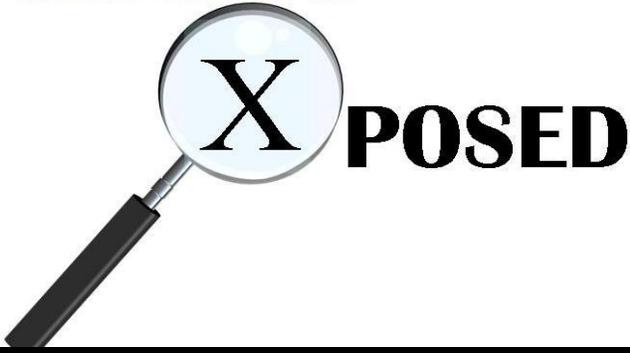


# TOBACCO



## High School / Middle School Tobacco Free Resource Kit

Brought to you by the  
City of El Paso Department  
Of Public Health



*Where Health Knows No Borders*

In collaboration with the  
Paso Del Norte Health Foundation



PASO DEL NORTE  
HEALTH FOUNDATION  
SMOKE FREE



Together  
we can make a  
Difference

**TOBACCO**



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## Tobacco Free Resource Kit

Thank you for choosing Tobacco Exposed and taking the step towards a smoke free El Paso within your school. This resource kit provides

suggested activities and lesson plans to perform with your classes as well as the materials and resources needed. This resource kit can be used to supplement your tobacco prevention lesson and presentation.

In addition, we can provide training/in-service for any of your teachers or school staff in order to increase your capacity to provide essential information to students about the dangers of tobacco use.

Please don't hesitate to contact our health educator below if you have additional questions or concerns.

**\*Sarai Garcia**

(915) 212-6643

[garciasz@elpasotexas.gov](mailto:garciasz@elpasotexas.gov)

We look forward to visiting your school soon!

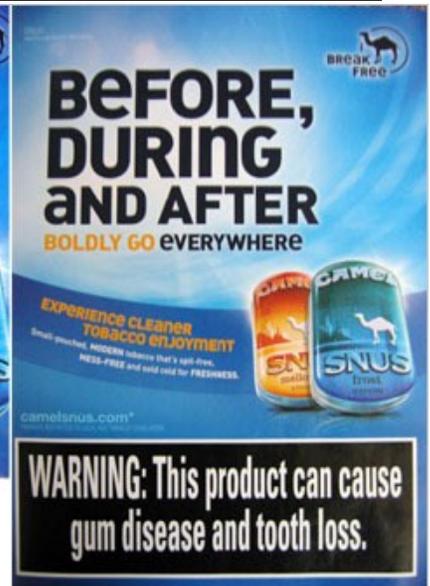
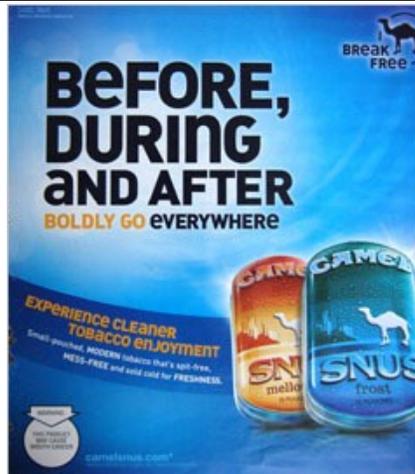


*Where Health Knows No Borders*



**PASO DEL NORTE  
HEALTH FOUNDATION**  
SMOKE FREE

# Tobacco Advertisements



**Objective:** Students will learn the role of tobacco marketing in targeting their age group, as well as learn how to work in groups.

