

*Item 4.*

*90/93*

**Advocacy-Rationale - 100**

*90*

	5✓	4	3	2	1	Organization
	5✓	4	3	2	1	Well developed statement
	5	4	3✓	2	1	Appropriate documentation
	5✓	4	3	2	1	Grammar/spelling/syntax
	5✓	4	3	2	1	Overall quality-copy ready

	Total [out of 100 pts]
--	------------------------

**Unit Development - 100**

*24*

**1- Unit Map [25]**

	5✓	4	3	2	1	Goals
	5	4✓	3	2	1	Objectives
	5✓	4	3	2	1	Standards
	5✓	4	3	2	1	Learning Targets
	5✓	4	3	2	1	Taxonomy

*10*

**2- Scope-Sequence [10]**

	5✓	4	3	2	1	Four (4) lessons arranged sequentially
	5✓	4	3	2	1	Topical outline - ideas to be covered

*35*

**3- Lesson Blueprint [40]**

	5✓	4	3	2	1	Goals
	5✓	4	3	2	1	Objectives
	5✓	4	3	2	1	Standards
	5✓	4	3	2	1	Learning Targets
<i>-2</i>	5	4	3✓	2	1	Methods
<i>-1</i>	5	4✓	3	2	1	Address ALL students
	5✓	4	3	2	1	Resources
<i>-2</i>	5	4	3✓	2	1	Assessments <i>Not included</i>

*24*

**4- Formatting [25]**

	5✓	4	3	2	1	Typed/proper font/spacing/
	5✓	4	3	2	1	Cover-page [topic/grade/classes/time/content]
	5✓	4	3	2	1	Grammar-spelling-syntax-references if needed
	5✓	4	3	2	1	Overall organization-all components included
	5	4✓	3	2	1	Overall quality-copy ready

*7*

	Total [out of 100 pts]
--	------------------------

*93*

**SMOKING- Section 1**  
**Unit details**

**Seventh-Eighth Grade**  
**4 classes**

**45-50 minute sessions**

**Content Topics**

- 1. The Basics of Tobacco**
- 2. Health Hazards**
- 3. Addiction and Quitting**
- 4. External Influences on Smoking**

## Section 2 Advocacy/Rationale

*good but  
reference  
needed*

"Smoking is the single most preventable cause of death in our society" according to the Oral Cancer Foundation. That alone should generate non-smoking campaigns nationwide, but instead federal money that is allowed for smoking cessation statewide is not even being used to help eradicate this life threatening habit. That is even more reason to educate our kids young and inform them of the consequences and health hazards, and empower them to make healthy and smart decisions in the years to come. Although there has been progress over the years to educate and eliminate this addictive habit the statistics remain alarming. According to the Oral Cancer Foundation each year smoking kills more people than AIDS, alcohol, drugs, murders, suicides, fires and motor vehicle accidents combined. Smokers between the ages of 35 and 70 have death rates three times higher than that of non-smokers. While the risk of becoming an addict trying alcohol is 1 in 6 they're 9 in 10 for cigarette smokers. Despite these facts an estimated 47 million adults in the US continue to smoke. A CDC study showed that 80% of adult smokers began before the age of 18 and a similar study by the American Lung and Cancer Society reported 90% of smokers began before the age of 21. According to the National Institute of Health (NIH) People who start smoking before the age of 21 have the hardest time quitting. It is also reported that there is a higher incidence of illegal drug and alcohol use among smokers, and teens who smoke are more likely to have panic attacks, anxiety disorders and depression. The CDC has comparable statistics that show a direct link between smoking and behavioral issues such as violence, drug and alcohol use, and high risk sexual behavior. "Of the 3900 teens under 18 who start smoking each day

1500 will become regular smokers”(CDC Office Of Smoking). What better reason to begin the education at a young impressionable age to the hazards of smoking?

