

Tobacco Reduction School Resource Kit

October 2004



Winnipeg Regional
Health Authority
Caring for Health

Office régional de la
santé de Winnipeg
À l'écoute de notre santé

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Production of this document has been made possible through a financial contribution from Health Canada.

The views expressed herein do not necessarily represent the official policies of Health Canada.

Introduction

The Tobacco Reduction School Resource Kit (TRSRK) was developed as part of a pilot project undertaken by the Winnipeg Regional Health Authority (WRHA) in collaboration with a middle and senior high school in the Seven Oaks School Division. Partial funding for this project was provided by Health Canada.

This TRSRK has been developed as a resource for middle and senior high schools. Many groups could use this Kit, including: teachers, students, or parent groups affiliated with schools. This Kit contains two sections:

- Section 1
 - identifies key components of school-based tobacco use prevention programming,
 - documents the processes undertaken as part of the TRSRK's development, and
 - describes the importance of a supportive school environment.
- Section 2
 - contains the actual resource lists, including
 - the title of resources,
 - a description of the resources, and
 - information on how to access these resources.

Tobacco Reduction School Resource Kit Development

This section will describe recommended strategies to ensure the greatest impact on youth tobacco use, processes that were used to develop the TRSRK, as well as characteristics within a school environment that aid in supporting tobacco reduction initiatives.

Key Tobacco Use Prevention Recommendations

In a report on school health programs to prevent tobacco use and addiction (Centers for Disease Control and Prevention, 1994), seven recommendations were made:

- Develop and enforce a school tobacco use policy.
- Provide instruction about negative health and social consequences of tobacco use, social influences on tobacco use, and refusal skills.
- Provide instruction from Kindergarten to Grade 12, with particular emphasis during middle school years, and reinforced in high school.
- Provide program-specific training for teachers.
- Enlist parental/family support in school-based programming related to the prevention of tobacco use.
- Support tobacco cessation efforts among students and staff.
- Evaluate tobacco use prevention programming at regular intervals.

Ten years later, these recommendations continue to be consistently cited as effective strategies to prevent tobacco use among youth.

Processes

Three main processes were involved in the development of the TRSRK: consultation, literature review and environmental scan, and feedback on resources. Each of these processes is described below. This was an iterative process, with work in each of these areas informing the others, and necessitating further investigation of school needs and available resources.

Consultation. In the initial period of Kit development, WRHA officials met with school principals and teachers from the two schools involved in the pilot project. Through this process, school goals with respect to tobacco reduction initiatives were determined.

Later in the process, high school students were consulted with as well. Through this consultative process, the type of activities the students wanted and the level of support they required from their teachers and the WRHA were identified.

Literature Review/Environmental Scan. At the outset of the project, an extensive literature review was carried out. An environmental scan of available tobacco prevention and cessation resources for youth was also conducted. During this time, experts in the field from across North America were contacted to understand their work, their resources and the effectiveness of both.

Initially, the focus of the literature review and environmental scan was to determine tobacco use prevention and cessation programs for youth that met best/better practice guidelines. During this process, however, it was determined that it was also important to address the issue of using a comprehensive approach to tobacco reduction; this was added to the review. A comprehensive approach is one which includes: prevention (keeping youth from starting to use tobacco), cessation (helping youth stop using tobacco), protection (ensuring a smoke-free environment), and denormalization (changing societal attitudes to acknowledge the hazardous nature of tobacco products, and educating society about the impact the tobacco industry has on human health) (Health Canada, 2002).

Feedback on Resources. Information about, and samples of, resources were provided to the two pilot schools. For the resources which the two pilot schools used, feedback was sought. This feedback was considered alongside information from the literature review and environmental scan to determine which resources to include in this Kit.

Supportive School Environment

The school environment can support, or hinder by lack of support, tobacco reduction initiatives. The most significant characteristics that facilitated tobacco reduction initiatives in this pilot project were champions of tobacco reduction and administrative support.

