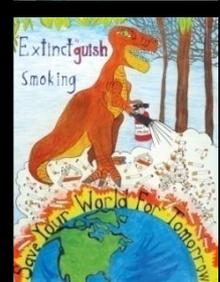
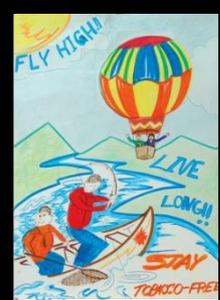
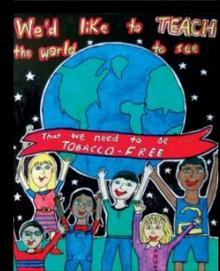
Activity 3

Costs of Tobacco Use

- One week = **\$28**
- One month = **\$112**
- One year = **\$1,456**
- 50 years = **\$73,000**



What else could you buy with this money?



PERCENT SMOKING

Cigarette Use by Adults 25 Years and Over

by Educational Attainment, 2005

Source: Center for Disease Control and Prevention
<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm542a1.htm>

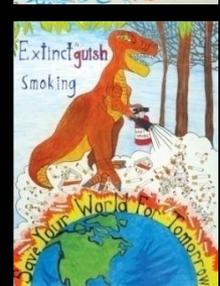
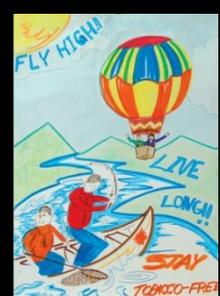
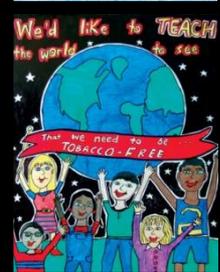
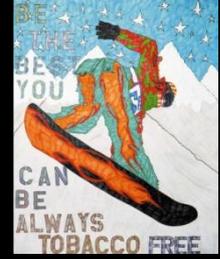


Activity 4

Reasons People Use Tobacco

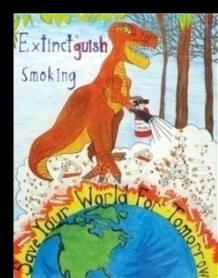
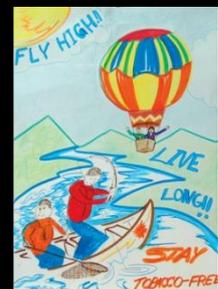
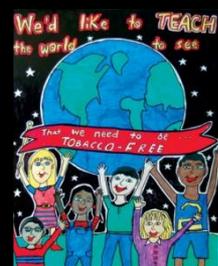
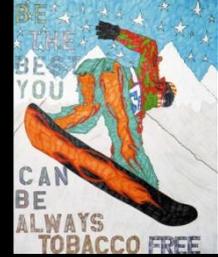


- Image
- Lose Weight/Be Thin
- Peer Pressure
- Nicotine Addiction/Relaxation
- Looking Older/Being Grown-Up or Like Parents
- Advertising



Long term effects of tobacco use...