**Materials:** Different tobacco ads for each group. The number of groups you have is the number of ads you will need. (Complimentary Tobacco Ads can be found on pages 11-19)

## **Procedure:**

- 1.) You will break students into groups. Each group will receive one tobacco ad. Teacher can decide which group will receive which ad. (Complimentary Tobacco Ads can be found on pages 13-20)
- 2.) Give students 5-10 minutes to review the ad and discuss what images, words, illustrations attracts them to the advertisement.
- 3.) Students can also choose to discuss what images, words, illustrations attracts them to NOT try or purchase the product.
- 4.) After time is completed, have each student from every group say one thing about what attracted them to the advertisement or what didn't attract them to the product. (teacher can write what students say on the board and briefly discuss)

# Tobacco Trivia



**Objective:** Student will gain factual knowledge about tobacco products.

**Materials:** Tobacco trivia questions. (Questions can be created by teacher with information from resources. Resources can be found on pages 9 & 10)

Somewhere to place all names of class members as well as trivia questions. (e.g. 2 bowls, 2 hats)

**Procedure:**

- 1.) Pick a student's name out of a bowl.
- 2.) Student will come up and pick a trivia question out of the other bowl.
- 3.) Student will read the question out loud and would need to answer question correctly.
- 4.) If student does not answer correctly, discuss why the answer was wrong and what the correct answer is.

# What Tobacco Product is this?



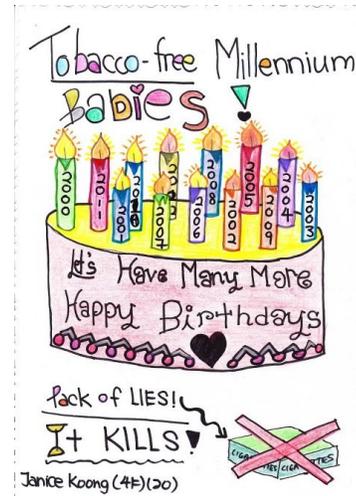
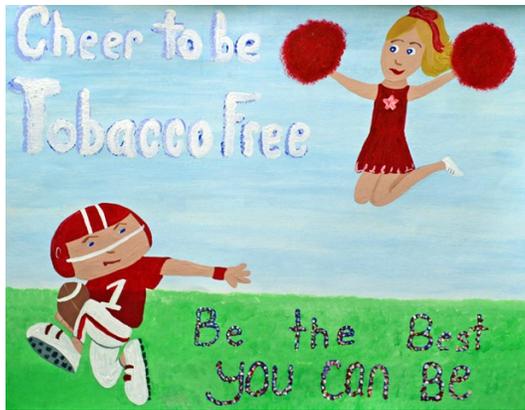
**Objective:** Students will be able to identify different characteristics of different tobacco products.

**Materials:** Each student needs 4 small signs. Each sign of the picture of Snus, Electronic Cigarette, Chewing Tobacco, and Cigarette. (Students can make them with a small copy of a photo of each product and photo glued to the end of the popsicle stick.)

## **Procedure:**

- 1.) Students will place all signs facing up on their desks.
- 2.) Teacher will then say a characteristic of a tobacco product (e.g. This product, although placed in your mouth, no chewing is involved.) (Research of products can be done using resource sheet found on pages 9 & 10)
- 3.) Teacher will wait until all students guess what product they think teacher is describing and hold up their sign. (Answer: Snus)
- 4.) Teacher can then say the answer out loud and describe why that is the correct answer.

# Tobacco Free Poster Contest



**\*Objective:** Students will work together in a team or individually to create a tobacco free poster.

**\*Materials:** Poster boards, markers, colors, glue, additional materials that can be added/glued to poster.

**\*Procedure:**

- 1.) Divide students into teams or have each students create a poster individually.**
- 2.) Instruct students to create a tobacco/smoke free poster that emphasizes a tobacco/smoke free message with materials provided.**
- 3.) When all posters are finished, conduct a contest and recruit judges to choose the best poster (offer a prize (s) if possible)**
- 4.) All posters can be hung around the school to encourage a tobacco/smoke free message for all students.**

# Interviewing a Tobacco User



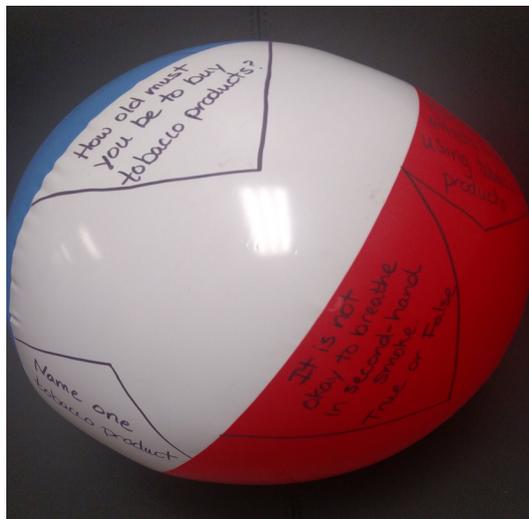
**Objective:** Gain insight into the problems of tobacco use and how difficult it is to stop using. Interview someone 18 years old or older who uses tobacco (cigarettes, smokeless tobacco, pipe, or cigars). Use the following questions:

1. How old were you when you started using tobacco?
2. Have you noticed any of the following consequences of your tobacco use: emphysema, heart disease, chronic bronchitis, mouth problems, facial wrinkles, bad breath, yellow teeth? Are there any other consequences you've experienced?
3. Why did you start using tobacco?
4. Which of these things influenced you to start using tobacco?
  - A. I thought everyone was using it
  - B. I thought it would be fun to use.
  - C. I thought it would give me a certain social image (look glamorous, macho, cool).
  - D. I thought people would accept me or like me.
5. What advice would you give me about using tobacco?

# Question Ball Game

**Objective:** Students will review what they learned from lesson by answering questions written on the ball

**Materials:** An inflatable beach ball and a marker



## **Procedure:**

- 1) Have students sit at their desks or sit on the floor in a group
- 2) Explain that the ball will be thrown to the students and only one student can catch it.
  - a) Students must remain in their seats or sitting when the ball is thrown
  - b) Students must refrain from fighting for the ball
- 3) The student that catches the ball will pick a question that is closest to their right hand (or left, teacher can choose).
- 4) The student will read the question out loud and answer it
  - a) The student will have 5 seconds to answer
  - b) If the student answers correctly, the teacher can award a prize, if it's incorrect the teacher will take the ball back and resume the game again
- 5) The teacher can choose how long to play the game or how many questions to allow students to answer

# Mix and Match Game

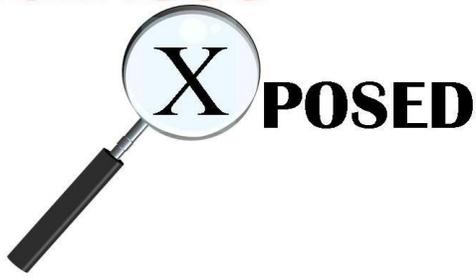
**Objective:** Students will create statements that emphasize the side effects associated with tobacco use

**Materials:** Printed out words and pictures, as well as the statements found on pages 21-25

## **Procedure:**

- 1.) Teacher will divide students into equal groups or teams (use of a table or various tables will be needed)
- 2.) Teacher will distribute a packet of words and a packet of pictures to each group
- 3.) Teacher will instruct students to separate the words and pictures so that they are all visible
- 4.) Teacher will explain rules:
  - a.) Teacher will read a statement
  - B.) After the statement is read, the students will create the statement using both pictures and words
  - C.) Once the team has finished they must raise their hand to signal the teacher
  - D.) Teacher will review the “created” statement, if it is correct, the team wins a point, if it is not other teams will still have a chance to win a point
  - E.) The team that gets the most correct statements wins the game

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## Tobacco Exposed Website

Although, the website does not provide any activities, it is an excellent source of information. There are links and videos that can be accessed by teachers and students. We have parent and student newsletters that are available to download and you can distribute to your students. We also upload a monthly article relating to current tobacco events. Please feel free to use our website as a resource for yourself and your students.



The following link will direct you to our website.

<http://gratdphep.weebly.com/index.html>



# TOBACCO



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## Resource Sheet

### General Tobacco Information

Campaign for Tobacco-Free Kids– [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

Centers for Disease Control and Prevention– [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

Texas Department of State Health Services– [dshs.state.tx.us/tobacco](http://dshs.state.tx.us/tobacco)

Texas Tobacco Law– [www.texasobaccolaw.org](http://www.texasobaccolaw.org)

### Cessation Assistance

Teen Smoke Free– [www.teen.smokefree.gov](http://www.teen.smokefree.gov)

Set Your Date– [www.setyourdate.org](http://www.setyourdate.org)

Yes Quit– [www.yesquit.com](http://www.yesquit.com)

Department of Public Health Freshstart Program  
(915) 212-6643



### Youth Resources

Tobacco Exposed– [gratdphep.weekly.com](http://gratdphep.weekly.com)