If health hazards weren't enough reason to educate our kids not to smoke, the financial burden personally and to society should also be considered. One pack of cigarettes averages \$5. A pack a day smokers may spend up to \$1638 per year. According to MSN Money a 40 year old who quits and puts that into a 401K earning 9% would have nearly 250,000 dollars by age 70. Smoking can even cost you a job now in today's society. Employers tend to prefer non-smokers and some companies now charge extra for health care costs. Figures from the Campaign for Tobacco Free Kids estimate that smokers cost the economy 97.6 billion a year in lost productivity. In addition 96.7 billion is spent on public and private health care combined, according to the Campaign for Tobacco Free Kids and each household spends \$630 a year in federal and state taxes due to smoking.

Is it enough to be a non-smoker in a society that continues to light up? Probably not, as the dangers of second hand smoke become more apparent. In the United States alone 21 million or 35% of children live in homes where they are exposed to second hand smoke on a continuous basis. According to the 2006 US Surgeon Generals report second hand smoke causes premature death and disease in children who do not smoke. It is directly linked to acute respiratory infections, ear problems, asthma and immediately affects the heart and blood circulation in a harmful way. Over long exposure it can cause heart disease and various cancers. The only way to fully protect non-smokers is to eliminate all exposure.

The education doesn't stop for those who choose to be non-smokers. With the facts about its negative effects on society financially

and physically students can be advocates and role models for their peers who continue to light up. Although progress has been occurring to become a smoke free society any percentage of the population who continues to smoke is too large. Therefore, continuing education on this deadly habit should be ongoing for students starting with the impressionable elementary years through high school.

*well stated!*

Lesson 1. Goal: Student will comprehend basic facts about tobacco

OBJECTIVES	NHES	Learning Targets	Taxonomy
1. List 3 out of 5 forms of tobacco correctly	Standard 1	Knowledge	Knowledge
2. List 1 negative effect on each of the 5 senses correctly	Standard 1	Knowledge	Knowledge
3. Name 3 high risk behaviors associated with tobacco use according to the CDC	Standard 1	Knowledge	Knowledge
4. Accurately explain 3 financial implications of smoking	Standard	Reasoning	Comprehension

Lesson 2. Goal: Student will identify effects of smoking and second hand smoke on health

OBJECTIVES	NHES	Learning Targets	Taxonomy
1. Identify 2 out of 3 side effects on the brain correctly	Standard 1	Knowledge	Knowledge
2. List 5 out of 7 disease associated with the respiratory system correctly	Standard 1	Knowledge	Knowledge
3. Name 5 types of cancers smoking causes accurately	Standard 1	Knowledge	Knowledge
4. Discuss 3 complications on male and/or female reproductive system accurately	Standard 1	Reasoning	Comprehension
5. Discuss with partner 5 reason to avoid second hand smoke according to the CDC	Standard 4 and 8	Reasoning	Comprehension

Lesson 3. Goal: Student will understand smoking addiction and the importance of quitting

OBJECTIVES	NHES	Learning Targets	Taxonomy
1. Name the primary ingredient in cigarettes that causes addiction	Standard 1	Knowledge	Knowledge
2. Describe 3 of 5 effects of nicotine on the body accurately	Standard 1	Knowledge	Comprehension
3. Summarize in a paragraph the changes in your body beginning 20 min after quitting up to 15 years	Standard 1	Reasoning	Application
4. Compare 2 community programs designed to help a person quit smoking	Standard 3	Performance	Analysis
5. Compare the effectiveness of 2 products marketed to help a person quit smoking	Standard 3	Performance	Analysis

*Correctly*  
*How?*

Lesson 4. Goal: Student will understand the external influences on teen smoking

OBJECTIVES	NHES	Learning Targets	Taxonomy
1. Analyze how different types of media influence teen smoking	Standard 2	Reasoning	Analysis
2. Analyze how peer pressure, community and family influence teen smoking	Standard 2	Reasoning	Analysis
3. Design a billboard with ads that either promote smoking or promote non-smoking	Standard 2	Product	Synthesis
4. Develop a set of strategies to avoid the pressures of teen smoking	Standard 7	Product	Synthesis

