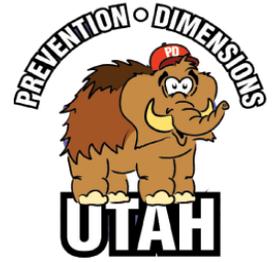


Advertising – You Are a Target

More Practice With Rocks and Smart Choices



3 Cs

- ☞ I care about myself.
- I care about you.
- I care about my community.

Help students to understand and invite them to state clearly:

- I have the right to care about myself.
- I have the responsibility to make smart choices when I care about myself.
- I show I care about myself when I make choices to live healthy and not use alcohol, tobacco or other drugs.

Preparation

Copies

“Famous Advertising Slogans” (see page 61)

Materials

- “Tobacco/Nicotine Information and Fact Sheets” (see page 60)
- “Famous Advertising Slogans” answer key (see page 62)
- “The TRUTH Handbook – Utah’s Anti-Tobacco Resource” (begins on page 63)
- There are many wonderful materials for effective classroom instruction regarding advertising and many other tobacco prevention subjects at <http://www.tobaccofreeutah.org>

Vocabulary

Vocabulary for this lesson will depend on which parts of the lesson the teacher chooses to do.

Lesson at a Glance

Introduction

1. Daydream

Strategies

2. Favorite Slogans
3. Advertising by Tobacco

Conclusion

4. Create an Effective Prevention Advertisement

Core Curriculum Objectives and Standards

Objectives

- Predict possible consequences of substance use.
- Analyze how social messages regarding the use of alcohol, tobacco and other drugs may misrepresent the negative effects of each.

Teacher Notes

Introduction

Discussion

Group Work

1. Daydream

- Have you ever been given money for your birthday?
- Pretend you were given \$100?
- What do you think you might purchase?
- How did you know what you wanted to purchase?
- How did you like what you purchased after you had it?
- Is it still what you thought it would be?

2. Favorite Slogans

- Divide the class into small groups.
- Distribute the “Advertising Slogans” worksheet and have the small groups fill in the product that is represented by the slogan.
- Have a class competition to see which small group can identify the most products.
- Some teachers give extra points for the group singing the ad.
- Why do you know the names of the products?
- How did the slogan get stuck in you mind so you could remember?
- What kinds of techniques do advertisers use to make a slogan or product stick in you memory?
- How do the different advertising techniques affect what choices you make?
- The purpose of advertising is to convince you that the product being advertised will remove “rocks” from your backpack and make your life easier.

The following are some techniques that are used by advertisers to market products. Use the list to help the students understand the various techniques.

- Bandwagon – Everyone is doing it or using the product.
- Testimonials – Famous people or celebrities are used to talk about the product.
- Snot appeal – Well-dressed, wealthy looking people are used to talk about the product.
- Fun and friendship – Friends are having fun with this product.
- Just plain folk – Ordinary people use and talk about the product.
- Humor – Humor is used to sell the product.
- Emotion – Attempts to stir emotions are used to sell the product.
- Statistics – Statistics and the results of studies are used to sell the product.
- Romance – A romantic situation between two people is used to sell the product.
- Sex appeal – Sexy models or spokespersons use and talk about the product.
- Cultural or group pride – Pride in the identity with a culture or another group is used to sell the product.
- Fear appeal – Fears about negative consequences (unsafe tires, shock absorbers or electrical wires) or social consequences (bad breath, body odor) are used to sell the product.
- Exaggeration – It’s the “best ever,” “one of a kind” or “part of a good breakfast.”
- Problem solvers – This product will take care of everything.
- Repetition – The same message or phrase is used over and over.
- Color – Bright or depressing colors are used to enhance the product.

Taken from: Telljohann, Susan Kay, Symons Cynthia Wolford, and Beth Pateman. Health Education: Elementary and Middle School Applications. Boston: McGraw-Hill, 2007.

3. Advertising by Tobacco

- If you had a product that you could not advertise on radio or television, how would you advertise it?
- Tobacco cannot be advertised on radio or television. Where do tobacco users advertise their products?
- What kinds of techniques does the tobacco industry use to sell their products?
all of the techniques mentioned above

Discussion



- Who is targeted in tobacco advertising?
youth, minority cultures
 - What does the advertising suggest to you?
 - Which “rocks” do the advertisers most target?
be cool, be part of crowd, be sexy, be likable
 - What are the advertisers not saying in the advertisement.
money costs, health costs, cost to society, environmental issues
- Discussion
- Select an advertisement of any product.
 - Can you do something else and get the same effect without using this product?
- Conclusion**
- Group Work
- 4. Create an Effective Prevention Advertisement**
- Use the partial copy of “The TRUTH Handbook – Utah’s Anti-Tobacco Resource” contained in this lesson or download the full current comprehensive tobacco prevention handbook (pdf format) at <http://youthagainsttobacco.com>.
 - Use the handbook to assist students in creating their own advertisement.
- Group Work
- Review the “Tobacco/Nicotine Information Fact Sheets” subjects on page 60 and assign student groups research topics regarding tobacco.
 - Have student groups look up the most current information on the topic at <http://www.tobaccofreeutah.org/tobconben.html>.
 - Have student groups complete a research project and present the materials to the class.



Tobacco/Nicotine Information and Fact Sheets

<http://www.tobaccofreeutah.org/tobconben.html>

Purpose

The purpose of this page is to provide up-to-date information and fact sheets that correspond with major tobacco prevention and control happenings. Check back regularly for the latest updates, information, and fact sheets.

Information and Fact Sheets

Health Effects of Nicotine Products (PDF 39.3KB)
 Medications (PDF 40.2 KB)
 Nicotine Withdrawal (PDF 29.4 KB)
 Quitting and Weight Gain (PDF 46.8 KB)
 Secondhand Smoke (PDF 43.9 KB)
 Secondhand Smoke In Cars (PDF 59.48KB)
 Secondhand Smoke, Kids and Cars (PDF 62.45 KB)
 Smokeless (Spit) Tobacco
 Smoking and Pregnancy (PDF 56.3 KB)
 The TRUTH About Cigars
 The TRUTH About E Cigarettes (PDF 48.4 KB)
 The TRUTH About the Use of Flavors in Tobacco (PDF 223 KB)
 The TRUTH About Hookah (PDF 40 KB)
 Tips to Quit (PDF 37.7 KB)