Live Outside the Pack– [www.liveoutsidethepack.com](http://www.liveoutsidethepack.com)

Worth It– [www.worthit.org](http://www.worthit.org)

The Truth– [www.thetruth.com](http://www.thetruth.com)

**Together**  
**WE CAN!**  
Make a DIFFERENCE ■

### Tobacco Advertisement Resources

Counter Tobacco– [countertobacco.org/gallery](http://countertobacco.org/gallery)

Scene Smoking– [scenismoking.org/frame.htm](http://scenismoking.org/frame.htm)



# Complimentary Tobacco Ads

## Pages 12-19

### Camel Snus Ad

©2010 RJR TC (3Q)  
711055/711056



**INTRODUCING 2 BOLD NEW REASONS  
TO TRY CAMEL SNUS**  
NOW IN LARGE, LONG-LASTING POUCHES FOR  
LONGER LASTING TOBACCO ENJOYMENT

SNUS

**WARNING: This product is not a safe alternative to cigarettes.**

use this coupon to try Camel SNUS NOW!



MANUFACTURER COUPON EXPIRES 11/30/10



BUY ANY CAMEL PRODUCT, GET ONE **FREE TIN** OF CAMEL SNUS GOOD ON ANY CAMEL SNUS STYLE

WHILE SUPPLIES LAST. VOID WHERE PROHIBITED. RETAILER'S LIMIT YOUR PURCHASE. OFFER VALID WHILE SUPPLIES LAST. APPLICABLE SALES TAX EXEMPTS INCLUDING SALES TAX IS PROHIBITED BY LAW IN THE SPACE PROVIDED.

**WARNING: This product is not a safe alternative to cigarettes.**

# Newport Pleasure Ad

© Lorillard 2012

# Newport pleasure!



Three packs of Newport cigarettes are shown at the bottom left: Newport Menthol Blue, Newport, and Newport Menthol Gold.

Visit us at [Newport-pleasure.com](http://Newport-pleasure.com)  
Restricted to Adult Smokers 21 or Older.  
These cigarettes do not present a reduced risk of harm compared to other cigarettes.

**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

Newport, Pleasure, Newport Pleasure, Menthol Gold, Menthol Blue, and the Newport logo are trademarks of Lorillard Licensing Company LLC. Reg. U.S. Pat. & Tm. Off.

# USA Gold Cigarettes Ad for Women

**CIGARETTES**

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

USA  
GOLD



**ANOTHER AMERICAN BEAUTY.**  
PICK UP YOUR SPECIAL EDITION PACK WHILE SUPPLIES LAST.

*YOUR SPIRIT. YOUR SMOKE.*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ [JOINUSAGOLD.COM](http://JOINUSAGOLD.COM) ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# Cohiba Cigars Ad

**Introducing  
Cohiba Puro Dominicana**

**SURGEON GENERAL WARNING:  
Cigars Are Not A Safe Alternative  
To Cigarettes.**

©2009 General Cigar Co., Inc.

**Pure Dominicana. Pure Cohiba. Total extravagance.**  
This extraordinary cigar, made from 100% Dominican Cibao Valley leaf has a distinctive taste, rich with hints of coffee, a subtle mix of spices and a clean, well-balanced finish. To experience Cohiba Puro Dominicana, visit your favorite tobacconist today. To find the one nearest you, go to [cigarworld.com](http://cigarworld.com)

**Cohiba. A world beyond other cigars.**

[www.cigarworld.com](http://www.cigarworld.com)

# Copenhagen Chewing Tobacco Ad

**Copenhagen**  
SPECIALS HOME  
TOBACCO

CHARACTER HERITAGE • QUALITY • OUR PRODUCTS • COUPONS

WELCOME BACK MY PROFILE QUARTER LOG OUT

SOUND

## LEND A HAND IN YOUR HOMETOWN

WHEN THERE'S WORK TO BE DONE, THE MEN OF COPENHAGEN DO IT RIGHT. THEY'RE WORKING HARD ALL ACROSS THE COUNTRY, BUILDING UP THEIR COMMUNITIES WITH THEIR OWN TWO HANDS, MAKING THEM STRONGER.

