



# Review & Rate III

## ADDITIONAL RESOURCE FOR TEACHERS

In this booklet, information is provided on subject areas that are either closely or directly related to each of the topics presented in the ads on the *REVIEW & RATE III* video. Provided by Manitoba Health, this background information is intended to advance classroom discussion on the subject areas addressed by the ads, which have been created by various jurisdictions from around the world.



THE MATERIAL IS ONLY TO BE SHOWN IN MANITOBA AS PART OF REVIEW & RATE III AND NOT AFTER DECEMBER 31, 2006.



Manitoba 



## **EYE** Created by: Australia National Quit Campaign

### **Myth:**

Smoking only irritates your eyes; it doesn't cause any serious damage.

### **Reality:**

- Macular degeneration is the leading cause of blindness in Australia (where this ad was created) and smoking is the major preventable cause of this condition.
- The chemicals in cigarette smoke (around 4,000 of them) get into the bloodstream of smokers and may induce damage to the macula, at the back of the eye. This damage results in macular degeneration and blindness over time.
- The damage from macular degeneration limits a person's ability to see what they are directly looking at (such as the face of someone right in front of them).
- Your risk of macular degeneration will be reduced if you quit smoking; however, existing damage to the eyes cannot be repaired, particularly once vision is affected.
- There is no cure for macular degeneration. Not smoking or stopping smoking is one way to decrease the chances of developing this eye disease.

*Source: Smoking and Eye Damage fact sheet, Australia National Tobacco Campaign fact sheets, [www.quitnow.info.au/internet/quitnow/publishing.nsf/content/eyeinfo](http://www.quitnow.info.au/internet/quitnow/publishing.nsf/content/eyeinfo)*

## **THIRD WORLD** Created by: Norway Health & Social Affairs

### **Myth:**

Tobacco has the same impact here in Canada as it does in the developing world.

### **Reality:**

Tobacco increases poverty in the developing world.

This happens when scarce family resources are spent on tobacco products instead of food and other essential needs, such as education and nutrition.

It also contributes to higher illiteracy rates, since money that could be used for education is spent on tobacco instead.

The poorest people tend to use tobacco products more than their wealthier counterparts. In China, individuals with no schooling were 6.9 times more likely to smoke than individuals with a college degree, while uneducated adults in Brazil were five times more likely to smoke than adults who received at least a post-secondary degree.

*Source: WHO, World No Tobacco Day 2004 Rationale.*

**Myth:**

Smoking, as shown in the movies, reflects reality.

**Reality:**

According to the *Thumbs Up, Thumbs Down Tobacco in Movies* fact sheet, smoking in the movies does not reflect reality.

- In the real world, smokers tend to be poor and less educated. In the movies, it is the powerful and successful who smoke the most.
- In the real world, smoking kills smokers.
- In the real world, second-hand smoke kills non-smokers.
- In the real world, smokers' families suffer while the tobacco industry accumulates billions in profits.
- In the real world, tobacco accounts for more suffering and death than homicide, suicide, illegal drugs and AIDS combined.

Source: *Thumbs Up, Thumbs Down: Tobacco in Movies* fact sheet, [www.scenesmoking.org](http://www.scenesmoking.org)

**Myth:**

The tobacco industry doesn't want teens to start smoking.

**Reality:**

If large numbers of kids did not try smoking, become regular users and turn into addicted adult smokers, the big cigarette companies would eventually not have enough adult customers to stay in business. As a result, marketing to youth is absolutely essential to success in the tobacco business because:

- new entrants to the market are needed to replace adult quitters or those that have died;
- brand loyalty is formed early;
- once formed, brand loyalty is difficult and expensive to change; and
- early choice of brand generates ongoing revenue from smokers as they age.

To review a number of quotes directly from tobacco industry executives, check out *Trust Us: We're The Tobacco Industry, Campaign for Tobacco-Free Kids (US) Action on Smoking and Health (UK, May 2001)*. You can find it online at: [www.ash.org.uk/html/conduct/html/trustus](http://www.ash.org.uk/html/conduct/html/trustus)



## **BULL RIDER** *Created by: Washington State Department of Health*

### **Myth:**

When someone starts smoking as a teen, they know what they are getting into.

### **Reality:**

- Research has shown that teenagers are more susceptible than older people to nicotine addiction. In fact, the younger people are when they start smoking cigarettes, the more likely they are to become heavily addicted to nicotine.
- In a 1992 Gallup poll, two-thirds of adolescent smokers reported they wanted to quit; 70 per cent indicated they would not have started smoking if they could choose again.
- In the US, 70 per cent of smokers want to quit; 33 per cent try to quit each year, but only three per cent succeed; and, only one-third ever manage to quit before age 65.