Tobacco and Asthma (PDF 43.3 KB)
 Tobacco and Cancer (PDF 54.8KB)
 Tobacco and COPD (PDF 40.8 KB)
 Tobacco and Diabetes (PDF 50.8 KB)
 Tobacco and HIV (PDF 68.1KB)
 Tobacco and Ulcers (PDF 39.4 KB)
 Tobacco and Women (PDF 38.7KB)
 Tobacco Facts for Youth (PDF 40.1KB)
 Tobacco Flavors and Packaging (PDF 44.55 KB)
 Tobacco, Heart Disease, and Stroke (PDF 51.6 KB)
 Why Quit? (PDF 40.7KB)
 Youth and Tobacco Use (PDF 33.6KB)

Benefits of Tobacco Prevention and Control Efforts

Benefits and Savings from Each One Percentage Point Decline in Utah Smoking Rates November 17, 2010 (PDF 32.65 KB)
 Economic Toll of Tobacco Use, Utah and U.S. 2009 (PDF 29 KB)
 Evaluation of Utah's The TRUTH Anti-tobacco Marketing Campaign (PDF 91.3KB)
 Tobacco Prevention Benefits Everyone (PDF 38.7KB)
 Tobacco Prevention and Control in Utah 2010: Saving Lives- Saving Money (PDF 838KB)
 Tobacco-related Costs to Utah (PDF 66.4 KB)
 Utah's Anti-Tobacco Efforts are Making a Difference (PDF 116 KB)
 Utah Master Settlement Agreement Fact Sheet (PDF 59KB)



Famous Advertising Slogans

With your group, identify the product that is represented by the slogan.
Some of the slogans are very old and some are more current.

Slogan	Product	Slogan	Product
1. A little dab'll do ya.		21. M'im, M'im good!	
2. _____ is the place of the helpful hardware man.		22. Plot plop, fizz, fizz, oh what a relief it is.	
3. Does she...or doesn't she?		23. Please don't squeeze the _____.	
4. Breakfast of Champions		24. Snap! Crackle! Pop!	
5. Double your pleasure. Double your fun.		25. The milk chocolate melts in your mouth, not in your hand.	
6. Don't leave home without it.		26. Silly rabbit, _____ are for kids.	
7. Betcha can't eat just one.		27. They're Grrreat."!	
8. Good to the last drop.		28. Yo quiero _____.	
9. How do you spell relief?		29. You're in good hands with _____.	
10. Finger lickin' good.		30. I am stuck on _____ 'cause _____ stuck on me.	
11. In the Valley of the Jolly, "Ho, Ho, Ho, Ho." _____.		31. I'm Lovin' It	
12. Be all you can be.		32. Always low prices. Always	
13. Just do it.		33. Obey Your Thirst	
14. I'd like to buy the world a _____.		34. Fifteen minutes could save you 15% or more.	
15. Have it your way.		35. Can you hear me now?	
16. More saving, more doing.		36. So easy a caveman could do it.	
17. It keeps going, and going, and going...		37. Give a hoot, don't pollute.	
18. It's the real thing.		38. They're magically delicious.	
19. Like a good neighbor _____ is there.		39. I'm coo coo for _____.	
20. Let your fingers do the walking.		40. Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.	

Famous Advertising Slogans

Answer Key

Slogan	Product	Slogan	Product
1. A little dab'll do ya.	Brylcreem (hair cream)	21. M'm, M'm good!	Campbell' Soup
2. _____ is the place of the helpful hardware man.	Ace Hardware stores	22. Plot plop, fizz, fizz, oh what a relief it is.	Alka Seltzer
3. Does she...or doesn't she?	Clairel hair color	23. Please don't squeeze the _____	Charmin toilet tissue
4. Breakfast of Champions	Wheaties cereal	24. Snap! Crackle! Pop!	Kellogg's Rice Crispy cereal
5. Double your pleasure. Double your fun.	Doublemint gum	25. The milk chocolate melts in your mouth, not in your hand.	M&M's candies
6. Don't leave home without it.	American Express credit card	26. Silly rabbit, _____ are for kids.	Trix cereal
7. Betcha can't eat just one.	Lay's potato chips	27. They're Grrrrreat." !	Kellogg's Frosted Flakes cereal
8. Good to the last drop.	Maxwell House coffee	28. Yo quiero _____	Taco Bell
9. How do you spell relief?	R-o-l-a-i-d-s	29. You're in good hands with _____	Allstate Insurance Company
10. Finger lickin' good.	Kentucky Fried Chicken	30. I am stuck on _____ 'cause _____ stuck on me.	BandAid adhesive bandages
11. In the Valley of the Jolly, "Ho, Ho, Ho." _____	Jolly Green Giant vegetables	31. I'm Lovin' It	McDonald's
12. Be all you can be.	U.S Army	32. Always low prices. Always	Walmart
13. Just do it.	Nike	33. Obey Your Thirst	Sprite
14. I'd like to buy the world a _____.	Coke (Coca-Cola)	34. Fifteen minutes could save you 15% or more.	Geico Insurance
15. Have it your way.	Burger King	35. Can you hear me now?	Verizon telephone
16. More saving, more doing.	Home Depot	36. So easy a caveman could do it.	Geico Insurance
17. It keeps going, and going, and going...	Energizer batteries	37. Give a hoot, don't pollute.	U.S Forest Service
18. It's the real thing.	Coca-Cola	38. They're magically delicious.	Lucky Charms cereal
19. Like a good neighbor _____ is there.	State Farm Insurance	39. I'm coo coo for _____.	Coco Puffs cereal
20. Let your fingers do the walking.	Yellow Pages	40. Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.	McDonald's Big Mac

Note to teacher:

These next pages are directly copied from *The Truth Handbook*. The fonts and formatting are exactly as they appear in the original publication. Please go directly to The Truth website for updated information.

<http://www.TheTRUTH@utah.gov>

You may also call directly – 1-877-220-3466

The TRUTH handbook | Utah’s Anti-Tobacco Resource

Dear teachers, principals, counselors, school administrators, and healthcare professionals:

Welcome to The TRUTH Handbook: Utah’s Anti-Tobacco Resource!

Its purpose is to provide you with ideas, instructions, and resources to educate your students about the dangers of tobacco; motivate them to stay off or quit tobacco for the rest of their lives; and enlist their help in spreading the message to other youth.

In these pages, you'll learn how to:

- o Run a mini anti-tobacco advertising contest in your own class (similar to the Truth From Youth Contest you may be familiar with)
- o Expand the contest into the rest of your school and into your community
- o Give compelling tobacco-education presentations
- o Get the media involved to promote your efforts
- o Plan fun and educational anti-tobacco activities

The manual also contains tobacco resources such as facts, statistics, websites, tobacco industry quotes, and a tobacco quiz.

Please apply these materials to teach your students The TRUTH about tobacco. Or better yet, teach them to teach themselves by involving them in the contests, presentations, activities, etc. Your efforts and influence could lead them to healthier, richer, longer lives.