Tobacco Reduction Champions. In both pilot schools, there was a tobacco champion(s). The tobacco champions were teachers who organized the teaching staff to use resources in the classroom, who acted as mentors for student groups interested in tobacco reduction issues within the school, and who kept tobacco issues on the school agenda. These champions, however, needed and received support from their administrative teams.

Administrative Support. Having a principal and vice-principal who value and tangibly support tobacco reduction activities in their school is key to successful implementation of such activities.

One example of this tangible support is provision of release time for school staff. Initially, the contact teachers (the tobacco champions) in the pilot schools required, and were granted, release time to seek out tobacco reduction resources. Development and use of this Kit substantially reduced the amount of time needed for locating resources. However, teachers will still need the support of their administration to provide the time to lead, plan, and organize tobacco reduction activities.

Similarly, this Kit can be used by students or parents. Students, particularly in the pilot high school, were involved in deciding which activities to engage in. Although not the experience of this pilot project, parent groups at schools could also use this Kit as a resource to carry out tobacco reduction activities.

Provision of space and other resources is also a necessary component. During this pilot project, getting approval for using space for activities and meetings was always accommodated. Likewise, access to other resources (photocopying, print and paper supplies) was also given.

References

Centers for Disease Control and Prevention (1994). Guidelines for school health programs to prevent tobacco use and addiction. MMWR, 1994, 43 (No. RR-2).

Health Canada (2002). The National Strategy: Moving Forward: The 2002 Progress Report on Tobacco Control.

Tobacco Reduction Resources - Guides, Kits

This section of tobacco reduction guides and kits has been divided by grade level.

High School/Adult:

Break on Through – Choose to be Smoke-free. This resource package provides materials for school staff and student smokers. It raises awareness and encourages students to quit. This includes students who are not thinking about quitting as well as students who are thinking about it but have not taken the next step. The goal is to provide support, activity ideas, and resources to increase students' confidence and motivate them to think about quitting smoking. Once they decide they want to quit smoking, they can be referred to an adolescent smoking cessation program.

This resource was developed by the Centre for Applied Health Research at the University of Waterloo in partnership with the Community and Health Promotion Branch of the Ontario Ministry of Health and Long Term Care.

Target: High school students
Available from: Program Training and Consultation Centre
1-800-363-7822, www.ptcc-cfc.on.ca
Cost: Requests for single copies for out-of-Ontario residents will be provided at no charge. See pricing policy on website for more information.

Commit to Quit. Commit to Quit is a six-week smoking cessation group program designed for adults. A trained facilitator assists participants to learn skills and techniques to be smoke free. The program will discuss facts related to tobacco and health, smoking patterns, reasons for smoking, reasons to quit, triggers, coping with withdrawal, dealing with “slips” as well as the use of medications. Commit to Quit is sponsored by the Winnipeg Regional Health Authority.

Target: Adult smokers interested in quitting
Available from: Winnipeg Regional Health Authority
Margie Kvern (204-940-3649)
Cost: Negotiated on individual circumstances

Not on Tobacco (NOT). NOT is a voluntary gender-specific program designed for teenagers who want to stop smoking. The group is led by a trained facilitator and consists of ten weekly sessions of one-hour duration. NOT is designed to assist adolescents to:

- Quit smoking
- Reduce the number of cigarettes used if unable to quit
- Increase healthy lifestyle behaviours in physical activity and nutrition
- Enhance sense of self-control
- Improve life skills such as stress management, decision making, coping, and interpersonal skills

Target: Youth interested in quitting smoking, Grade 9 - 12
Available from: Manitoba Lung Association
(204)774-5501, 1-888-262-5864, or www.mb.lung.ca
Cost: No charge for resource materials if individual agrees to attend facilitator training workshop.

Smoke-free High Schools – Why we need them and how to make it happen.