IF YOU CAN OFFER YOUR TIME, SKILLS AND DEDICATION, LET US KNOW, WE'LL TELL YOU IF WE'RE OFFERING A COMMUNITY RESTORATION PROJECT IN YOUR AREA. JOIN MEN LIKE YOURSELF TO HELP OTHERS WHO COULD USE A HAND.

PHONE « 12345 »

CLOSE

### INTERESTED IN LENDING A HAND?

If we offered a community restoration event in your area, would you be interested in participating?

Yes, I'd be interested.

No thanks.

SUBMIT

## WARNING: This product can cause gum disease and tooth loss.

# Electronic Cigarette Ad



**Put out your  
cigarettes...**

**...start vaping.**

## **NO Tobacco Smoke! Only Smoke-Like Vapor.**

New high-tech atomizer converts water to a smoke-like vapor, generating a cigarette-like look and feel without the thousands of chemicals and nasty smell of cigarettes.

L.E.D. LITHIUM BATTERY • ATOMIZER • CARTRIDGE



## **Smoke without the tar, ashes & flame.**

American Blue Tip™ Smokes are a healthier, convenient alternative to cigarettes. Enjoy all of the pleasures of smoking without the stigma. American Blue Tip is so effective as a substitute for cigarettes because it feels like the real thing, providing the authentic smoking experience: Feel the weight between your fingers. Inhale and exhale the smoke-like vapor. Feed the hand to mouth habit. Keep your social routines. Savor the rush. Try getting all that with a patch!

## **SMOKE INDOORS • NO SMELLY ODOR NO TAR • NO ASHES • NO FLAME**

## **Smoke Anywhere - No Second-Hand Smoke!**

With American Blue Tip, you can smoke when you want, where you want. Smoke in your house, apartment, office or car. "Light up" in a bar again...You can even smoke in bed! Indulge your desire to smoke whenever the mood hits you. The stylish leather carrying-case and powerful lithium battery ensure that your American Blue Tips will always be ready when you are.

## **"The New Drag"**

Let's face it, there are many reasons why people love to smoke - it's relaxing, social & therapeutic. More than anything else, smoking used to be fun. Smoking used to provide a certain energy; create a certain buzz. The devastating effects of cigarettes have robbed smokers of all of these benefits. With American Blue Tip smokes, you can have all that back.

## **Start Vaping, Satisfy Craving!**

**SAVE MONEY!** American Blue Tip is available now. Evaluate the American Blue Tip experience for yourself with a 30-day risk-free trial.



That's right, try it risk-free and see the benefits for yourself.

Finally, smoke without the health risks and guilt.

**CALL NOW for your  
RISK-FREE trial!\***

**1-800-790-2869**



\*Shipping & handling nonrefundable. [www.AmericanBlueTip.com](http://www.AmericanBlueTip.com)

# Frost the Fire Snus Ad

©2010 R.J. REYNOLDS TOBACCO CO.



## FROST THE FIRE

Smoke-free, Spit-free and Drama-free

Camel SNUS is the tobacco pouch perfected. Simply place one under your lip and enjoy the bold refreshing flavor. **Sold cold** for ultimate freshness.

Camel SNUS—the pleasure's all yours.



[camelsnus.com](http://camelsnus.com)\*

\*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS.

SNUS

**WARNING: This product is not a safe alternative to cigarettes.**

# Newport Cigarettes Ad

© Lorillard 2011

# Full of flavor! Full of pleasure! Non-Menthol



## Pleasure tastes great in Red!

CIGARETTES

Newport, Pleasure, spinner design and other trade dress elements  
TM Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

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

## Mix and Match Game

Example of Statement:

Smoking cigarettes can give you bad  
breath

**Solution:**



## **Mix and Match Statements:**

Secondhand smoke causes heart disease

Smoking can give you wrinkles

Chewing tobacco causes mouth cancer

Smoking cigars causes lung cancer

Chewing tobacco causes hairy tongue

Smoking cigarettes causes bad breath

Cigarettes can give you yellow teeth and yellow nails

Chewing tobacco can cause gingivitis

Smoking cigarettes causes your hair and clothes to stink

## Mix and Match Game Words

\*some words may need to be printed twice

Secondhand smoke

causes

Smoking

can

give

you

causes

and

# Mix and Match Game Pictures