For more information, please visit youthagainsttobacco.com, send an email to TheTRUTH@utah.gov, or call **1.877.220.3466** toll-free.

Thank you!

TRUTH

RUNNING AN ANTI-TOBACCO ADVERTISING CONTEST IN YOUR CLASS

What better way is there to teach your students The TRUTH about tobacco than to have them teach themselves? That's the main advantage and objective of running an anti-tobacco advertising contest in your own class (similar to the Truth From Youth Contest). You can make it a required assignment, extra-credit project, or volunteer class project.

HOW IT WORKS

Simply assign or encourage your students to create their own TV, radio, billboard, internet, and/or print ads with anti-tobacco messages. The ads can be serious, funny, or in between, as long as they're built on a theme such as the negative effects of tobacco, benefits of quitting tobacco, de-glamorization of tobacco, unethical tactics of the tobacco industry, etc.

SAMPLE ADS

Sample scripts and templates of TV, radio, and billboard/print ads to show your students are on pages 3-7. They give your students a good starting point.

HOW TO JUDGE

Judging criteria written by advertising professionals follows on page 8. You might find these guidelines helpful in improving the quality of your contest.

PRIZES

Prizes and recognition for the winning entries (or all the entries) are entirely up to you. Prizes could be anything from trophies to an extra field trip to a pizza party. Announcing the winners and displaying the entries to the rest of your school could be esteem-building for your students, and could motivate other teachers and students to start the contest in their classes.

EXPAND THE CONTEST

To learn how you can expand the contest into your school and even into your community, keep reading.

RUNNING AN ANTI-TOBACCO ADVERTISING CONTEST IN YOUR SCHOOL

Expanding the anti-tobacco advertising contest into your school, of course, increases its impact and also creates opportunities for friendly competition among grades and classes.

CATEGORIES

Categories could include best overall ads, most creative ads, funniest ads, best design, best writing, best production, most entries by a class, most entries by a grade, etc. Prizes could be anything from trophies to an extra field trip to a pizza party.

PROMOTION

Enlisting the cooperation of school administration and other teachers is the most important step. After that's accomplished, students can help promote the contest in a variety of fun ways. With your supervision, they can:

- o Organize lunchtime programs
- o Advertise in the school newspaper
- o Design, produce, and hang posters in the school
- o Get the PTA involved
- o Have a drawing in your school and submit each entry
- o Feature the contest in an assembly
- o Announce the contest over the PA system

Feel free to brainstorm and implement more ideas with your students.

RUNNING AN ANTI-TOBACCO ADVERTISING CONTEST IN YOUR COMMUNITY

Taking the contest into the community is the next logical step. Your school or district could challenge other schools/districts to a competition similar to the one described above.

PROMOTION

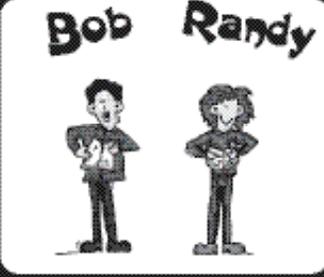
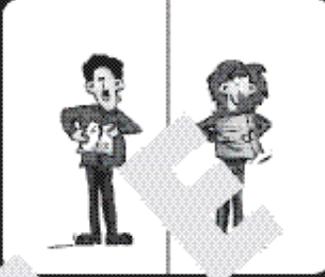
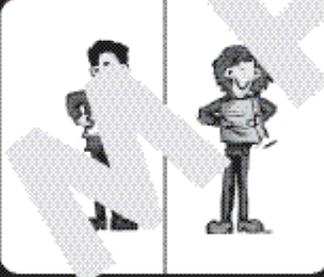
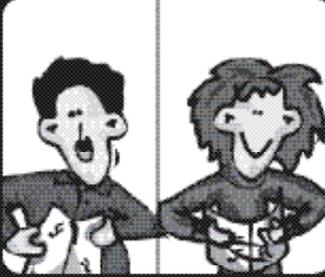
Although promotion in the community is more involved than promotion in a school, students can still shoulder much of the responsibility. They can:

- o Make presentations at other grade schools, middle/junior high schools, and high schools. See pages 8-10 for presentation tips.
- o Get local media coverage (see page 14)
- o Ask local businesses to hang posters and/or hand out entry forms
- o Set up booths at community events
- o Present the contest at city council meetings
- o Give presentations for city youth groups
- o Advertise in community newsletters

Encourage your students to get creative with other promotion ideas.

TELEVISION
STORY BOARDS

CLIENT Harmons		TIME :30
TITLE Bob & Randy		PAGE 1

		
ALAN: Everybody knows about Harmons. But who are Harmons? Close-up shot of Alan.	ALAN: Well, Bob has light hair. Randy's hair is dark. Bob/Randy standing together drawn names	ALAN: Bob's a good stocker. Randy's a good bagger. Shot of Bob and Randy bagging.
		
ALAN: Bob likes to shake hands. Randy prefers hugs. Bob gives hand & Randy gives a hug.	ALAN: Of course, they both like dogs. And Bob likes to say...Cut to shot of bakery department.	BOB: Hi neighbor. ALAN: Where Randy likes to say... RANDY: Thanks, and we hope to see you again soon.
		
SONG EXT.		

© 2005 Crowell Advertising & Marketing, Inc. • 12 S. 400 W. Suite 200 • Salt Lake City, Utah 84101 • Fax: 801.531.0547 • Phone: 801.531.0533

The TRUTH

TELEVISION

NAME OF SPOT: _____

KEY CONTACT: _____

PAGE: _____ OF _____

RADIO SCRIPT

TIME	60 SECONDS
DATE	DECEMBER 5, 2003
CLIENT	UTAH DEPT. OF HEALTH
SPOT NAME	"PAM'S STORY"

MALE ANNCR: The truth is, not all smokers die from smoking. Some just suffer. Meet Pam Laffin, age 28.

PAM: I started smoking when I was 10 but I didn't get sick until I was 21. Doctors told me I had chronic asthma and bronchitis. I tried to quit, but I couldn't. I was hooked. In fact, I couldn't quit smoking until after I got emphysema and needed a lung transplant. In 1995, I had the transplant, but my body kept rejecting it so I have to take a lot of medication. Side effects are cumulative weight gain, bone disease, swelling of the face and neck, and embarrassing hair growth to name a few.

ANNCR: The truth about smoking is, it's seriously hazardous to your health. And the younger you start, the more harmful it is. For more information call 1-888-567-TRUTH.

PAM: I'd never preach or tell anyone what to do. I just want people to know how smoking has destroyed my life... before it destroys theirs.