This action guide was designed to help schools support a smoking ban in schools and on school property. The Tobacco Control Act introduced a total smoking ban in all Ontario schools. This action guide is a practical guide to activities schools can do to support smoke-free policies.

Target: High school students
Available from: Program Training and Consultation Centre
1-800-363-7822, www.ptcc-cfc.on.ca
Cost: Requests for single copies for out-of-Ontario residents will be provided at no charge. See pricing policy on website for more information.

Students Working Against Tobacco (SWAT). SWAT is an action guide to assist S1 – S4 (grades 9 – 12) students in carrying out tobacco reduction advocacy activities. Students work together to fight tobacco companies through innovative messages referred to as “commotions”. A booklet is available from Manitoba Lung Association to provide information regarding SWAT and ideas for “commotions”. SWAT goals include:

- Empower youth to expose the tobacco companies lies
- Challenge all those who profit or gain from tobacco
- Change the attitude toward, and acceptance of, tobacco

Target: Senior 1 – 4 (grades 9 – 12) students
Available from: Manitoba Lung Association
(204) 774-5501, 1-888-262-5864, SWAT@mb.lung.ca
Cost: No charge

The Power of Many. This program consists of a facilitator’s guide and a youth advocacy guide. “*The Power of Many: Facilitator’s Guide*” was designed and written as an accompaniment to the youth advocacy guide, “*The Power of Many: Tobacco Action Plan For This Generation*”. The goal of the youth guide is to provide high school students with an overview of the problem of tobacco use in our society and to ignite interest among teens in becoming part of the solution. The facilitator’s guide is intended to provide in-depth assistance to youth leaders and adult facilitators working with youth groups who want to get involved in anti-tobacco advocacy. It provides step-by-step instruction on how to conduct an advocacy campaign, as well as detailed background information on the tobacco industry, the health and social consequences of tobacco use, and the legislative process.

Target: High school students
Available from: Program Training and Consultation Centre
1-800-363-7822, www.ptcc-cfc.on.ca
Cost: Requests for single copies for out-of-Ontario residents will be provided at no charge. See pricing policy on website for more information.

Middle/High School:

Smokefree Spaces: Activist Toolkit. This CD-ROM contains information about second-hand smoke and activism as well as ways to take action on creating smoke free spaces where you live.

Target: Youth/young adults
Available from: Health Canada
1-866-318-1116
Cost: No charge

All Grades:

Tobacco Tackle Event Kit. Each kit includes one Event Organizer’s Guide, two full-colour posters and a sheet of two promotional stickers. Activities are designed by students to encourage and motivate other students to lead active, tobacco-free lives. It incorporates physical activity and the reduction of tobacco use.

Target: Teachers of all grades, high school student leaders
Available from: The Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD) 1-800-663-8708
Cost: \$5.25 plus shipping, handling, and taxes

Kick Butts Day Activity Guide (Campaign for Tobacco-Free Kids). Kick Butts Day (March 31) is the Campaign for Tobacco Free Kids' annual celebration of youth advocacy, leadership and activism. Every year young people find new and creative ways to fight youth tobacco use in their communities through events and rallies. The guide provides materials and event ideas which can be used year-round as a tool and resource.

Target: Grades K – 12
Available from: www.kickbuttsday.org
Cost: No charge

Tobacco Reduction Resources - Videos

This section of tobacco reduction videos has been divided by grade level.

High School/Adult:

Barb Tarbox: a life cut short by tobacco. Barb Tarbox started smoking when she was 11. By the time Barb graduated from Grade 12, she was smoking two packs a day.

After being diagnosed with terminal lung cancer in September 2002, Barb spoke to approximately 50,000 junior high students in Alberta to discuss her personal experience with the effects of smoking. Portions of her presentation to students are captured on this video and are very powerful and intense.

Due to the intensity of Barb's message, it could be disturbing to some students especially if parents smoke and/or are experiencing any health problems. Debriefing of students following viewing of the video is strongly recommended. A brief discussion guide is included with the video. A magazine chronicling Barb Tarbox's story is also available.

