

EFFECTS OF TOBACCO

Additional Activities

→ *Science or Health*

1. Have students research the effects of tobacco products on youth. Have them visit websites (such as those sponsored by the National Institute on Drug Abuse) to obtain information. Have the students present their research as a written report, or they can use another form of presentation such as art, music, or technology to share information with the class.
2. Write up a description of the latest Camel ad campaign marketing to kids: “Break Free Adventure”. Present information to your class. Discuss how this ad campaign is potentially dangerous and enticing to youth. See the information and link below.

Several weeks ago, RJR launched this new online and direct mail marketing campaign, called the "Break Free Adventure," in which the Camel brand "visits" 10 different U.S. locations over a 10-week period. Visitors to the Camel web site can win prizes by reading a clue and guessing where Camel is that week. Each week, a new package design for Camel cigarettes is unveiled that features the name of that week's location and some of its iconic images. Other locations include Route 66; Bonneville Salt Flats, UT; Sturgis, SD; and Winston-Salem, NC.

The locations involved have several qualities in common, including an association with independent music, fun times, rebellion and freedom of the road. By associating Camel cigarettes with these locations and their trendy reputations, RJR is continuing its longstanding efforts to make the Camel brand appealing to youth. It truly is the Joe Camel campaign all over again. It echoes many of the youth-appealing themes of the Joe Camel campaign, in which the now-banned cartoon camel was often depicted with fast cars and motorcycles or having fun at parties

<http://www.tobaccofreekids.org/index.php>

<http://www.tobaccofreekids.org/Script/DisplayPressRelease.php3?Display=1241>

<http://www.tobaccofreekids.org/pressoffice/camelpromotion/camelbreakfreeadventure.pdf>

3. Write up a description of the latest in tobacco marketing targeting young women and girls, include information from the “Virginia Slims Purse Packs” and “Camel No. 9” campaigns. Present information to your class. Discuss how this ad campaign is potentially dangerous and enticing to youth. See the information and link below

The nation's two largest tobacco companies — Philip Morris USA and R.J. Reynolds— have launched new marketing campaigns that depict cigarette smoking as feminine and fashionable, rather than the harmful and deadly addiction it really is:

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In October 2008, Philip Morris USA announced a makeover of its Virginia Slims brand into "purse packs" — small, rectangular cigarette packs that contain "superslim" cigarettes. Available in mauve and teal and half the size of regular cigarette packs, the sleek "purse packs" resemble packages of cosmetics and fit easily in small purses. They come in "Superslims Lights" and "Superslims Ultra Lights" versions, continuing the tobacco industry's history of associating smoking with weight control and of appealing to women's health concerns with misleading claims such as "light" and "low-tar."

In January 2007, R.J. Reynolds launched a new version of its Camel cigarettes, called Camel No. 9, packaged in shiny black boxes with hot pink and teal borders. The name evoked famous Chanel perfumes, and magazine advertising featured flowery imagery and vintage fashion. The ads carried slogans including "Light and luscious" and "Now available in stiletto," the latter for a thin version of the cigarette pitched to "the most fashion forward woman." Ads ran in magazines popular with women and girls, including: *Vogue*, *Glamour*, *Cosmopolitan*, *Marie Claire* and *InStyle*. Promotional giveaways included flavored lip balm, cell phone jewelry, tiny purses and wristbands, all in hot pink.

http://www.tobaccofreekids.org/reports/women_new/index.html

http://www.tobaccofreekids.org/reports/women_new/report/deadlyinpink_02182009_FINAL.pdf

ADDITIONAL LINKS RELATED TO MEDIA AND TOBACCO USE:

U.S. Department of Health and Human Services, National Institute of Health website

Fact Sheet for the General Public

http://www.cancercontrol.cancer.gov/tcrb/monographs/19/M19_GeneralPublicFact%20Sheet_Certified.pdf

Media Fact Sheet

<http://www.cancercontrol.cancer.gov/tcrb/monographs/19/docs/M19MediaFactSheet.pdf>

Major Conclusions Fact Sheet

<http://www.cancercontrol.cancer.gov/tcrb/monographs/19/docs/M19MajorConclusionsFactSheet.pdf>

→ *Language Arts*

1. Have students read one of the following books and develop a book report (written, oral, picture-based, etc.) to discuss the anti-smoking themes.
 - A. *A Little Mouse Told Me* by Theresa Mayer (distributed by PALS) (age range 6 – 13)
 - B. *P.S. Eddie Takes a Trip* by Nancy Moore (age range 9-12)
 - C. *Smoking (My Health)* by Dr. A. Silverman, V. Silverman, and L. Nunn (age range 9-12)
 - D. *Santa Quits* by Raenette Palmer (age range 4-8, although story appeals to older students)
 - E. *The Organ Wise Guys: A No Smoking Policy* by Amy Goldman Koss (age range 9-12)
 - F. *Smoke Screen* (An American Girl story) by A. G. Koss (age range 9 – 12)

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Additional Activities

→ *Technology*

1. Access the WhatAreYouSmoking.org website and play the fun, interesting and interactive **Haz-Match Game**. Your goal is to search various rooms (including a garage, kitchen, bathroom and laboratory) to find some of the hazardous chemicals contained in cigarettes or cigarette smoke. To access this game you must have an e-mail address and type in your state of residence. The Haz-Match Game can be found at:

<http://www.tobaccofreekids.org/microsites/whatareyousmoking/>

2. Use the PALS Place website with your students: <http://pals.wright.edu>;

This site contains the following student activities in the tobacco unit:

- A. *Vocabulary and Spelling*: In this section words that are related to the tobacco unit are introduced. There are three different activities that present the words and definitions and give the students a chance to practice using them.
- B. *Facts about Tobacco*: This section presents facts about smoking for students to learn.
- C. *Story*: This section presents the tobacco information in a form of a story for the students to read. “A Little Mouse Told Me” is also narrated so that the students can hear, in addition to reading the story, thus using two different learning modalities.
- D. *Games*: This section gives the students a chance to use the information that they have learned in fun activities.
- E. *Quiz*: This section lets the student test their knowledge about tobacco and smoking.

This website can be used with students in many ways.

- A. If there is a computer lab, the entire class can complete the activities at the same time. Students can work in pairs or individually through all the activities in the site or on specific activities selected by the teacher.
- B. If there is only access to one or two computers in the classroom, let students work through an assigned section of the website on a rotating basis or as they complete their other work.
- C. If there is a projector system for the classroom computer, all students can observe the activities together under the teacher’s direction.
- D. If there is no computer access, some of the activities can be downloaded and printed from the teachers’ section of the website. The teacher can present the information to the class.
- E. There is also a section in this site that has background information on smoking for teachers.