RADIO

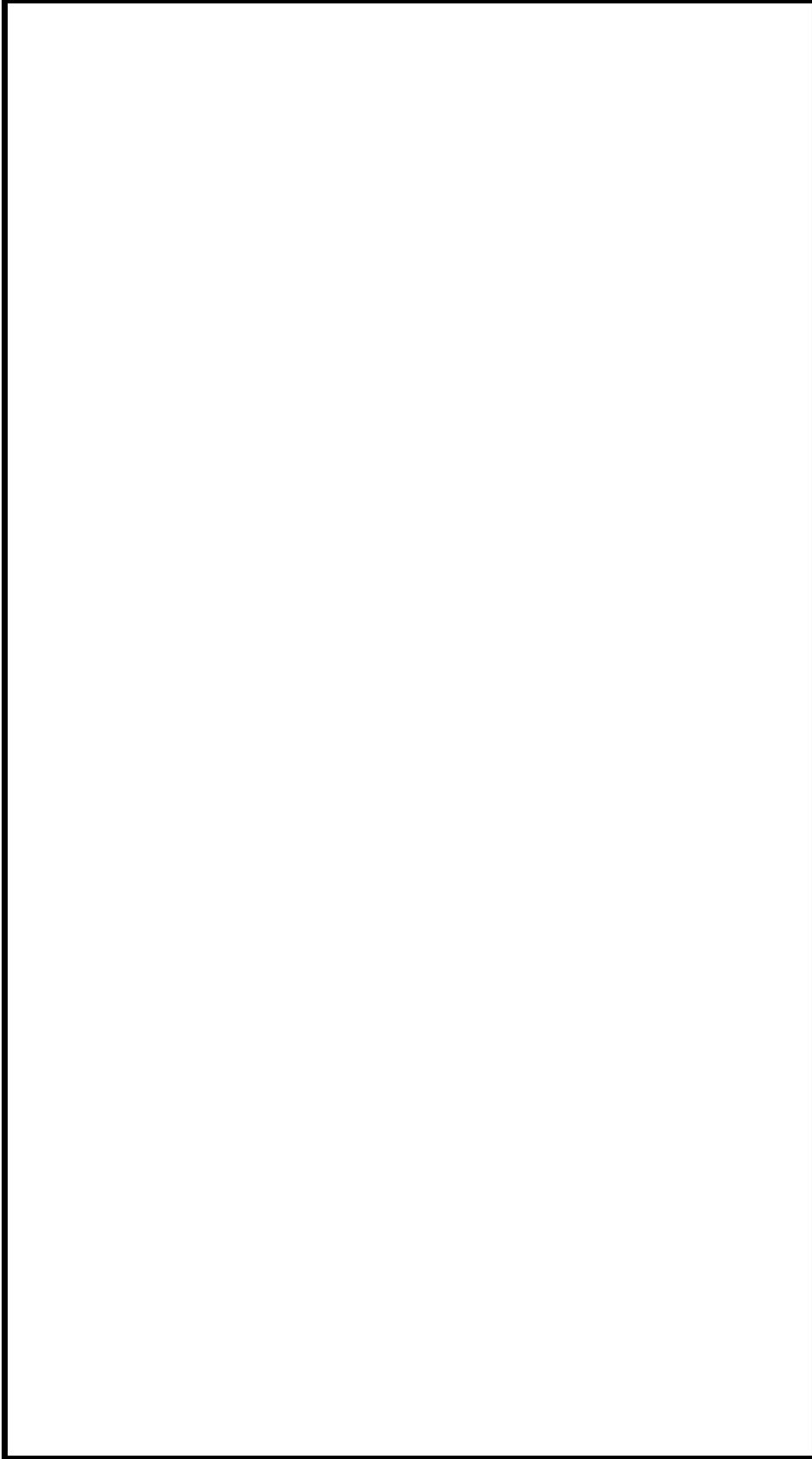
NAME OF SPOT: _____

KEY CONTACT: _____

PAGE: _____ OF _____

TALENT

AUDIO



Billboard Template

The TRUTHSM

CONTEST JUDGING CRITERIA/GUIDELINES

These criteria/guidelines have been written by advertising professionals to help you improve the quality of your contest. Keep all the points in mind as you judge each entry.

1. Identify the target audience for each ad and determine how well the ad hits that audience. Put yourself in the shoes of the intended audience and try to judge the ad according to the likes, dislikes, and beliefs of that audience. Be careful not to let your prejudices taint the process.
2. Consider how memorable and creative the ad is.
3. Consider whether the ad makes the target audience think about the effects of tobacco - does it reinforce positive behavior, or make them contemplate a behavior change?
4. Judge ads from the same medium and from students of similar ages. For example, judge junior-high radio entries against other junior-high radio entries, not against 4th-grade billboard entries. Keep in mind the age level of the entrants.
5. Judge ads on the creativity and strength of the message, not on the penmanship, spelling, grammar, punctuation, artistry, use of electronic equipment, or professionalism of presentation. The message is the key.
6. Don't reward or penalize entries for being submitted on storyboards, audio cassettes, CDs, VHS tapes, or DVDs.
7. Don't take into account whether an idea is capable of being produced on a small budget. For example, if an idea for a TV spot involves an alien spaceship crashing into the Grand Canyon, don't penalize the idea.

GIVE THE TRUTH PRESENTATIONS

The following outline is designed to help anyone give a presentation about The TRUTH to any youth group. It can be a reference for you as an adult teacher talking to your own class, or for one of your students talking to kids from another school. Of course, some points will be more relevant than others, depending on the nature of the presentation.

Materials you might want to use include posters, overheads, or a PowerPoint presentation of key information (i.e., advertising techniques, tobacco facts and stats, etc.); real tobacco ads from magazines; ad templates; actual student ads from other contests; music; etc.

Before you start a presentation, remember:

- o Prepare in advance.
- o Try to relax.
- o If you don't know an answer, admit it and find it out later. Don't make anything up.
- o Be yourself.
- o Have fun!

THE TRUTH PRESENTATION OUTLINE

I. INTRODUCTION

- A. Introduce yourself (name, school or organization, etc.)
- B. Explain your purpose (to help them understand the negative effects of tobacco, encourage them to stay tobacco-free, expose the tobacco industry, etc.)