*Handwritten initials*

## Section 4 Scope and Sequence

### Lesson 1: Basics of Tobacco

- Forms of tobacco
- Ingredients in tobacco
- Negative side effects on the 5 senses
- Financial implications
- Associated High Risk Behaviors

### Lesson 2: Health Hazards

- Effects on the brain
- Effects on respiratory system
- Effects on cardiovascular system
- Effects on reproductive system
- Statistics on smoking and mortality

### Lesson 3: Addiction and Quitting

- Properties of nicotine
- Process of addiction
- ✓ Physical vs. emotional addiction
- Reasons to quit
- Methods to quit

### Lesson 4: External Influences

- Media and advertising
- Peer and family influences
- Strategies to avoid external pressure



## Section 5 Lesson Outline

Goal: Student will recognize the external influences affecting teen smoking.

### NHES Standard 2

Students will analyze the influence of family, peers, culture, media, technology and other factors on health behaviors.

### NHES Standard 3

Students will demonstrate the ability to access valid information, products and services to enhance health.

### NHES Standard 5

Student will demonstrate the ability to use decision making skills to enhance health.

### Performance Objectives:

1. Student will design a billboard utilizing advertisements that promote teen smoking OR promote non-smoking.
2. Student will analyze how 3 different types of media influence teen smoking.
3. Student will analyze in a paragraph how peers, family and community can influence teen smoking.
4. Student will develop a set of strategies to avoid the external pressures to smoke.

### Outline

1. The role of Advertisement
  - 1.1 how does the tobacco industry use advertisement to promote tobacco
  - 1.2 examples of "bad-vertisement"
  - 1.3 counter-advertising
  - 1.4 compare examples of bad-vertising and counter-advertising
2. The role of Media
  - 2.1 forms of media used to influence teen smoking
  - 2.2 smoking and girls
  - 2.3 smoking and boys



3. Peer and family influences
  - 3.1 what is peer pressure
  - 3.2 why does peer pressure occur
  - 3.3 what influence can family have
4. Strategies to avoid external pressures
  - 4.1 what external pressures exist
  - 4.2 ways to avoid peer pressure
  - 4.3 Role play in groups strategies

## Methods and Activities

Read and Review Handouts from Media Awareness Network : “Where There’s Smoke, There Are Teenage Girls” and Gender and Tobacco: Men and Boys”

Break into groups to discuss opinions

*Link to  
Directions*

Review Handout “Welcome to Badvertising Country”

Show multiple ads as examples of positive or negative advertising and discuss how they are or are not effective

Go to [pbskids.org/itsmylife/body/smoking/article4.html](http://pbskids.org/itsmylife/body/smoking/article4.html) and discuss section on smoking and peer pressure. Take class poll on best way to say no to smoking

## Assessments

1. Question Sheet: Where There’s Smoke, There Are Teenage Girls”
2. Students design a billboard using ads that show examples that promote teen smoking OR using ads that promote NO smoking
3. Answer the following question on Peer Pressure:  
You are with a group of friends when one of them offers you a cigarette. You know it is bad for you and the idea of smoking doesn’t appeal to you. You also know that your parents would disapprove, but all eyes are on you. What would you do?
4. PBS Scavenger Hunt comprehensive quiz that covers all lessons

**BONUS:** for fun complete the Handout “Paying The Price”

## References

1. Nicotine and Addiction "The Tobacco Connection"[www.oralcancerfoundation.org/toabacco/nicotine tobacco.htm](http://www.oralcancerfoundation.org/toabacco/nicotine_tobacco.htm) retrieved November 24, 2010
2. Office of Smoking and Health. CDC.  
[www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/youth\\_data/tobacco\\_use/index.htm](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm) retrieved November 24 2010.
3. Smith, Hillary The High Cost of Smoking-MSN Money insure your health 2005.  
[www.bestinsurance.net/article-the-high-cost-of-smoking-msn-money.html](http://www.bestinsurance.net/article-the-high-cost-of-smoking-msn-money.html) retrieved November 26, 2010
3. Smoking and Tobacco Use 2006 Surgeon Generals Report. Office on Smoking and Tobacco September 20,2010. Retrieved November 26 2010.