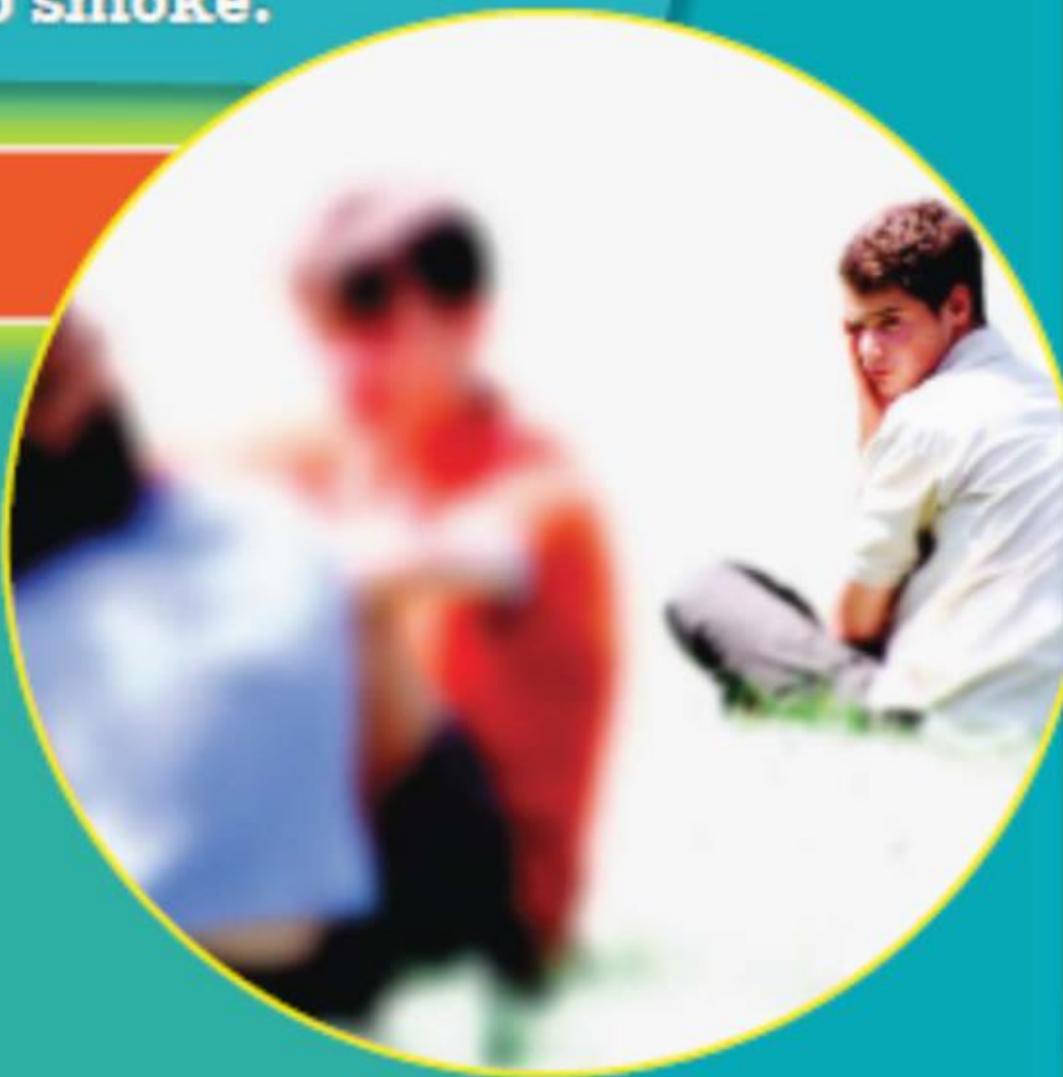
- Chronic lung disease
- Heart disease
- Stroke
- Cancer of the lungs, larynx, throat, mouth and bladder
- More than 40 chemicals in tobacco that cause cancer in humans and animals
- Adverse effects in babies before they are born
- Nicotine is **ADDICTIVE!**



MYTH: Young people don't mind hanging out with people their age who smoke.

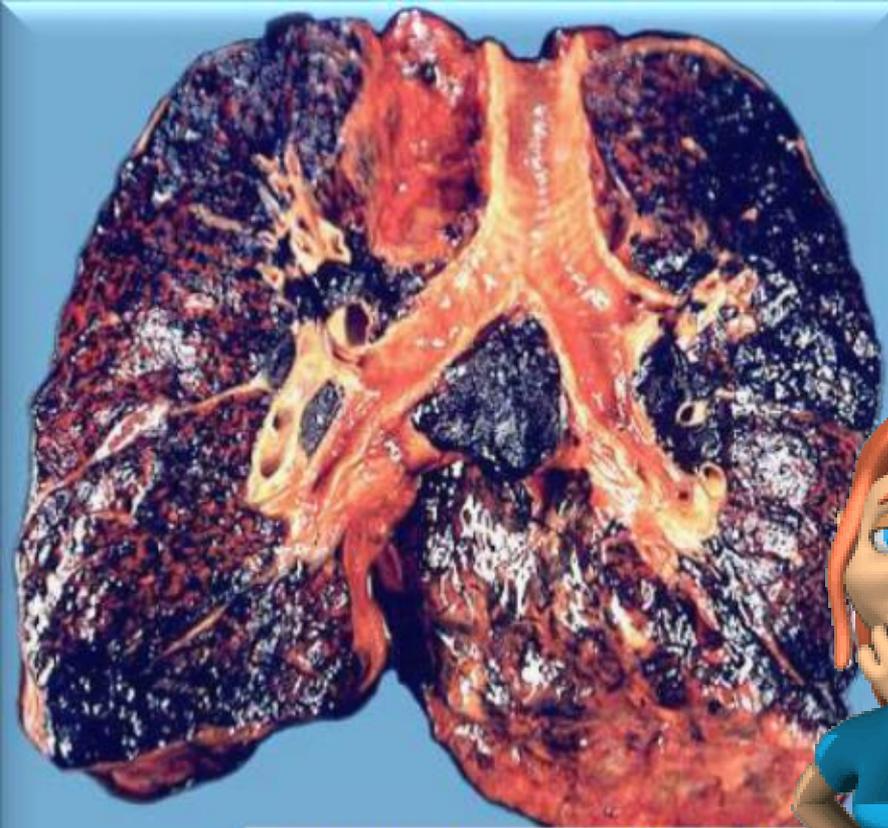
Reality

Most teens strongly dislike being around smokers. And, even more teens say they would rather not date smokers!