Length of video:	16 minutes
Rating:	Very good
Target:	High school students (may be disturbing for middle school age)
Available from:	Alberta Alcohol and Drug Abuse Commission (AADAC) 1-780-422-1350 www.aadac.com
Cost:	\$99 plus \$10 shipping and handling – order form available on AADAC website.

CBC- The National

Final Act: Barb Tarbox's Anti-Smoking Legacy. This documentary chronicles the last nine months of Barb Tarbox's life. After being diagnosed with terminal lung cancer in September 2002, Barb was determined to tell young people of the devastating impact cancer was having on her life.

Using parts of her presentations to school students and interview segments, Barb presents a hard-hitting message for young people. Barb died in May, 2003; an epilogue is also part of this video.

Due to the intensity of Barb's message, it could be disturbing to some students especially if parents smoke and/or are experiencing any health problems. Debriefing of students following viewing of the video is strongly recommended.

Length of video: 17 minutes
Rating: Very good
Target: High school students (may be disturbing for middle school age)
Available from: Canadian Broadcasting Corporation Non-Broadcast Sales
1-866-999-3072 www.cbceds.ca
Cost: \$115 plus \$10 shipping and handling plus tax

Scene Smoking: Cigarettes, cinema and the myth of cool. From fashion styles to music trends, young people often emulate celebrity behavior that they see on-screen, including the use of tobacco. Recent studies have found that films depicting tobacco use are increasing and are reinforcing misleading perceptions that smoking is a widespread, socially desirable, and normal behavior. In addition, these films do not convey the long-term consequences of tobacco use.

In this documentary, professionals from the entertainment and health fields discuss real-life choices they have made and beliefs about the depiction of tobacco on-screen. Hollywood insiders such as Ted Danson, Christy Turlington, Sean Penn and Rob Reiner speak out about artist's rights, social responsibility, and the First Amendment.

A facilitator's guide is included to promote critical thinking and facilitate discussion with students.

Length of video: 59 minutes
Rating: Very good
Target: High school, university and college students
Available from: Centers for Disease Control and Prevention
www.cdc.gov/tobacco
Cost: No charge

Secrets Through the Smoke

An Educational Video Featuring Dr. Jeffrey Wigand. This video provides the perspective of a former senior-ranking tobacco industry “insider”, Dr. Jeffrey Wigand, whose foresight, personal knowledge and integrity motivated him to publicly voice his concerns about tobacco and its effects on health. Some of the video’s messages are depicted in a lecture style format.

A teacher’s guide is available with questions to promote critical thinking skills and to encourage discussion with students. The video is divided into three segments and can be shown in one session or spread out over three sessions.

- Part 1 (23 minutes) presents background information about Dr. Wigand and the ingredients in cigarettes.
- Part 2 (17 minutes) discusses the science of addiction and the marketing practices of the tobacco industry, including the use of front groups and code words.
- Part 3 (12 minutes) highlights countermarketing campaigns and tobacco settlement issues. Discusses the correlation between advertising and youth.

Length of video: 52 minutes
Rating: Very good (Part 3 in particular)
Target: High school students, adults, community health leaders, policy makers
Available from: Centers for Disease Control and Prevention
www.cdc.gov/tobacco
Cost: No charge

Middle/High School:

Diary of a Teenage Smoker. This video addresses many of the underlying reasons why young women smoke, such as stress, advertising, body image, self-esteem and peer pressure. It provides teenage girls with the knowledge and skills needed to become smoke-free. It features documentary-style testimonials from young females to discuss smoking initiation, continuing to smoke and quitting. A facilitator’s guide is available on computer disc that includes fact sheets and activities.