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**Where There's Smoke, There Are Teenage Girls***Kira Vermont**Financial Post (National Post Online)*

You see them at the mall laughing with their friends, standing outside the local movie theatre in cold weather and on the sidewalks facing away from their schools. You see them as young as 12 and 13. You see teenage girls smoking.

Despite all the warnings that smoking-related disease is the number-one killer of women, and that lung cancer has now surpassed breast cancer as the leading cause of cancer death in women, young women continue to light up.

Although overall smoking rates have declined over the last 25 years, according to the latest Canadian Tobacco Use Monitoring Survey conducted by Statistics Canada, in the 15-17 age group, more teenage girls smoked than teenage boys in 2000 - 25 per cent compared to 19 per cent.

The trend of young women smoking early is particularly troubling - simply because the earlier people start smoking, the earlier they become addicted and develop disease related to the habit. Dr. Elinor Wilson, chief science officer for the Heart and Stroke Foundation of Canada, says the problem is a global one.

"We're starting to see that, as the world becomes more globalized and westernized, women's smoking rates are going up around the world," she says. "There seems to be a link with equating equality with the freedom to smoke."

Dr. Greaves says women say smoking contributes to their identity, their image, how they manage their emotions and how they feel about taking risks. "They depend on cigarettes as other people depend on a friend or partner," she says.

Weight control and body image is another contentious issue. Tobacco industry critics say cigarette-makers have pushed the ambiguous relationship between slim, healthy women and cigarettes by sponsoring sporting and arts events and sending advertorial magazines directly to young women's homes. "The images portrayed in the marketing about women and smoking are of health, vitality, energy, freedom and freshness," says Dr. Greaves. "All those images are exactly the opposite of what smoking does."

"Canada is considered a leader in developing hard-hitting advertising restrictions and regulations aimed at the tobacco industry, but that does not mean the messages and images do not seep through the cracks" says Dr. Wilson.

"The tobacco industry is very smart and it has a lot of money. Every time you close a door in one place, it finds a window somewhere else," she says.

One of the key ways that young Canadian women encounter tobacco advertising is through popular U.S. magazines. U.S. tobacco companies are no longer permitted to advertise in publications such as Seventeen or YM, but they can in magazines for older audiences. Younger women are still core readers for magazines such as Cosmopolitan, that are not affected by the ban.

Smoking images also travel north from Hollywood, where nine out of ten movies are shipped for English Canadian audiences. A Health Canada program called Mixed Messages stated that the largest increase in images of smoking was depicted in movies with a PG rating - movies created for children and teenagers.

"Our government has made great strides in terms of restricting all that stuff, but it's still there. In some ways, it's on a more difficult level to control because those images are less blatant," Ms. Greaves says.

Faced with the avalanche of pro-smoking images out there, parents can feel helpless when trying to figure out how to keep their children on the straight and narrow. Dr. Wilson suggests that parents talk about their views on smoking, and be adamant about keeping a smoke-free house - and above all, quit smoking themselves. Especially when dealing with their pre-teen and teenage girls, it is important that parents treat them equally and respectfully, making sure that the rules they set for the boys are the same for the girls.

"Lecturing doesn't help. Punishment doesn't help," she cautions. "It's about closeness and communication - and knowing what your kids are going through and facing."

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**Question Sheet: Where There's Smoke, There Are Teenage Girls**

1. List five factors identified in the article that influence the smoking habits of young girls. Copy phrases from the article that support your answers.

2. Identify other contributing factors that are not mentioned in this article.

3. Which of the factors mentioned in the article are most likely to influence teenage boys in deciding to smoke? Which are least likely to influence them?