Tar Build-up and Smokers Cough





www.csmngt.com



Don't pass gas – take it outside!

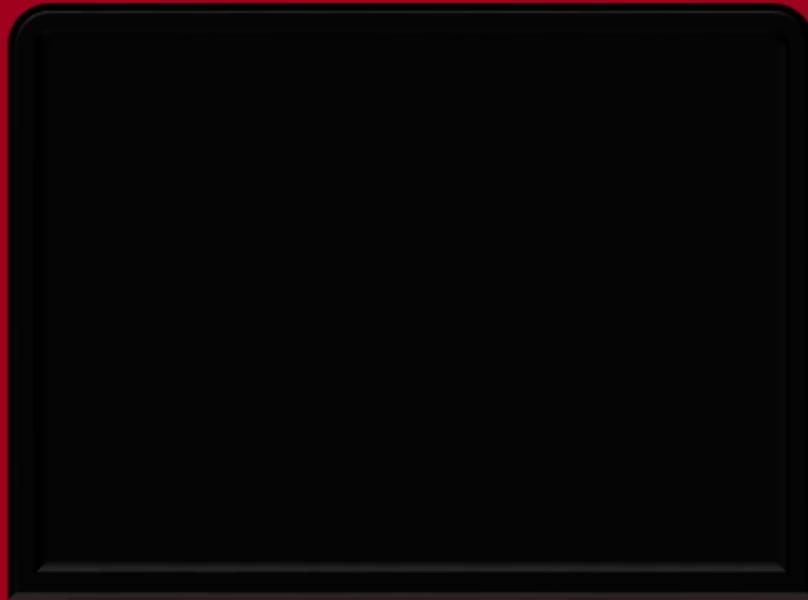


Gruen von Behrens



- He was 13 when he tried spit tobacco (dip) on a camping trip with friends. Unfortunately, it wasn't a one-time deal. Gruen ended up with a powerful addiction that changed his life forever. Just four years later, at the age of 17, he was diagnosed with oral cancer. To fight it, he's been forced to endure 35 painful surgeries, including one radical surgery that removed half of his neck muscles and much of his tongue.
- *"If I had known then what I know now, I never would have put a dip in my mouth. Spit tobacco seemed harmless, but it has ruined my life," says Gruen Von Behrens.*
 - Now 27, Gruen travels the country to show the world the reality of spit tobacco. Watch him tell his story here.

Gruen von Behrens



There are more than 4,000 ingredients in a cigarette other than tobacco. In fact, the same toxins and chemicals found in tobacco products can also be found in the air around toxic waste dumps. *Common additives include yeast, wine, caffeine, beeswax and chocolate.* While some of these ingredients and chemicals are safe in foods, they are toxic and some form into carcinogens, a cancer-causing substance, when heated or burned. Here are some other ingredients:

Acetone: – nail polish remover
Ammonia: Household cleaner
Angelica root extract: Known to cause cancer in animals
Arsenic: Used in rat poisons
Benzene: Used in making dyes, synthetic rubber
Butane: Gas; used in lighter fluid
Carbon monoxide: Poisonous gas
Cadmium: Used in batteries
Cyanide: Deadly poison
DDT: A banned insecticide
Ethyl Furoate: Causes liver damage in animals
Formaldehyde: Used to preserve dead specimens
Hydrazine: – rocket fuel
Hydrogen Cyanide: – rat poison
Lead: Poisonous in high doses
Methoprene: Insecticide
Megastigmatrienone: Chemical naturally found in grapefruit juice
Maltitol: Sweetener for diabetics
Methyl isocyanate: Its accidental release killed 2000 people in Bhopal, India in 1984
Napthalene: Ingredient in mothballs
Nicotine: – a poison used to kill cockroaches
Polonium: Cancer-causing radioactive element

Summer Boredom

List of Characters and Their Roles

- **Gabby (Main Character):** Elissa's younger sister. Confronted with peer pressure from her older sister to try a cigarette.
- **Elissa:** Gabby's older sister. Tries to pressure Gabby and Zoe into trying a cigarette.
- **Zoe:** Gabby's best friend. Influenced by others around her. Wants to fit in.