Length of video: 26 minutes
Rating: Good (produced in the mid-90’s)
Target: 12-15 year-old females (may also be used with older adolescent females)
Available from: Health Canada
1-866-318-1116
Cost: No charge

I can't breathe. A smoker's story. The video focuses on the life of Pam Laffin, a 31-year-old mother of two who died from emphysema. In the video, Pam discusses why she started smoking and her struggles coping with the health effects of smoking. She began experiencing respiratory problems in her early 20's and was subsequently diagnosed with emphysema by the age of 24. After her lung transplant at age 30, Pam began to publicly speak out against smoking and the effects of tobacco as well as the impact on her health and personal life.

It's a very powerful story, but one that could possibly be difficult for some students who have family members experiencing adverse health effects related to smoking. A moderator's guide is included to help guide discussion regarding the consequences of cigarette smoking and to assist in debriefing the students.

Length of video: 19 minutes
Rating: Excellent
Target: 11-14 years old (may be used with older adolescents)
Available from: Centers for Disease Control and Prevention
www.cdc.gov/tobacco
Cost: No charge

Media Sharp: Analyzing Tobacco and Alcohol Messages. This video is designed to increase awareness of media messages about tobacco and alcohol as well as the media's influence on consumer behaviour. A secondary goal of the video is to increase youth's ability to resist the influence of media messages on youth behaviour. The video is divided into two parts (pervasiveness of media messages in our lives; youth advocacy) and can be paused for discussion. An extensive leader's guide includes background information about youth, media, tobacco and alcohol, five learning modules, and recommended resources. A brief user's guide is also available to promote discussion and questions.

Length of video: 7:35 minutes
Rating: Good to very good
Target: Middle/senior high school students
Available from: Centers for Disease Control and Prevention
www.cdc.gov/tobacco
Cost: No charge

SLAM! This video documents Virginia Slims approaching Leslie Nuchow, an unsigned young singer/songwriter, for an opportunity to promote her music through a new record company, WomanThing Music. As the record company was owned by Philip Morris Tobacco Company, it was evident that acceptance of this offer would involve marketing tobacco to young people. Leslie then decides to organize the Virginia SLAM, a counter-concert held to protest the use of music to market cigarettes. She also performs to young people at schools to increase awareness regarding the health risks associated with smoking and to empower youth.

Length of video: 15 minutes
Rating: Good to very good
Target: Middle and senior high school students
Available from: Centers for Disease Control and Prevention
www.cdc.gov/tobacco
Cost: No charge

Smoking: Truth or Dare?

The Teen Files Series. The video provides vivid evidence of the damage tobacco does to the body. It explores how cigarettes and spit tobacco affect all users, even those who are very young, and helps viewers understand the importance of quitting now, not after the damage is done. The objectives of this video include:

- To persuade young tobacco users that they are causing serious damage to their bodies
- To demonstrate how smoking can be deadly in a variety of ways
- To demonstrate through the use of twins, one a smoker and one a non-smoker, how smoking damage is apparent even at a young age
- To reveal how smoking speeds the aging process
- To show that smoking-related diseases rob people of the ability to lead normal lives

A facilitator's guide with activities is included.

Length of video: 29 minutes
Rating: Excellent
Target: High school students (could use with mature middle school students)
Available from: Canadian Learning Company
1-800-267-2977 www.canlearn.com
Cost: Depends on number of videos ordered – see website order form for more information.

Tobacco – The Teen Files Flipped Series. In this video, two adolescents believe they have won an opportunity to live out their dreams to become a professional baseball player and an actress, but are actually learning the destructive realities of tobacco use. Both adolescents are initially unconcerned regarding their dangerous ‘habit’ due to feelings of invincibility. Through the course of his opportunity to be a professional ball player, Kyle, who is dependent on smokeless tobacco, learns the realities concerning this form of tobacco and oral cancer. Ashlee, a cigarette smoker, learns about the effects of smoking in her role as an actress. An excellent reality-based program.

Length of video: 21 minutes
Rating: Very good to excellent
Target: Middle and high school students
Available from: Canadian Learning Company
1-800-267-2978 www.canlearn.com
Cost: Depends on number of videos ordered – see website order form for more information.