4. According to the article, why are the numbers of women smokers increasing globally?

5. What role do the media play in influencing young people to smoke?

6. According to this article, how are Canadian restrictions on tobacco advertising compromised? List two examples.

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Everything

- Images
- Videos
- News
- Books
- More

Any size

- Large
- Medium
- Icon
- Larger than...
- Exactly...

Any type

- Face
- Photo
- Clip art
- Line drawing

Any color

- Full color
- Black and white

Standard view

Show sizes







# Welcome to BADvertising Country

WHERE WE TAKE THE BULL BY THE HORNS

## What You Need to Know

- [The Problem](#) | [Addiction](#) | [Advertising](#) | [Counter-Advertising Lifestyle](#) | [FAQ's](#) | [Games](#) | [Go Smoke-free!](#) | [Ingredients](#) | [Karma Laws](#) | [SHS-Protect](#) | [SHS-Damages](#) | [SHS-Toxins](#) | [Costs Diseases](#) | [Stories](#) | [Pictures](#) | [Action](#) | [Speaking Out](#) | [Sneak Attack Hot Topics](#) | [Killer Vocabulary](#)

### Counter-Advertising

Counter-advertising takes many forms.

The BADvertising approach is unique in that it uses the actual ads and turns them around to convey the truth about tobacco use. It has had highly effective results.



Many clever ads and activities have spoofed the different brands, but they've changed the name slightly to protect themselves from lawsuits, i.e., Marlboro becomes Mailboro, Barfboro, Marblro, etc.

Another form of counter-advertising involves spoofing the act of smoking itself, showing it for the ridiculous, filthy, and wasteful activity that it is. Many cartoons fall into this category.

Others focus on the disastrous physical consequences.

The first counter-ads came when we still had tobacco ads on TV. Powerful counter-ads were granted equal time as public service announcements and the results were disastrous for the tobacco companies. The tobacco companies withdrew their ads in order to get rid of the counter-ads.

Although the tobacco companies can no longer buy ad space on TV, they have made an end run



- WHAT IS BADVERTISING
- HOW TO BADVERTISE
- BADVERTISING PRODUCTS & SERVICES
- BADVERTISING GALLERY
- BADVERTISING PRESS
- WHAT YOU NEED TO KNOW
- LINKS & RESOURCES
- ABOUT US
- CONTACT US
- BADVERTISING CAREER
- LETTERS FROM THE FIELD
- ADVERTISING IN THE 21ST CENTURY
- ABOUT THIS SITE

# Welcome to BADvertising Country

## Products and Services

[Products](#) | [Services](#)

### Badvertising Presentations

We all learn by doing. BADvertising Workshops, Slide Presentations and Train the Trainer Seminars offer artist Bonnie Viertraier's highly acclaimed leading-edge approach.

### Badvertising Workshops

The tobacco industry must recruit at least 3,000 children per day as "replacement smokers", to replace their customers who have quit or died.

They do this with advertising.

When workshop participants doctor-up tobacco ads, they learn for themselves how they are being deliberately targeted, seduced, manipulated, and ripped-off by the tobacco companies...then left to die.



The workshop is about cause and effect, making positive choices, building self-esteem, and creating truth, beauty and compassion in our lives.

This right-brain experience has profound and lasting effects. Using scissors and paste or computer and mouse...They'll laugh, they'll cry...and they'll remember!



### Train the Trainer

Peer leaders, Health educators, Art teachers, Classroom teachers, Scout leaders, PTA's, Municipal Alliances, Youth Program leaders. Join us!

This Seminar shows you how you can bring

- WHAT IS BADVERTISING
- HOW TO BADVERTISE
- BADVERTISING PRODUCTS & SERVICES
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- ABOUT US
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- 大 中 小 字 體 設 計
- 站 內 全 文 搜 索
- 站 外 全 文 搜 索
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the BADvertising Workshop into your schools and out to your community!