This is what is going on

- **Situation: *Older Sibling Using Tobacco at Home***

The story takes place at Gabby and Elissa's house during the summer.

Gabby and Zoe are casually talking about going back to school because they are bored when Elissa pulls something from her bag and asks the girls to follow her to the side of the house. She tries to pressure

Gabby and Zoe into trying a cigarette by telling them that the coolest girl in their class smokes.

Zoe seems reluctantly willing to try a cigarette...just one...but Gabby does not want to.

Summer Boredom
What would you do?



What do you think?

- How do you think Gabby feels having her older sister try to pressure her and Zoe into trying a cigarette?
- What are Gabby's choices in this scenario? What about Zoe's choices? Are they the same or different?
- What are the possible health consequences for Gabby and Zoe if they try a cigarette?
- What do you think is the right decision to make?

PAUSE
VIDEO

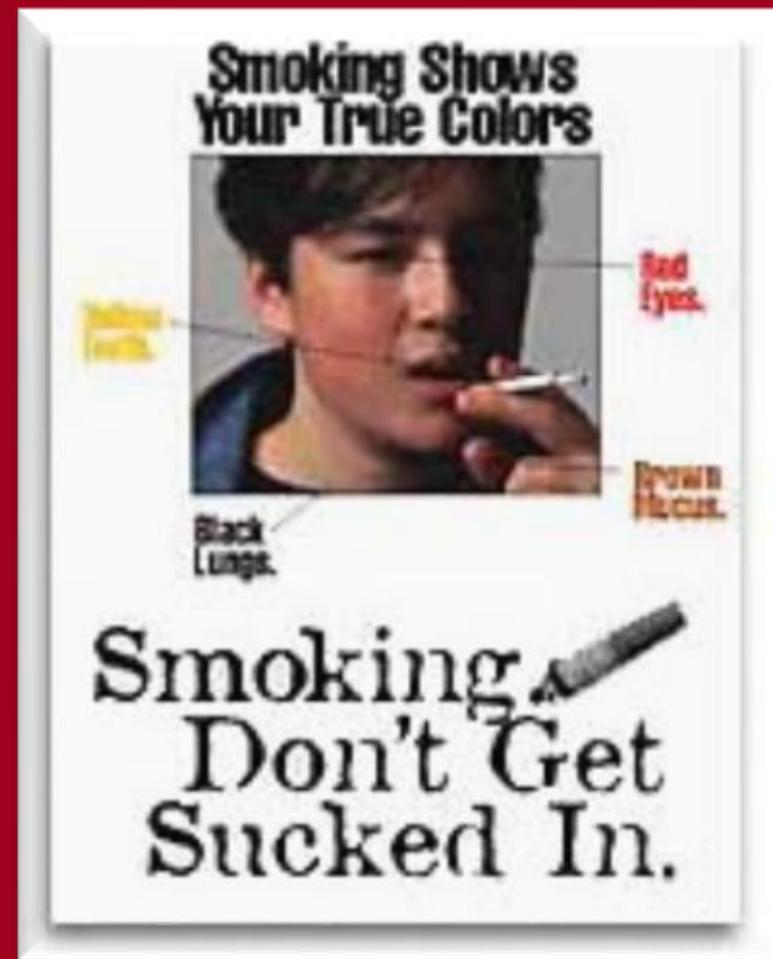


facts

Research and facts

80% of adult smokers started smoking before the age of 18. So that means that almost all smokers started smoking when they were teens. (CDC, 1999)

The average age when someone tries tobacco for the first time is 13. And **1/3 to 1/2 of kids who experiment with smoking become regular smokers.** (SGR, 1994)



Nicotine has a 90% addiction rate. Alcohol has a 10% addiction rate. This means that while only 10% of people who use Alcohol will become addicted to it, **90% of people who use nicotine will become addicted.**

Pretty.



Disgusting.



Smoking 
Don't Get
Sucked In.

Middle school is a dangerous time when it comes to tobacco use. Smoking increases a lot during those years - more than a third of sixth graders have smoked. How about the seventh graders? More than half of them have smoked. By the time young people get to eighth grade, more than two-thirds of them have smoked cigarettes!