*Source: Cigarettes – What the Warning Label Doesn't Tell You with permission of the American Council on Science and Health.*

## **OLDER THAN DEAD** *Created by: Washington State Department of Health*

### **Myth:**

The real damage smoking causes doesn't happen until you're old.

### **Reality:**

- Among young people, the short-term health consequences of smoking include respiratory effects – cough and increased frequency and severity of illnesses like asthma, chest colds and bronchitis – as well as addiction to nicotine.\*
- In adults, cigarette smoking causes heart disease and stroke. Early signs of these diseases can be found in adolescents who smoke.\*
- The younger someone is when they start smoking, the more likely they are to become heavily addicted to nicotine.\*
- Smoking reduces the rate of lung growth and it can hamper the level of maximum lung function.\*
- Smoking hurts young people's physical fitness in terms of both performance and endurance – even among young people trained in competitive running.\*

## **BARB TARBOX** *Created by: Alberta Alcohol & Drug Abuse Commission (AADAC)*

### **Barb's Reality:**

Barb lived in Edmonton, Alberta. She started smoking when she was in grade 7. In September 2002, at age 41, she was diagnosed with lung cancer.

Barb's own mother was diagnosed with the same stage-four terminal cancer in the 1980s. At the time, Barb was warned the same fate would await her if she continued to smoke.

In a remarkably short time, cancer spread to almost every part of her body, including her brain, bones and even her aorta.

After Barb was diagnosed, she decided to speak to young people with the hope of persuading them to quit, or never start smoking in the first place. Her goal was to speak to 50,000 teens before she died.

Barb reached her goal of bringing her message to more than 50,000 Canadian teens. It was a milestone in her crusade, but came at a time of rapidly declining health. By April 2003, the six-foot-tall Barb Tarbox weighed only 85 pounds.

She made her last public appearance on April 17, 2003, when she spoke to a group of junior and senior high school students in Edmonton.

Barb Tarbox died on May 18, 2003 at age 42. She leaves behind a husband, Pat and a young daughter Mackenzie.

## **GUM** *Created by: Ontario Lung Association*

### **Myth:**

Second-hand smoke isn't a serious health threat.

### **Reality:**

More than 1,000 non-smokers will die this year in Canada due to tobacco use – over 300 lung cancer deaths and at least 700 deaths by coronary heart disease will be caused by second-hand smoke.\*

Exposure to second-hand smoke for as little as eight to 20 minutes causes physical reactions linked to heart and stroke disease:

- the heart rate increases;
- the heart's oxygen supply decreases; and
- blood vessels contract, increasing blood pressure and making the heart work harder.

**Myth:**

Tobacco smoke doesn't hurt babies.

**Reality:**

- More than 18 per cent of all deaths from Sudden Infant Death Syndrome (SIDS), in Canada, are due to maternal tobacco use. \*
- Even in later years, the children of mothers who smoked during pregnancy tend to be slightly shorter than other children and have more difficulty with reading, mathematics and related skills.\*
- Babies of smokers are more likely to suffer from asthma and other respiratory infections than those of non-smokers. \*
- Children exposed to tobacco smoke are more likely to cough during the night, probably due to the long-term effects of breathing in tobacco smoke.\*
- The long-term effects of parental smoking around children may be impaired learning, slower growth and changes in behaviour.\*

**Myth:**

Tobacco smoke isn't that harmful.

**Reality:**

There are more than 4,000 chemicals in tobacco smoke. The top six toxins are:

- **Tar** – In tobacco smoke, tar is a sticky, black residue containing hundreds of chemicals, many of which are considered carcinogenic or classified as hazardous waste.
- **Nicotine** – Nicotine occurs naturally in tobacco plants and is responsible for causing the addiction to tobacco products. It harms your cardiovascular and endocrine systems.
- **Carbon monoxide** – Carbon monoxide (CO) is in tobacco smoke as a result of burning tobacco. It reduces the ability of your red blood cells to deliver oxygen to tissues, causing the greatest potential damage to the heart, brain and skeletal muscles – tissues with the greatest demand for oxygen.
- **Formaldehyde** – In Canada, this is registered as a pesticide. Its health effects can be drastic on smokers and those exposed to tobacco smoke. Eye, nose and throat irritations and other breathing problems are just some of the symptoms.
- **Hydrogen cyanide** – Frequent exposure to hydrogen cyanide will cause weakness, headache, nausea, vomiting, rapid breathing and eye and skin irritation.
- **Benzene** – Declared toxic under the Canadian Environmental Protection Act, benzene is believed to be harmful at any level of exposure.