II. HOW DOES ADVERTISING MAKE TOBACCO LOOK GOOD?

- A. Display the "Advertising Techniques" (found on page 11).
 1. Discuss which techniques are most effective.
 2. Hold up real magazine tobacco ads and ask students which techniques were used.
 3. Ask students if they feel anti-tobacco ads should be shown regularly on TV. Ask them why or why not.
- B. Ask how tobacco companies make smoking/chewing look cool. For example:
 1. By using great-looking male and female models.
 2. By portraying smokers/chewers as glamorous people.
 3. By equating smoking with success.
- C. Explain the realities about the people who smoke and how they differ from the ad portrayals. Help the students see through the tobacco-industry manipulation.
- D. Explain that tobacco companies spend a lot of money on advertising so that they can replace lost smokers who quit smoking or die.
 1. Tobacco companies spend \$960,000 every hour, day and night, to advertise and promote cigarettes.
 2. In Utah, tobacco companies spend \$64 million per year to get you to smoke.
 3. The Utah Department of Health spends approximately \$9 million per year to fight back.

III. WHY IS TOBACCO BAD FOR OUR HEALTH? WHAT DOES IT DO TO OUR BODIES?

- A. Present facts and statistics about tobacco. (See pages 46-47.) You can find more facts on the Internet - see page 48.) Don't forget to talk about the short- and long-term effects of tobacco. Here are a few facts to get you started:
 1. Nicotine is as addictive as heroin. (Tip: talk about addiction and use the addiction activity on page 13.)
 2. Cigarette smoke contains over 4,000 chemicals. (See pages 12 and 45.)
 3. Smoking makes you stink, stains your teeth, and tires you easily.
 4. Smokers are 10 times more likely to develop lung cancer than non-smokers are.
 5. Tobacco users have an increased risk for ALL types of cancers, including lung, mouth, larynx, esophagus, pancreas, bladder, kidney, and stomach.
 6. Tobacco use is the single most preventable cause of death in the US, killing more than 440,000 people per year. This is more deaths than those caused by fires, illegal drug use, homicides, suicides, AIDS, motor vehicle accidents, and alcohol COMBINED.
 7. Smoking causes emphysema and other lung disorders. (Tip: do the emphysema activity on page 13.)

IV. HOW CAN THEY MAKE A DIFFERENCE?

- A. Explain that the students can make a difference by entering your anti-tobacco advertising contest and writing ads with anti-tobacco messages.
 - 1. The students will learn about the dangers of tobacco as they create their ads.
 - 2. Kids want to hear from kids. They're more likely to listen to their peers than to adults, and the ads may help some of them stay tobacco-free.

V. HOW DO THEY WRITE ADS?

- A. TV (show student samples)
 - 1. They think of messages and write 30-second TV ads addressing those messages.
 - 2. They do this by creating storyboards (show a sample or template) as best they can - they don't have to be a great artist. They can also record their ads on VHS tapes or DVDs.
- B. Radio (show samples)
 - 1. They think of messages and write 60-second radio ads addressing those messages.
 - 2. They do this by writing scripts (show a sample or template), indicating any music and sound effects. They can also record their spots on audio tapes or CDs.
- C. Billboard/Poster (show the template)
 - 1. They think of messages and create billboard/poster ads addressing those messages.
 - 2. They do this by drawing or designing their ads on any size paper larger than 8.5"x11".

VI. HOW ELSE CAN THEY HELP? BY JOINING THE PHOENIX ALLIANCE.

- A. The Phoenix Alliance is a group of hundreds of Utah youth whose goals are to educate their peers about tobacco, help them make informed choices, and fight tobacco industry manipulation.
- B. Participation is fun and rewarding! Members run booths at concerts and sporting events, give presentations, do media interviews, help create real anti-tobacco ads, and much more. (See page 14 for more information.)

VII. HAVE SOME FUN.

Feel free to stage any of the presentation activities described in this manual to engage the students and help them remember the information. (See pages 12-13.) You can also design activities of your own.

VIII. CONCLUSION

- A. Ask the students what they learned. (Use the tobacco facts quiz on page 49 as a review.)
- B. Ask them how they're going to help.
- C. Ask if any of them would like to join the Phoenix Alliance. If so, talk to those students after the presentation and get their name, phone #, address, etc.
- D. End with a heartfelt thank you.

TOBACCO ADVERTISING TECHNIQUES

The following techniques are used by tobacco companies and their advertising agencies to glamorize and popularize tobacco use. For your presentations, collecting and showing real magazine ads that use one or more of these techniques is powerful and compelling.

Sex Appeal Technique

A tobacco ad with a sexy woman implies that you can be sexy too, or you can meet sexy women like her, if you smoke that brand. The same applies for ads with strong, good-looking men.

The TRUTH is that smoking doesn't make you sexier or more attractive. In fact, most teens prefer to date non-smokers.

Having Fun Technique

A tobacco ad showing people having fun suggests that you can have just as much fun using the product. If you don't, you're missing out.

The TRUTH is that tobacco doesn't make any activity more fun. If anything, smoking lessens the fun because of the horrible smell. Also, sports become less competitive because the players have weaker endurance.

Comparison Technique

A tobacco ad claiming a cigarette has the lowest tar and nicotine levels suggests that this brand of cigarettes is healthier to smoke than others.

The TRUTH is that there's no evidence to show that any one brand of cigarettes is any less deadly than another.

Snob Appeal Technique

A tobacco ad showing wealthy people using the product implies that if you use it, you too can be rich.

The TRUTH is that tobacco users are poorer because of their habit. Smoking just one pack a day costs about \$1,500 a year. The only people who get wealthier from tobacco are those who market and sell it.

Join The Crowd Technique

A tobacco ad depicting a big group of people smoking the same brand and having a good time appeals to the need to be accepted by peers.

The TRUTH is that true friends will accept you whether you smoke or not. Anyone who shuns you because you don't smoke is not worth hanging out with.

Symbol Technique

A symbol attached to a tobacco product, such as the cowboy to Marlboro cigarettes, makes a positive connection between the two. Another example is when the tobacco industry sponsors sporting events such as NASCAR racing.

The TRUTH is that there's absolutely no connection between these symbols and tobacco. The tobacco marketers are simply trying to attach excitement to a product that's not exciting at all.

Personal Testimony Technique

A tobacco ad featuring a consumer, often a celebrity, giving a personal endorsement adds authenticity and even glamor to the product.

The TRUTH is that the celebrity endorsing the product doesn't do so because he or she loves or uses it, but because he or she is getting paid big money.

Mockery or Put Down Technique

A tobacco ad that tries to make people feel inadequate for not using that brand diminishes self-esteem.

The TRUTH is that nobody's self-esteem is (or should be) tied to whether or not they use a certain product, especially tobacco.

PRESENTATION ACTIVITY 1: WHAT'S IN A CIGARETTE ANYWAY?

Teach your students that, besides tobacco, cigarette smoke contains more than 4,000 harmful chemicals. About 43 of them are carcinogenic (cancer-causing) and three are radioactive.