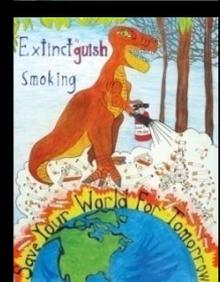
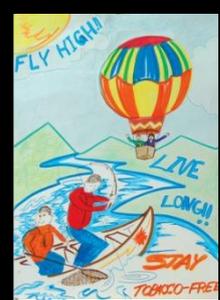
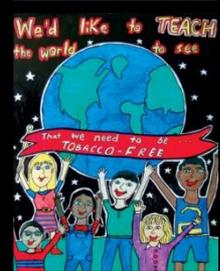
Peer pressure - it's more than just a buzz word. Over half of smoking teens say that they first smoked with a close friend. Stick with friends that don't try to get you to do something that could kill you!

Activity 5

Tobacco and Advertising

What are tobacco ads selling?

- Cool Image
- Good Looks/Glamour
- Low Tar/Light
- Hanging Out/Dating
- Friends/Popularity
- Tastes Good



Activity 5

Tobacco and Advertising

- Cool Image – guy appears to be strong, tough, in good shape



Activity 5

Tobacco and Advertising

- **Good Looks/
Glamour – girls
appear to be
young, pretty,
well-dressed**



Activity 5

Tobacco and Advertising

- Friends/
Popularity –
“popular people”
appear to all
smoke and have
many friends

No additives in our tobacco does **NOT** mean a safer cigarette.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

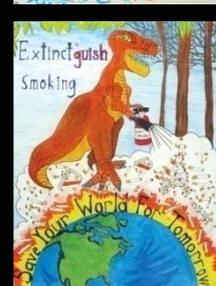
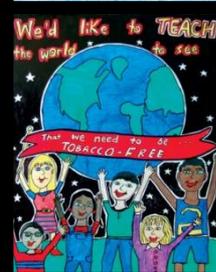
Winston Lights 10mg "tar", 0.7mg nicotine av. per cigarette by FTC method.
Winston Lights 10mg "tar", 0.7mg nicotine av. per cigarette by FTC method.



**NO FAKE SMILES.
NO HIDDEN AGENDAS. NO BULL.**



NO BULL





It Looks Just As Stupid When You Do It.™



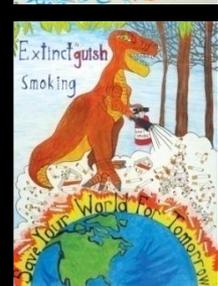
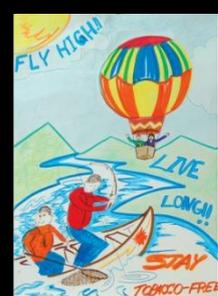
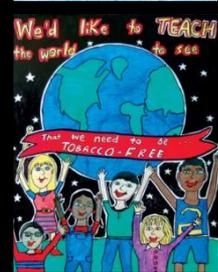
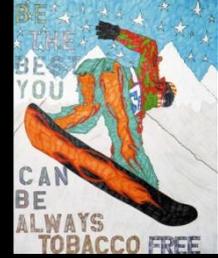
© 2007 B&W

Activity 5

Tobacco and Advertising

Critical questions :

- What themes do ads use to make you believe using tobacco is not harmful?
- Do tobacco ads tell the truth?
- What do the ads tell you about the people who use this brand of tobacco?
- What groups of people do the ads target?



Tobacco and Advertising





You can't escape the message that smoking is bad for you. But what if one or both of your parents smoke? You might be worried about their health, sick of smelling the smoke, or even a little embarrassed by it. You can't order your mom or dad to stop smoking, but you can encourage them to quit. There are lots of good reasons. Here are some you can mention:

- Smoking will hurt their health.
- Smoking creates secondhand smoke, which you don't like.
- Smoking will make it hard for them to keep up with you because they might run out of breath easily.

Many states now have free programs to help people quit smoking. You might see them advertised on billboards in your town. Point these out to your parents and encourage them to find out more about these programs.

But what if your parent gets angry with you for bringing up the topic of smoking? People don't like to be reminded that they are doing something unhealthy, so it's possible your parents will be insulted or angry, especially if they're worried they won't be able to quit. Maybe they have tried before and failed.

Remember to be kind and respectful when you discuss smoking with your mom or dad. Also remember that it is difficult to quit. Some people try several times before they're able to quit for good. Instead of yelling at them, tell them that you love them and want them to enjoy many healthy years ahead. In time, your mom or dad may realize you are right about smoking.

And if they do agree to stop smoking, be their biggest supporter. Ask if there's anything you can do to help them when they feel the urge to smoke.