**TINA CARY** *Created by: Oregon Health Department*

**Myth:**

Using spit tobacco won't harm my health.

**Reality:**

- Spit tobacco has over 3,000 chemicals, including 28 known carcinogens. Spit tobacco is not a safe substitute for cigarettes and can harm your health in many ways.\*
- You can develop cancer of the mouth (lip, tongue and cheek, floor and roof of the mouth) and throat.\*
- Leukoplakia (white, leathery sores) may develop where tobacco is held in the mouth, such as the cheeks, gums or tongue. The longer you use spit tobacco, the more likely you are to get sores. These sores can turn into cancer of the mouth.\*

**CLINICAL** *Created by: California Department of Health Services*

**Myth:**

Second-hand smoke won't hurt you.

**Reality:**

- Two-thirds of smoke from a cigarette is not inhaled by the smoker, but enters the air around the smoker.\*
- Second-hand smoke has at least twice the nicotine and tar as the smoke inhaled by the smoker.\*
- Regular exposure to second-hand smoke increases the chances of contracting lung disease by 25 per cent, and heart disease by 10 per cent.\*
- Second-hand smoke aggravates symptoms in people with allergies and asthma; and can cause eye, nose and throat irritations, headaches, dizziness, nausea, coughing and wheezing in otherwise healthy people.\*
- Children have a higher metabolism and can absorb higher amounts of smoke than adults.\*

\*Healthy Living website, Health Canada, August 2006. Reproduced with the permission of the Minister of Public Works and Government Services Canada, 2006.



# CLASSROOM ACTIVITY SUGGESTIONS



The following activities are suggested for teachers who are looking for additional ideas to prevent young people from starting to smoke; or if they smoke, to have them consider quitting.

## TAKE A TOBACCO QUIZ

Log on to [www.thescoopsonsmoking.org](http://www.thescoopsonsmoking.org) (select the quiz section) and complete eight short, interesting quizzes on the subject of tobacco.

## FUN WITH STATISTICS

Every 12 minutes, a Canadian dies from tobacco use. Every 10 minutes, two Canadian teenagers start smoking cigarettes; if they continue to smoke, one of them will eventually lose their life because of it.

There are ways to make these statistics real so students stop and take notice. In the morning, you could hand out two different pieces of paper to one class with safety pins and ask that they pin them on their shirts all day. One might have a healthy flower on it; the other, a dead, wilted flower. At the end of the day, let the students with the dead flower know they represent the 50 per cent of teens who smoke and will eventually lose their life because of it. Make an announcement to the school to let everyone know what the flowers stood for.

Be creative and think up additional ways to communicate this important statistic that represents the lives lost through tobacco use.

## CREATE YOUR OWN CIGARETTE WARNING LABELS

Cigarette packages contain warning labels. Canada, Brazil, Poland, South Africa and Thailand are just some of the countries that require graphic visual warning labels. Ask your students to research the warning labels that are currently in use and then ask them to create some of their own. Once completed, hold a contest and ask students which labels they feel are most effective.

## THEY SAY THE “DARNEDEST THINGS...”

Adolescents have a strong sense of right and wrong. Once they realize some of the outrageous comments that tobacco industry executives have been caught saying – especially about how they target young people – they may start to develop a whole new perspective.

Ask them to type into any search engine *Tobacco Industry Quotes* and they will get a great deal of information about how they’ve been targeted, what the industry says about their product and the people they want to smoke it. Get them to create posters that include the most outrageous things tobacco industry execs have said, such as:

James Morgan, president of Philip Morris, said in a sworn statement that tobacco is no more addictive than Gummie Bears candy.

“Young smokers represent the majority opportunity group for the cigarette industry.” (Marketing Plan for Imperial Tobacco Ltd., 1971)

Charles Harper, Chairman, RJ Reynolds was quoted as saying:

“*If children don’t like to be in a smoky room they’ll leave.*” When asked about infants who can’t walk out of a smoky room, Harper stated, “*At some point, they begin to crawl.*”

“*Are you kidding? We reserve that right for the poor, the young, the black and the stupid.*” (RJ Reynolds tobacco company executive when asked if he smoked, as quoted in a *New York Times* editorial by Bob Hebrt, November 1993)

# Good luck!

***Thank you to the CDC Media Campaign Resource Center and the various individual governments that gave permission for their material to be included in this program.***

We would really like to hear your feedback on this additional resource for the Review & Rate program. Please complete the supplied evaluation form and tell us if this is a helpful tool. THANK YOU!