Women and Tobacco: Seven Deadly Myths. This is an educational video featuring the model Christy Turlington. It discusses how the tobacco industry targets young females through the power of advertising. The video also explores myths about smoking and empowers women to become or stay smoke-free. A brief facilitator’s guide is also included.

Length of video: 17 minutes
Rating: Very good to excellent
Target: Middle and senior high school students (although focus is on females, it could be used with mixed classes)
Available from: Centers for Disease Control and Prevention
www.cdc.gov/tobacco
Cost: No charge

Middle School:

Smoke Screeners. This educational program helps teach media literacy skills to young people, empowering them to make informed decisions about smoking and chewing tobacco by improving their ability to critically analyze the messages they receive about tobacco use in movies and television.

A smoke screen is created between viewers and the truth when movies normalize or glamorize tobacco use. Short clips from movies are shown to illustrate this. The Smoke Screeners program encourages young people to see through the smoke on the movie screen.

An excellent moderator's guide is available to assist teachers with discussion questions as well as activities to reinforce or expand on ideas introduced in the video.

Length of video: 15 minutes
Rating: Very good
Target: 11-14 year olds
Available from: Centers for Disease Control and Prevention
www.cdc.gov/tobacco
Cost: No charge

Elementary Schools:

Saying No To Smoking. Part of the "You Can Choose" series. In this video, Rhonda is trying to persuade her best friend Missy to take up smoking. The host, Michael Pritchard discusses the situation with a group of real children who come up with ideas to assist Missy in persuading Rhonda that smoking is a bad idea. Young viewers learn about the difficulties in decision-making, including how to deal with peer pressure. They also learn that it is OK to say "no" to smoking.

Length of video: 25 minutes
Rating: Very good
Target: Elementary school students
Available from: Canadian Learning Company
1-800-267-2979 www.canlearn.com
Cost: Depends on number of videos ordered – see website order form for more information.

Tobacco Reduction Resources – Posters, Pamphlets

This section of tobacco reduction posters and pamphlets has been divided by grade level.

Middle/High School:

Don't Misuse Tobacco – Keep it Sacred. This series of pamphlet, booklet, and poster contains a message about smoking from Aboriginal youth. The booklet has the most information, including information about traditional tobacco use, the health effects of tobacco use and second-hand smoke, and how to stop smoking. It is available in English and French.

Target: Aboriginal middle and high school students
Available from: Assembly of First Nations
1-613-241-6789
Cost: No charge

GoSmokeFree! This CD-ROM contains resources to help youth and adults go smoke-free. It is available in French and English.

Target: Middle and high school students, teachers
Available from: Health Canada
1-613-954-5995
Cost: No charge

It will never happen to me. This bilingual poster features a photograph of an adolescent female with cut-aways and text that describe tobacco's effects on the human body.

Target: Middle and high school students
Available from: Health Canada
1-613-954-5995
Cost: No charge

Questions and Answers about Nicotine and Tobacco. This bilingual pamphlet addresses the health effects of smoking in general and nicotine in particular.

Target: Middle and high school students
Available from: Addictions Foundation of Manitoba
1-204-944-6233
Cost: No charge

Spitting into the Wind: The Facts about Dip and Chew. This English-only booklet describes the health effects of dip/chew tobacco.

Target: Middle and high school students
Available from: National Oral Health Information Clearinghouse
nohic@nidcr.nih.gov
Cost: No charge

All Grades:

GoSmokeFree! This set of three bilingual posters depicts healthy non-smoking activities (water sports, basketball, cycling).

Target: All grades
Available from: Health Canada
1-613-954-5995
Cost: No charge

Tobacco Reduction Resources – Websites

This section provides information on a variety of websites that deal with tobacco reduction issues. These websites have been organized in the following manner:

- Health Canada’s website,
- primary Canadian non-governmental organizations follow, and
- the remainder of the websites are listed alphabetically.