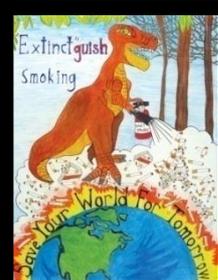
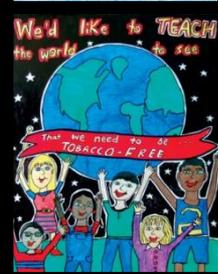
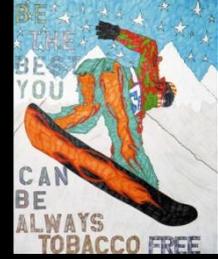
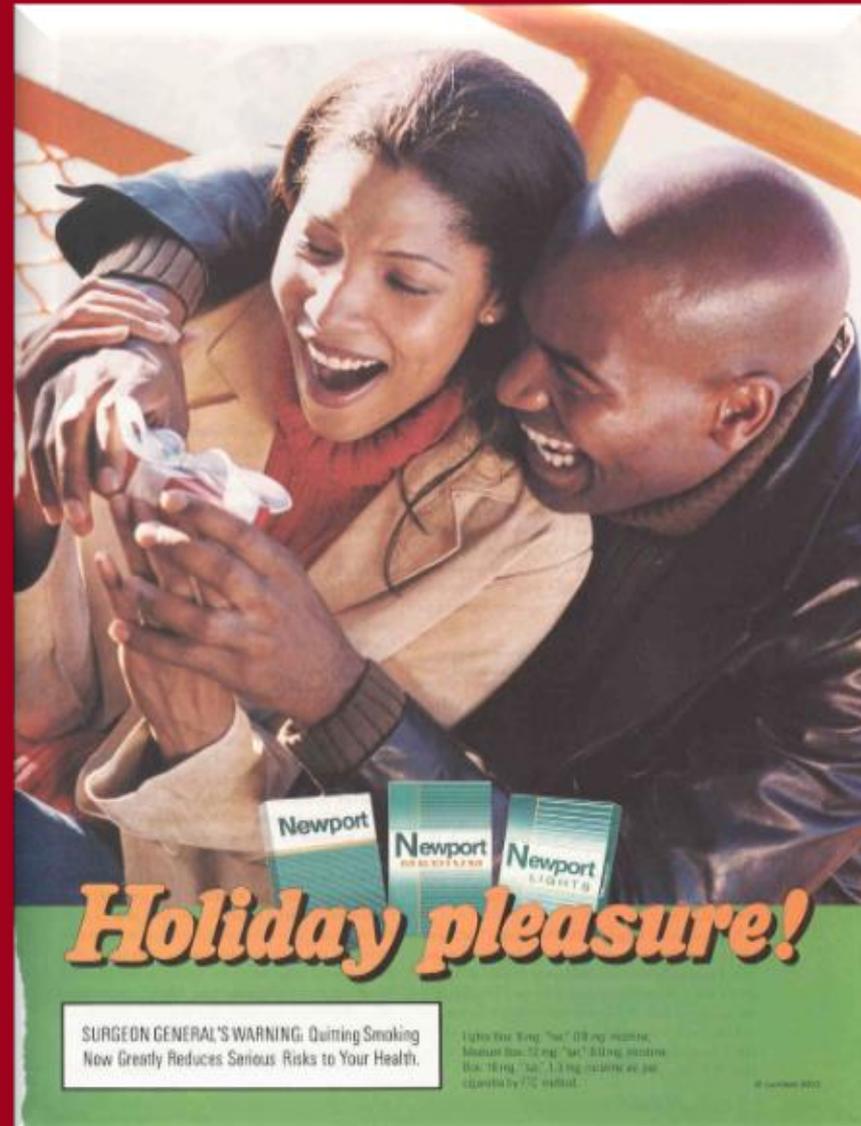
Maybe you could go for a walk, do a puzzle, or listen to music together. As they reach milestones, such as a month without smoking, be sure to celebrate the achievement. Way to go, mom! Way to go, dad!