The following activity combines explanations of some of the chemicals and their everyday uses with visual representations of the chemicals. This isn't designed to trick kids, but is simply intended to make your presentation more compelling.

In the list below, each chemical is followed by a common or less harmful substance in parentheses that can be used to represent the chemical. A description of the chemical comes after that. For instance, when talking about butane, show the class a jar of mineral oil.

- o Acetone (fingernail polish remover) - Clear liquid made from carbon, hydrogen, and oxygen. Found in solvents and fingernail polish remover.
- o Ammonia (ammonia) - Gas or liquid made from nitrogen and hydrogen. Found in cleaning supplies like Windex and Mr. Clean, and in medicines and fertilizers.
- o Arsenic (baking powder) - Very poisonous white powder. Found in ant killer.
- o Butane (mineral oil) - Hydrocarbon used in fuels. Found in cigarette lighters, lighter fuel, deodorant, and hair spray.
- o Cadmium (rock candy) - Metallic compound. Found in car and rechargeable batteries.
- o Cyanide (baking soda) - Poisonous, white crystalline compound. Found in rat poison.
- o Formaldehyde (vanilla) - Gas or liquid used to disinfect or preserve and to make dyes. Found in shampoos, nail polish, and embalming fluid.

- o Methanol (vegetable oil) - Substance made from alcohol and methane (which comes from decomposing corpses). Found in jet and rocket fuel.
- o Nicotine (corn syrup) - Colorless, oily liquid extracted from tobacco leaves. If the amount of nicotine in a pack of cigarettes is injected into a person, they will die in less than 7 seconds.
- o Tar (molasses) - Thick, dark brown oily substance made from distilling wood and coal. Found on roads (asphalt) and in dandruff shampoos.
- o Toluene (vinegar) - Colorless liquid from distilled coal tar or tolu balsam. Found in industrial-strength solvents.

PRESENTATION ACTIVITY 2: TRY EMPHYSEMA

This ten-minute activity helps students feel what it's like to have emphysema. Point out that all smokers, whether they have emphysema or not, don't breathe as easily as non-smokers.

- o Distribute straws to each student.
- o Have them all rigorously jog in place for two minutes, so they get winded.
- o Tell them to stop, exhale all the air out of their lungs, put the straw in their mouth, and plug their nose.
- o Explain that if they run out of breath or start to feel dizzy, they can breathe normally and sit down.
- o Hold a discussion about emphysema. Ask them how difficult breathing was and how their lungs felt, then explain that that's how those with emphysema feel all the time. Many have to carry oxygen tanks to assist their breathing.
- o Conclude by saying that smoking greatly increases the chance of getting emphysema; to breathe easy for the rest of their lives, stay off tobacco.

PRESENTATION ACTIVITY 3: THE FLAVOR OF ADDICTION

To give your students a flavor of what addiction feels like, try this five-minute activity. Give each student a Jolly Rancher or other piece of hard candy. The following script gives a blueprint for what you could say to direct the activity.

"To give you an idea of what addiction is like, we're going to do a demonstration. When I tell you, unwrap the candy and stick it in your mouth without swallowing for 1.5 minutes."

"Move the candy around in your mouth. Taste the flavor. Doesn't it taste good? Enjoy the taste, but don't swallow. Oh, don't you wish you could swallow? Soon the saliva will be dribbling out of your mouth. How many of you would like to swallow? Sorry, not yet. How many of you have given in already? Keep rolling it around in your mouth. Enjoy the flavor. It tastes good, huh?"

"OK, you can swallow now. How many of you found that difficult? Why was it difficult? The need to swallow is like a tobacco user's need for tobacco, only the need for tobacco is much more intense. People addicted to nicotine will do almost anything to get it. One example of this happened during World War II, when soldiers would trade their very limited food rations for cigarettes. They would actually go hungry for a smoke."

THE PHOENIX ALLIANCE: UTAH'S ANTI-TOBACCO REVOLUTION

The Phoenix Alliance is a volunteer group of hundreds of Utah teens that some of your students may be interested in joining. The alliance has three main goals:

- o Educate youth about the effects of tobacco.
- o Help youth make informed choices about tobacco.
- o Fight tobacco industry manipulation.

Participation is fun and rewarding! Members run booths at concerts, fairs, and sporting events; give tobacco-education presentations; do media interviews; help create real anti-tobacco ads; and much more.

So, besides being a lot of fun, the Phoenix Alliance is a great way to do some real good in the world, make new friends, gain experience that's hard to come by, and bolster a resume or college application.

Please encourage your students to join the alliance. Call **801.538.7085** to sign someone up or to ask any questions.

HOW TO GET THE MEDIA INVOLVED

It's not as difficult as you might think to get articles in your community newspaper or interviews on the radio or TV about your contest and tobacco-education efforts. Most local journalists are very interested in these types of stories.

Here are a few simple steps for you and your students:

Newspapers (community and school)

1. Find out the names, phone numbers, and email addresses of the editors of your community and school newspapers.
2. Find out the newspaper deadlines and publishing frequency, so you can submit your stories on time.
3. Write a press release (an article about the contest that could be inserted into the newspaper) and email, fax, mail, or deliver it to the editor.
4. Follow up by calling the editor, briefly explaining your story, and asking if the paper is interested. (They may want to interview you, so be prepared.)
5. Mention that there are photo opportunities (i.e., students working in the classroom, making presentations, recording their commercials, etc.).
6. Send a thank you note to the editor if the newspaper covers your story.
7. Also, call your local PTA presidents and ask if they accept press releases about the contest to put in school/parent newsletters.

Radio/TV

1. Find out who the program managers and news directors at your local radio and TV stations are, and what opportunities they offer for interviews about community events.
2. Send letters to or tell the program managers and news directors about the contest. Ask if they would be willing to interview you or a student on the news or on a public service program.
3. Follow up with brief phone calls.
4. Send thank you notes to the appropriate people at the stations if they air an interview with you.

ANTI-TOBACCO ACTIVITIES

ACTIVITY: SHOOT TOBACCO DOWN (WITH VIDEO)

ESSENTIAL INFORMATION

Shoot your own anti-tobacco video to educate the people and expose the tobacco industry.

Age Group:	All age groups
# of Participants:	8 or less per video, but multiple videos can be shot
Time:	1 - 2 weeks
Resources:	Film or digital video recording and editing equipment, props
Cost:	\$0 - \$25

Have you ever seen a Hollywood movie or documentary film or TV news story that really moved you and made you feel something? That's the power of visual imagery. You can grab hold of this power by shooting a video that has your own anti-tobacco spin. In today's digital world, making a movie is easier than ever.