Site Address and Description	Target Group(s)
<p>www.gosmokefree.ca</p> <ul style="list-style-type: none"> - Health Canada’s bilingual tobacco website - Information on health effects of tobacco use and second-hand smoke, and how to quit 	<ul style="list-style-type: none"> - primarily adults - links for youth
<p>www.cancer.ca</p> <ul style="list-style-type: none"> - Canadian Cancer Society’s website - Click on 7 Steps to Health, then click on Tobacco - Information on health effects of tobacco use and second-hand smoke, and how to quit 	<ul style="list-style-type: none"> - primarily adults - links for youth
<p>www.lung.ca/smoking</p> <ul style="list-style-type: none"> - Canadian Lung Association’s website - Click on Smoking & Tobacco - Information on health effects of tobacco use and second-hand smoke, and how to quit - Resources and games/activities 	<ul style="list-style-type: none"> - primarily adults - links for youth
<p>www.lungsareforlife.ca</p> <ul style="list-style-type: none"> - Web page for Ontario Lung Association’s grades K – 12 tobacco prevention resource (designed to fit the Ontario physical education and health curriculum) - Many resources and activities 	<ul style="list-style-type: none"> - separate sections for children (by grade groupings), teachers, parents, and health promoters

Site Address and Description	Target Group(s)
<p>www.heartandstroke.ca</p> <ul style="list-style-type: none"> - Heart and Stroke Foundation's website - Click on Healthy Living, then click on Stop Smoking - Information on health effects of tobacco use and second-hand smoke, and how to quit 	<ul style="list-style-type: none"> - primarily adults - links for youth
<p>www.ayn.ca</p> <ul style="list-style-type: none"> - This is the Aboriginal Youth Network website, which is funded by Indian and Northern Affairs Canada and hosted by Nechi Training, Research, and Health Promotions Institute - Click on AYN Health Centre, then on A Tribe Called Quit for an interactive learning tool to help prevent youth from starting to smoke, and to help youth who smoke to quit - Parts of the website available in English and French 	<ul style="list-style-type: none"> - Aboriginal youth
<p>www.canadianhealthnetwork.ca</p> <ul style="list-style-type: none"> - Canadian Health Network's bilingual website - Click on Tobacco - Information on health effects of tobacco use and second-hand smoke, and how to quit 	<ul style="list-style-type: none"> - primarily adults - activities and links for youth
<p>www.cdc.gov/tobacco</p> <ul style="list-style-type: none"> - Centres for Disease Control and Prevention's website, Tobacco Information and Prevention Source - Information on health effects of tobacco use and second-hand smoke, and how to quit - resources 	<ul style="list-style-type: none"> - teachers, health care professionals - youth
<p>www.cyberisle.org</p> <ul style="list-style-type: none"> - University of Toronto's website, Teen Net - Addresses many youth health issues, including smoking 	<ul style="list-style-type: none"> - youth

Site Address and Description	Target Group(s)
<p>www.mantrainc.ca</p> <ul style="list-style-type: none"> - Manitoba Tobacco Reduction Alliance's (MANTRA) website - Information specific to Manitoba - Links to other tobacco sites 	<ul style="list-style-type: none"> - primarily adults - links for youth
<p>www.pregnets.org</p> <ul style="list-style-type: none"> - Canadian website - Information about impact of tobacco use for prenatal and post-partum women 	<ul style="list-style-type: none"> - pregnant women, and those considering pregnancy - teachers, health care professionals
<p>www.quit4life.com</p> <ul style="list-style-type: none"> - Quit for Life is a Health Canada bilingual website designed to help Canadians aged 12 to 18 quit smoking 	<ul style="list-style-type: none"> - youth
<p>www.smoke-free.ca</p> <ul style="list-style-type: none"> - Physicians for a Smoke-Free Canada's website - Health information, research documents, tobacco industry data 	<ul style="list-style-type: none"> - primarily adults
<p>http://tobacco.aadac.com/</p> <ul style="list-style-type: none"> - Alberta Alcohol and Drug Abuse Commission (AADAC)'s tobacco website - Offers tobacco effects information, games and activities, programs 	<ul style="list-style-type: none"> - has linked sites for youth, children, parents and teachers, and a general tobacco audience
<p>www.tobaccofacts.org</p> <ul style="list-style-type: none"> - BC Ministry of Health Planning's website for tobacco and youth - Health information, activities 	<ul style="list-style-type: none"> - primarily for youth - health care professionals - special sections for parents and teachers