Activity 5

Tobacco and Advertising

What tobacco ads
DON'T show:

- Ash trays
- Lit cigarettes
- Cigarette butts
- Health problems caused by smoking

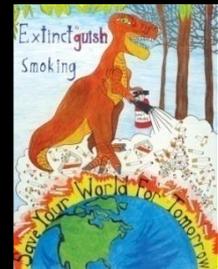
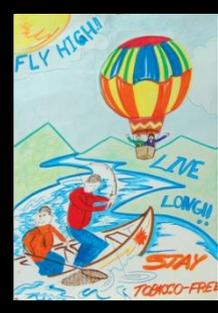
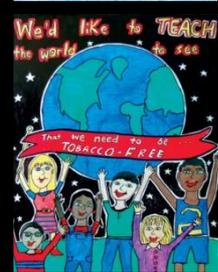
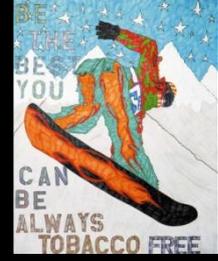


Activity 5

Tobacco and Advertising

What tobacco ads DON'T show:

- Burn holes in clothes
- Spit stains from chewing tobacco

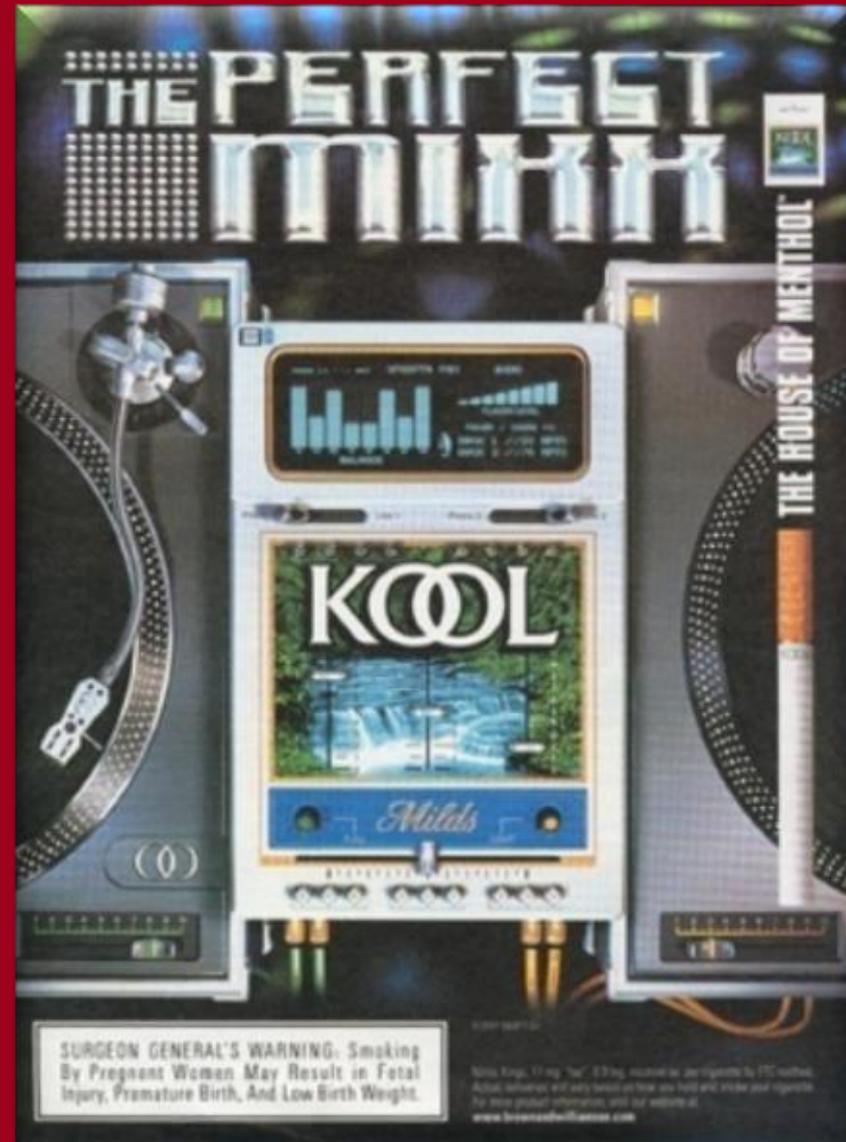
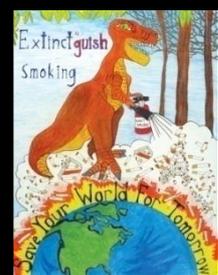
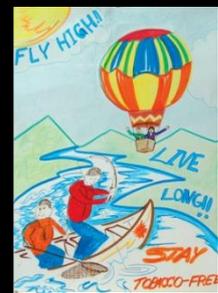
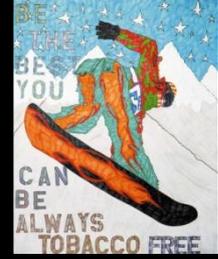