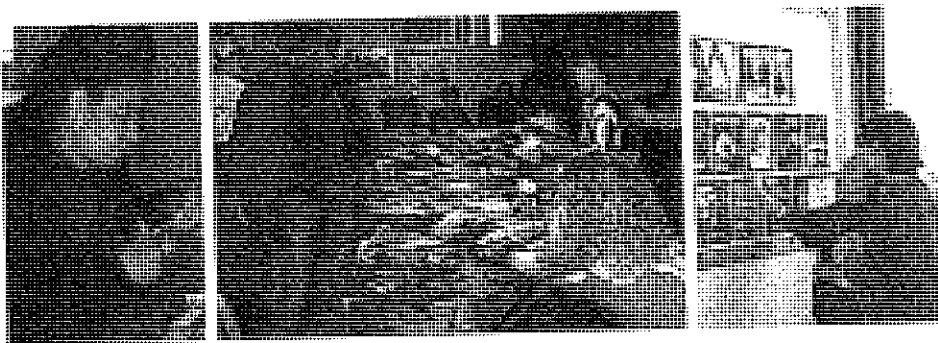
Your own hands-on experience gives you new skills for communicating with kids on the tobacco issues. The impact carries far beyond the walls of the workshop. And it's fun!

### Badvertising Slide Presentations

A lively parade of deceitful tobacco ads reveals the magnitude of the tobacco problem in all areas of our lives. It shows how advertising lulls us into acceptance and complacency.

In sharp contrast, Bonnie Vierthaier's doctored-up tobacco ads boldly counter these insidious images, illustrating the effectiveness of using hands-on, humorous, right-brain techniques to actually impact attitudes and behavior.

Vierthaier's BADvertising initiatives give community leaders new skills and techniques for serving their communities.



### Badvertising Services

Artist and Educator Bonnie Vierthaier will help you create high-profile tobacco prevention programs for your community that will give youthful energies a creative outlet, stimulate behavioral change, and bring positive recognition to both kids and community.

### Consulting Services

Incorporate right-brain BADvertising methods and breathe a breath of fresh air into your existing programs and projects.



### Program Design

Design a whole new BADvertising program that you can use community-wide, bridging many of the traditional gaps...between smokers and nonsmokers, kids and adults, eggheads and jocks. They all roll up their

sleeves and BADvertise together!

**TO CONTACT US ABOUT BRINGING BADVERTISING TO YOUR  
COMMUNITY**

NOTE: If you need additional funding, [click here](#) for resource information.

If you need supporting materials for presentations, [click here](#).

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## Gender and Tobacco: Men and Boys



In recent years, anti-tobacco lobbyists and health experts have focused on the issues surrounding women and smoking. This has largely been in response to legitimate concerns about the increasing numbers of young women who are taking up the smoking habit. However, this doesn't mean that we can ignore the fact that smoking has always been - and continues to be - a male activity.

In Canada, 900,000 15-24-year-olds smoke. The breakdown by gender of young people who smoke looks like this:

### Ages 15 - 19

Male  
15%

Female  
15%

### Ages 20 - 24

Male  
28%

Female  
23%

Source: Smoking in Canada, Physicians for a Smoke Free Canada, 2008.

Although the same number of girls ages 15-19 smoke, the boys are more likely to be heavy smokers - making it harder for them to quit the habit later on. Boys are also more likely to consume other tobacco products such as cigars and chewing tobacco.

*"It is hypothesized that very young starter smokers choose Export A because it provides them with an instant badge of masculinity, appeals to their rebellious nature and establishes their position amongst their peers."*

Export Family Strategy Document, 22 March 1982, RJR-Macdonald Inc.

Young males represent a particularly lucrative target market for advertisers, who play on their insecurities about breaking away from childhood, forging their own identities, and becoming "men." Tobacco ads geared to boys associate smoking with positive messages about masculinity based on success, confidence, sophistication, coolness, athletic ability, sexual attractiveness, independence, rebellion, adventure, risk-taking and self-fulfillment. These messages are reinforced not only by magazine ads, but also by sponsorship of racing and extreme sporting events, and by portrayals of tobacco use in the movies, television shows and music videos enjoyed by male teens. (Note: Tobacco advertising in magazines and event sponsorships are not permitted in Canada, though Canadians are exposed to American tobacco advertising through American magazines and televised



events. Under the 2009 Family Smoking Prevention and Tobacco Control Act, effective June 2010, event sponsorships will no longer be permitted in the U.S..)