- o Borrow film or digital recording equipment from family members or friends, or check out the equipment from your school or public library. Make sure to get enough cameras for your group.
- o Brainstorm a theme such as tobacco addiction, financial cost of tobacco, the tobacco industry's continued targeting of kids, etc.
- o Decide if your video is dramatic (staged and acted) or documentary-style (unscripted and real).
- o Write a script, outline, or storyboard for your video that includes characters, dialog, props, shooting locations, people to interview, schedule, assignments for group members, etc. What you need to include depends on whether you're shooting dramatically or documentary-style.
- o Make all necessary pre-shoot preparations. Get the proper permission wherever you need to (for example, at specific shooting locations).
- o Shoot your video. You can do this in a couple of hours or over several days, depending on the complexity and length of your video. Make it fun.
- o Edit your video. This may require additional equipment and possibly help from someone with editing experience.
- o Stage a "world premiere" for your video, complete with red carpet, limos or nice cars, formal dress, etc. Invite the TV, radio, and print media outlets in your community and school to attend.
- o Find places in the community to show your video and spread its message: classrooms, school assemblies, youth events, film festivals, churches, city/county fairs, etc. Get your movie out there!

ACTIVITY: YOUROWNWEBSITE.ORG*

ESSENTIAL INFORMATION

Go global with your anti-tobacco message by creating your own website.

Age Group:	Middle school and older
# of Participants:	4 - 6
Time:	2 - 4 weeks
Resources:	A host server, graphics, photos
Cost:	\$0 - \$20 to start, \$0 - 15/month

Thanks to the miracle of the Internet, we regular people now have a way to reach anyone in the world who has a computer and a connection. Designing your own website and finding a host for it is easier than you might think, although you may need help from someone with experience.

- o Brainstorm, outline, and write your website on paper first. Plan the site's theme, navigation, copy (wording), images/graphics, look and feel, number and names of pages, interactive features (video or audio content, poll questions, etc.), and so forth.
- o Come up with several possible domain names.
- o Chose one of the hundreds of free and low-cost web-hosting services out there, many of which also offer website-building templates. Do some online research and find a service you like. (Geocities.Yahoo.com is one site that offers free web hosting.)
- o Check which of your domain names are available and sign up for one of them - there will probably be a fee.
- o Design your website by using a website-building template (for those without programming skills) or by programming it with html, JavaScript, PHP, or another scripting language. If you need help with this, consult friends, teachers, classmates, family members, etc. who have expertise. (Remember, generally speaking, the more complex your design, the more it will cost.)
- o Once your website is up and running, keep it updated.
- o Get the word out about your website, so people check it out.

* Yourownwebsite.org is not a real website.

ACTIVITY: PAINT YOUR RIDE

ESSENTIAL INFORMATION

Drive home your anti-tobacco message by driving it around town in a custom-painted car.

Age Group:	All age groups
# of Participants:	As many as possible
Time:	1 week
Resources:	An old, donated car; paint; painting supplies; outdoor location
Cost:	\$25 - \$50

This may not be the easiest of anti-tobacco activities to pull off. But if you can find someone willing to donate their old clunker of a car, you could get a lot of kids involved in painting the car with colorful, cool-looking anti-tobacco messages. This car will attract a lot of attention to itself and its messages as you drive it around.

- o Find out who owns an old car and would be willing to donate it to your cause. Send a letter signed by your group thanking them.
- o Buy enough painting supplies (paint in cans, spray paint cans, brushes, rollers, pans, tape, etc.) for everyone planning to attend. Make sure to buy water-based paint because it's easier to clean - paint fights will inevitably break out. Tell everyone to dress appropriately.
- o Choose a large, outdoor location that can handle a little mess. Put something (old sheets, drop cloths, etc.) under the car to protect the ground.
- o Cover any parts of the car you don't want painted, like the windows.
- o Pass out papers with anti-tobacco slogans, facts, stats, etc. to give your group ideas of what to paint. Or tell them the info.
- o Have a blast painting the car.
- o Turn the car into a moving anti-tobacco billboard, or carboard, by driving it throughout your community.

ACTIVITY: UGLY FACE CONTEST

ESSENTIAL INFORMATION

Does the thought of tobacco make you sick? It will when you see what's actually in tobacco products, and what they do to your body. Let people know how you feel about it by the expression on your face.

Age Group:	Elementary school students
# of Participants:	As many as possible
Time:	1 - 2 weeks
Resources:	Smoking-related photographs, poster board, camera, film
Cost:	\$0 - \$10

Kids love to make funny faces. This contest is sure to produce some terrific faces when kids learn about the dangers of tobacco use.

BEFORE THE CONTEST

An older student or adult can lead a discussion about the hazards of tobacco use. You may want to quiz everyone on tobacco facts (see page 49). If you are holding this activity with a class of students, you can have them research tobacco-related stats as part of an assignment.

You can find photos of damaged lungs and other body parts at tobaccofreekids.org/abc. Also, try the photo gallery at jeliowa.org, the website for Iowa's youth anti-tobacco organization JEL (Just Eliminate Lies). Go to the "Download, Upchuck" section to view files on various tobacco-related diseases, complete with many disgusting photos.

DAY OF THE CONTEST

- o To get the class warmed up, explain how tobacco damages lungs and the rest of the body. Share some of the images with your students. Have them think about these health effects, talk about the images, and have them show you their reactions by making their ugliest faces.
- o Ask the kids who want to participate in the contest to come to the front of the room one at a time. Show a photo of a tobacco-damaged body part. Now, have the student make his or her best ugly face, and don't forget to take pictures! If you want, have the class rate each face.
- o You may want to hold a contest in several classes in your school, select the top one or two finalists from each class and then have them compete for top honors.
- o Invite local media to write about or photograph the ugly face finals.
- o If local media are unable to attend, send a photo of the winning face with a letter explaining the significance of the activity and asking them to print the photo. This helps spread the message about the dangers of tobacco, and the winner will love seeing his or her face in the paper!

OTHER IDEAS

- o Use the photos, stats, and other images to develop an anti-tobacco bulletin board.
- o This contest ties in well with the "What's Really in a Cigarette?" activity on page 25. If you're shocked by the many ways tobacco attacks your body, you'll find out more as you learn about the chemicals found in tobacco products and secondhand smoke. Arsenic, formaldehyde, and ammonia are just a start...

ACTIVITY: ANTI-TOBACCO TRACK MEET

ESSENTIAL INFORMATION

Organize a track meet to show how cigarettes can affect people's ability to perform well as athletes.