Site Address and Description	Target Group(s)
<p>www.tobaccofreekids.org</p> <ul style="list-style-type: none"> - American website for the Campaign for Tobacco-Free Kids - Information about local, state, and national tobacco control initiatives and advocacy work 	<ul style="list-style-type: none"> - Youth
<p>www.tobaccostinks.com</p> <ul style="list-style-type: none"> - Health Canada's Albert/NWT Region website called Teaming Up for Tobacco-Free Kids - Health information, activities, contests 	<ul style="list-style-type: none"> - special sections for teachers and community workers, children, and teens

Tobacco Reduction Resources – Fact Sheet

This fact sheet was developed for the two pilot schools involved in the development of this Tobacco Reduction School Resource Kit. It could be adapted for use with any middle or high school.

DID YOU KNOW THAT

This week is *National Non-Smoking Week*. Today, Wednesday, January ___ (insert third Wednesday of January) is *Weedless Wednesday*. If you're a non-smoker, congratulations! If you're a smoker, it's a great time to think about quitting. Why not try to quit smoking, even for just one day? If you are a smoker and would like to talk to someone about that, contact _____ (your school's tobacco champion) for additional information.

*You may wish to include one or more of the following facts:

- Despite all the tobacco use on TV and in movies, and magazines, most teens, adults and athletes don't use tobacco.
- Did you know that most adolescents don't smoke? In 2003, only 20% of 15-19 year olds in Manitoba were smokers and this number is decreasing.
- Did you know that tobacco is the leading cause of death in Canada? 1 in 5 deaths are related to smoking.
- Did you know that tobacco kills more people in Canada each year than the combined number of deaths related to murders, alcohol, car accidents and suicides?
- Did you know that smoking kills over 45,000 people in Canada every year?
- Did you know that half of all smokers die from a smoking related illness such as cancer, and heart or lung disease?
- Did you know that second hand smoke can cause lung cancer among non-smokers?
- Did you know that nicotine in tobacco is one of the most addictive substances known? About 8 out of 10 people who try smoking get hooked.
- Did you know that tobacco companies put ammonia (used to clean toilets) in cigarettes, which makes your brain absorb more nicotine than it normally would?
- Did you know that 2-3 drops of pure nicotine can kill you?
- Did you know that smokers run slower and can't run as far, affecting overall athletic performance?
- Did you know that young people are more likely to experience coughing and more frequent and severe colds, asthma and bronchitis if they smoke?

Tobacco Reduction Resources – Speakers' Bureau

The speakers from the organizations listed below are available to speak to students from any grade. Speakers are available through:

1. **Canadian Cancer Society** 774-7483

Leroy, a cancer survivor and laryngectomy speaker, is available to speak to classrooms. Bookings can be made through Joan or Doreen by phoning or writing the Canadian Cancer Society. They will then check with the speaker regarding availability. Other speakers are also available.

2. **Manitoba Lung Association** 774-5501

Manitoba Lung uses the same laryngectomy speaker as the Canadian Cancer Society. Darcy Baker at Manitoba Lung suggested that whoever arranges the speaker also be present during the presentation to introduce the guest speaker and possibly to provide information regarding smoking statistics. A video featuring Barb Tarbox is used as part of the presentation.