*"We're not handing out money for nothing. We have gone into this very thoroughly, and the entire publicity is built around motor racing - seen as a fast, exciting, trendy sport for the young."*

Gordon Watson, British American Tobacco, 1984.

The combination of sports and tobacco is a powerful way for tobacco marketers to reach young males. Sports sponsorship represents a "win-win" situation where tobacco companies get extensive media coverage for both the events and their sports heroes. Boys in particular are more likely than girls to remember advertisements for tobacco-sponsored sporting events, and studies have found that the favourite cigarette brands of teens are the same brands that dominate such events.

Another popular strategy for reaching young males is to appeal to their need for independence.

*"The industry has long known that the most pressing psychological need of adolescents is their need for independence, autonomy, self-reliance - as they seek an adult identity independent of the family cocoon. The brands most successful with teenagers are those that offer adult imagery rich with connotations of independence, freedom from authority, and self-reliance. The Marlboro Man epitomizes this, as he is totally and autonomously free - usually alone and interacting with no one, and always with no parents, no older brothers, no foreman, no bullies, indeed no one at all whose authority must be respected. There is not even a sheriff in Marlboro Country."*

Dr. Richard Pollay, "Export A Ads are Extremely Excellent, Eh?"  
Filter Tips Magazine, Autumn, 1998

### **Reasons for smoking: boys vs. girls**

For the most part, teenage boys and teenage girls smoke for the same reasons. Low self-esteem, risk-taking, lower socioeconomic status and smoking by parents, siblings and friends - all these can influence a young person's decision to smoke. However, research has shown that adolescent boys are more likely to use smoking as a way to relieve stress or to "get along" in life, whereas adolescent girls appear to smoke more for social reasons.

Office on Smoking and Health  
Centers for Disease Control and Prevention,  
U.S. Department of Health and Human Services

Girls are also more likely than boys to use smoking as a way of controlling appetite and weight - but recent studies have found that some adolescent males are using tobacco for the same reasons. Researchers have discovered that boys aged 9-14 who think they are overweight are 65 per cent more likely to think about or try smoking than their peers. Boys who work out every day in order to lose weight are twice as likely to experiment with tobacco.

Marcus, A. (1999) "Body Image Tied to Smoking in Kids."

### **Why do men smoke?**

- For stimulation - to relieve boredom
- For pleasure
- To be sociable
- To relax

- As a sign of independence
- For weight control
- Because they are addicted

Statistically, males who smoke are most likely to be:

- Young adults
- Individuals who are unemployed or have lower incomes
- Individuals who are less educated
- Aboriginal
- Francophones
- Individuals in blue-collar jobs

### Health hazards to men from smoking

- Smoking caused an estimated 30,230 male deaths in Canada in 1998. (Thirty per cent of these deaths were from lung cancer, and 37.4 per cent were caused by heart disease.)

In addition to coronary heart disease and lung cancer, male smokers also risk:

- Breathing problems, such as emphysema and chronic bronchitis
- Cancer of the throat, mouth, larynx, esophagus, pancreas, kidney or bladder
- Impotence and diminished sexual functions

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#### Sources:

Health Canada, "Increase in Deaths in Canada Due to Smoking", Health Concerns: Tobacco. (Accessed August 13, 2009.) <<http://www.hc-sc.gc.ca/hc-ps/pubs/tobac-tabac/idcds-adctc/index-eng.php>>

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Physicians for a Smoke Free Canada, "Smoking in Canada", 2008.

World Health Organization: "Tobacco and the Rights of the Child."

World Health Organization: "Tobacco Explained" <<http://tobacco.who.int>>

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- BODY**
- GAMES
- VIDEO
- ADVICE
- CELEBS
- BLOG

**PLAY IT**



High Kick! Take Sonko's Body Quiz

**VOTE NOW**

What's the best way to say "no" to smoking?