Activity 5

Tobacco and Advertising

What tobacco ads
DON'T show:

- How tobacco REALLY tastes – hot, bitter, and will burn your mouth and lungs



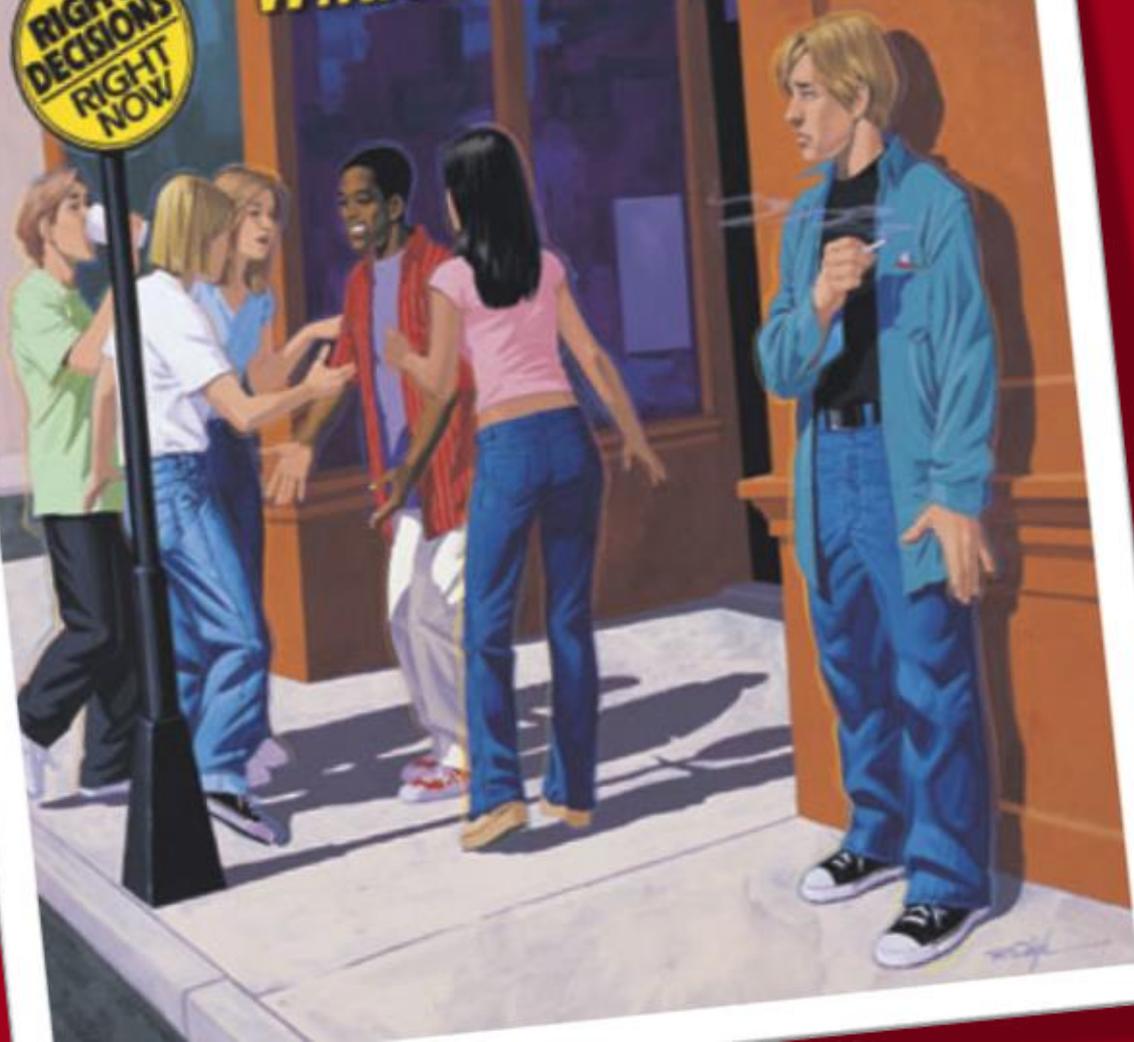
**Sure,
you can smoke
around me.**

**i'll just quit
breathing.**



**And you thought
you knew
what it took to fit in.**

**RIGHT
DECISIONS
RIGHT
NOW**



**SMOKE SIGNALS MAY NOT BE
THE WAY TO GET
YOUR MESSAGE ACROSS.**



How can smoking
be the thing to do if
**most of your friends
aren't doing it?**





So . . .



and it