Age Group:	Elementary school and middle school. You can also ask a local high school or college track team to help out at the event.
# of Participants:	15 or more
Time:	A half-day, at least one week to prepare
Resources:	Straws, baton or paper towel roll to decorate, paint, measuring stick
Cost:	Under \$20

WHERE TO START:

You can either organize a special track meet to educate students about the harmfulness of tobacco, or you can add the theme to one of your school's scheduled track meets.

At the beginning of the meet, give a brief overview of the events and have all the athletes participate in a quick activity. Give everyone a straw and have them hop on one foot or run in place for 30 seconds while breathing through the straw. This is meant to simulate how it feels for a smoker to breathe while participating in physical activities. Remind everyone to keep this in mind while they are running their races.

RELAY EVENTS: GET RID OF THAT CIGARETTE AS FAST AS YOU CAN!

You can have a variety of relays so everyone can participate. The first thing to do is decorate your baton (a track baton or an empty paper towel roll) with paper or paint to look like a cigarette. Then cover the cigarette baton with hazard and warning labels. For example, use the surgeon general's warning. Be creative and make your own! For the relay, tell everyone they need to get rid of the "cigarette" as fast as they can by passing it off to their teammates.

INDIVIDUAL EVENTS: BREATHE EASY!

Get ready to race. Hold individual events from the 50-meter dash to the two-mile run, making everyone aware of the simple fact that if they were to smoke, they would not perform as well, nor be able to breathe as easily while running.

SHOT PUT EVENT: CRUSH BIG TOBACCO!

The "Crush Big Tobacco" shot put event is just like a normal shot put event - everyone is trying to throw the shot put as far as possible. For the distance marker lines you have a variety of options:

- o You can decorate posts to look like cigarettes for each distance line.
- o Make a line of tobacco advertisements for the kids to "crush" as they throw the shot put.
- o Come up with your own idea!
- o If you don't have a real shot put ball, don't worry about it - any ball will do!

LONG JUMP EVENT: HOW FAR WILL YOU GO TO STAY TOBACCO-FREE AND STOP BIG TOBACCO?

If you have a long jump pit at your track, all you have to do is let students take turns jumping. If not, you can perform this event on a field instead. All you need is a line to start running from, a line to jump from, and a tape measure to keep track of how far people jump.

ADDITIONAL IDEAS:

Make posters with tobacco statistics on them and line them up around the inside or outside of the track. This way people can read some of the statistics while running by and learn about the harmful effects of tobacco.

ACTIVITY: WHAT'S REALLY IN A CIGARETTE?**ESSENTIAL INFORMATION**

There's a lot more than tobacco in cigarettes, other tobacco products, and secondhand smoke. There are plenty of chemicals, and many of these chemicals can also be found in everyday household products. For this activity, you will create a display that tells others about these ingredients and exposes the truth.

Age Group:	Any age
# of Participants:	It only takes one, but the more the merrier.
Time:	3 - 4 weeks. The activity can take 1- 4 hours depending on your presentation format.
Resources:	As many household items as you can find (5 to 15 items.) See below for details.
Cost:	If you can't find any of the ingredients, you may want to buy them. Keep it under \$20.

Almost every product has a list of ingredients somewhere on the label. So isn't it strange that there isn't a list of ingredients on a pack of cigarettes? If there were, it would be a really, really long list! Seriously. There are over 4000 chemicals in a single puff of cigarette smoke, and about 43 of them are known carcinogens (that means they cause cancer)! No wonder Big Tobacco is ashamed to show what they put in their products. If customers knew the kinds of things they were inhaling everyday, they probably wouldn't smoke anymore. It is definitely time to expose the truth behind the ingredients in cigarettes!

Use the list below (or the list on page 45) to explain to people what chemicals are in tobacco products!

Arsenic: used in rat poison

Acetic Acid: found in vinegar, hair dye, photo developing fluid

Acetone: main ingredient in paint thinner and finger nail polish remover

Ammonia: a typical household cleaning fluid

Benzene: found in rubber cement

Butane: cigarette lighter fluid

Cadmium: found in batteries and artist's oil paints

Carbon Monoxide: a poisonous gas found in car exhaust

DDT/Dieldrin: Insecticides

Formaldehyde: used to embalm dead bodies. This embalming fluid is often used to preserve small animals in biology classes, so check with your science teacher to find this one.

Hexamine: in barbecue lighter fluid

Hydrazine: used in jet and rocket fuels

Hydrogen Cyanide: used as a poison in gas chambers

Lead: a highly poisonous metal that used to be found in some paints

Naphthalenes: used in explosives, moth balls, and paint pigments

Nitrobenzene: a gasoline additive

Phenol: used in disinfectants and plastics

Polonium-210: a highly radioactive element

Stearic acid: found in candle wax

Toluene: found in embalmer's glue

So, now that you know all the nasty things mixed into cigarettes, spit tobacco, and secondhand smoke, what can you do? Tell everyone else!

3 to 4 WEEKS BEFORE THE EVENT:

- o Reserve a spot at a community event or schedule a presentation in class or at a school assembly to showcase your display (local festival, county fair, school health day, etc.)

1 WEEK BEFORE THE EVENT:

- o Recruit volunteers to help gather supplies for the display and participate in the activity.
- o Study the list of ingredients and notice the household products that include these ingredients. Search for these products in your house, and make sure it is okay to use them in your activity. Keep in mind that you can use an empty container, too. If you can't find the products in your house, ask a neighbor or friend if you can borrow them for the activity. If supplies still cannot be found, buy a few things at the local hardware or grocery store.
- o Make sure you keep these products tightly sealed at all times. After the event, return them to where you borrowed them.

EVENT DAY:

- o Explain each product to your audience, including the chemicals in it that are also in tobacco products. If you are at a health fair or a similar event, set the products on a table with a list of other ingredients that can be found in cigarettes.
- o Be prepared to answer questions and back up your research.
- o Point out that the label on many of the products has a distinct warning that advises emergency assistance if the product somehow enters the body. Isn't it odd that these poisonous ingredients are inhaled by smokers and those exposed to secondhand smoke everyday?

OTHER IDEAS:

- o **Take it to the streets.** If these ingredients are shocking to you, others will think so, too. To get the word out, create some flyers, posters, and fact sheets. You can put flyers up around your school or hand them out at an assembly or even a sporting event. Also, think about heading to local hang-outs and events to let people know what Big Tobacco has been trying to hide.
- o **Tobacco ingredient collection competition.** Instead of doing a presentation, how about asking your entire school or group to get involved?! Have everyone bring in as many of these products as they can (have them label them with their names so you can return them after the event.) Each class can compete to collect the most ingredients. Collect as many of each household product as possible and get permission to display the items in the main hallway of your school, in