- "No thanks, it's gross."
- "No thanks, I'm allergic."
- "No thanks, my parents would punish me."



**WATCH IT**



Watch AnniAction cartoons!

You'll need the RealVideo plug-in to view a video clip. If you don't have RealVideo, click here



### Smoking: Peer Pressure

If a friend or classmate has ever pushed you into doing something you don't want to do, then you've experienced *peer pressure*. This is how many kids start smoking. If a popular kid offers you a cigarette, you might think that you'll become popular if you do what he or she says. When a close friend starts smoking, you may worry that you'll lose the friendship if you turn your buddy down.

There are many ways to handle peer pressure. First, remember these two things:

You don't have to do anything that you don't want to do.

It's perfectly okay to say no. You don't owe anyone an explanation.

But let's face it, saying "no" isn't always easy. Most of us worry about fitting in and what others will think of us. But if you're worried that you'll lose your friend over a peer pressure situation, you may want to take a closer look at the friendship. A true friend will respect your decisions, and someone who ditches you for not taking orders from them was never a friend to begin with. Also, you may discover that some of your other friends secretly feel the same way you do!

If a friend or classmate tries to pressure you, keep in mind why he or she might be doing it.

He may be trying to make you feel small, so that he can feel better about himself. You don't need his approval to feel good about yourself.

She may be afraid of anyone who is different from her. You can listen to what she has to say, but that doesn't mean you have to agree with her.

He could be afraid of criticism, so he'll do the criticizing first. It's better to be alone than to be with someone who is rude to you all the time.

Deep down, she may be insecure.

He could be making up rules so that he fits and you don't.

Know that there are people who will appreciate you for who you are. Seek them out.

If a simple "No, thanks" won't do the trick, here are some other tactics for turning down someone who offers you a cigarette:

- "I'm allergic to smoke."
- "The smell of smoke makes me sick and I don't want to smell like that."
- "My parents will ground me if I come home smelling like smoke."

- Home
- Friends
- Family
- School
- Body
- Emotions
- Misc

Other Body Topics:

Choose a topic

**YOU SAID IT**

How do you feel about smoking? If someone offered you a cigarette and you didn't want it, how would you turn him or her down?



Offline Activities

Help's Around The Corner


En Español

Parents and Teachers

Parents and Teachers

"I know someone who died from smoking and I don't want to do it."  
"I don't want to start because I'm trying to get my parents to quit."  
"No thanks, I quit."

Whatever you choose, do what feels right for you. Remember, most young people don't smoke, so you're in good company! If someone won't stop pressuring you, it's okay to call for backup. Talk to an adult you trust, like your teacher, guidance counselor, your parents, or an older brother or sister.

 Record your thoughts and experiences about smoking with this [IML Journal Page](#).

Next up: [How to Help Someone To Quit](#).

[Previous](#)

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LESSONS



Name \_\_\_\_\_

Name \_\_\_\_\_

**Scavenger Hunt**

Directions: Use the Web site "It's My Life," or printed pages from it, to work with your partner and find the answers to the scavenger hunt! Good Luck!

1. You're a doctor, and a new patient comes into your office. She admits to being a smoker. It's your job to inform her of the health hazards related to smoking. Describe below the health hazards related to smoking.
  
2. What does it mean to be addicted to nicotine?
  
3. Describe at least five ways secondhand smoke can be harmful to others.
  - 1.
  - 2.
  - 3.
  - 4.
  - 5.
  
4. Someone told you that smokeless tobacco isn't like smoking cigarettes and isn't harmful. Using factual information, describe how smokeless tobacco can be harmful.

5. Fill in the table below:

What is in a cigarette?	Where else is this chemical found?
Tar	
Formaldehyde	
Cyanide	
Lead	
Acetone	
Ammonia	
Carbon monoxide	
Hydrazine	
Nicotine	

6. Peer pressure is a tactic used to persuade people to do things. Explain the reasons why people use



