

Tobacco/Nicotine On Trial: The Media

More Practice With I STOP'D



3 Cs

- ☞ I care about myself.
- I care about others.
- 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

- Group resource sheets: "Why Do People Use Tobacco?" (starting on page 112)
- Worksheet: "The Power of TV" (see *Student Workbook* page 7)
- Home Connection: "Advertising Techniques" (see page 115 and page 117)

Materials

- Optional: "Magazine Ads, Are They Truthful?" (see *Student Workbook* page 8)

Music

- "Clear the Air" from the CD *Take a Stand* (see page 162)

Vocabulary

- | | |
|-------------|----------------|
| advertising | macho |
| image | thrill-seeking |

Lesson at a Glance

Introduction

1. Effects of Tobacco Review

Strategy

2. Why People Use Tobacco
3. The Power of TV

Conclusion and Home Connection

4. Advertising Techniques

Core Curriculum Objectives and Standards

Objectives

- Identify the effects of tobacco use on the body.
- Determine the influence of the media on needs and wants.
- Describe how advertising may influence individual choices.

Standards

- 7050-0203 Summarize the physiological effects of substance abuse.
- 7050-0702 Determine the influence of media on individual purchasing.
- 7050-0202 Use decision-making skills to increase the likelihood of positive outcomes.

Teacher Notes

Introduction

Sing

Discussion

Strategies

Brainstorm

Small Group

Activity

Worksheet

1. Effects of Tobacco Review

Sing “Clear and Air.”

Review the effects of tobacco from lesson 12.

2. Why People Use Tobacco

- Brainstorm reasons for tobacco use and write the answers on the board.

Expert groups.

- Divide the class into five groups.
- First, each group discusses and becomes the expert on one of the reasons why people use tobacco. These ideas are reproduced for each group beginning on page 112.
- Number each individual in the group “one through five or six.” After the groups discuss their assigned topic, the groups reconfigure. All the “one’s” form a new group; all the “two’s” form a new group, etc. Now each new group contains an expert in each topic.
- Each expert shares her/his information with the group in one minute or less
- Use a bell or other class signal to indicate time is up and to move on to next presenter.

3. The Power of TV

- Television is a very powerful media tool.
- Advertisers are able to expertly make certain pictures and words stick in our memory.
- Techniques that cause things to stick in our memory are repetition, a catchy phrase, a musical jingle or idea, colors, related memories and humor.
- Complete “The Power of TV” worksheet and see which of these advertisements is stuck in you memory.
If you don’t want to do the worksheet, just read the slogans and have the class respond with the advertiser.

Answer Key:

- | | |
|--------------------|------------------------|
| 1. Verizon | 8. Energizer batteries |
| 2. McDonald’s | 9. Frosted Flakes |
| 3. Campbell’s Soup | 10. Subway |
| 4. Milk | 11. Kit Kat |
| 5. Skittles | 12. M&M’s |
| 6. Nike | 13. Sprite |
| 7. Cocoa Puffs | |

- Over 30 years ago, health advocates realized how powerful the influence of TV advertising was in encouraging people to begin smoking. As a result, the advertising of tobacco products on TV was made illegal in the United States.
- Tobacco companies cannot advertise on television.
- How do tobacco companies get around this rule?

Ideas might include the following:

- | | |
|----------------------|-------------------------------|
| football scoreboards | race cars |
| movies | sponsoring tennis tournaments |
| baseball billboards | internet |

Teachers note: the following G-rated movies have tobacco product placement number following the movie indicates how often tobacco use was shown
Anastasia–17, *Space Jam*–117, *James and the Giant Peach*–206, *Her Dalmatians*–299, and *An American Tail*–155. Nearly all movies that are someone smoking or using other tobacco products.



Reason #4

Examples of more current movies and tobacco placement can be found online through a Google search with key words “tobacco placement in movies.”

Tie in the 3 Cs

I care about me.
I care about others.
I care about my community.

- 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.

**Conclusion
and
Home
Connection**

4. Advertising Techniques

- Distribute the “Advertising Techniques” Home Connection.
- Instruct students to complete these papers with their families.
- If you wish, use the optional page, “Magazine Ads, Are They Truthful?” (see page 8) in the Student Workbook.

**Optional
Activity**

Students may participate in the TRUTH From Youth anti-tobacco advertising contest sponsored by the local health department. Contact your local health department for details.

The *Student Workbook* also has several pages of ideas for anti-tobacco advertising (see beginning on page 20).



Why Do People Use Tobacco?

Discuss how image and media affect teen tobacco use.

Use the I STOP'D decision model to generate options and ideas.

Each member of this group should be able to answer the questions for him or herself.

Each group member needs to be able to talk to others about this subject.

Image

Teens use tobacco because they think of smokers and spitters as being glamorous, handsome, popular, sophisticated, sexy, and as always having fun.

- What does a smoker's breath smell like?
- Stop and think. If using tobacco makes you look bad and smell bad, what reasons would there be to use tobacco products?
- What makes a healthy change to my image? (education, healthy living, developing my talents, others?)
- Stop and think. How can you maintain a "cool" or positive image and make the smart choice not use tobacco?

Why Do People Use Tobacco?

Discuss how peer pressure affects teen tobacco use.

Use the I STOP'D decision model to generate options and ideas.

Each member of this group should be able to answer the questions for him or herself.

Each group member needs to be able to talk to others about this subject.

Peer Pressure

Some people say they smoke or spit tobacco because their friends do, or to please their friends, thinking they can stop any time they want.

- Is it easy to say no to your friends? Remember I STOP'D. I have power to stand up for myself when others around me make foolish decisions.
- Stop and think. What will happen if I follow along with poor decisions of other?
- Stop and think. What is the best decision for me?
- What are some options you have to make the smart choice and say no to your friends if they tried to offer you a cigarette or some spitting tobacco.
- How can you use peer pressure in a positive way?

Why Do People Use Tobacco?

Discuss how thinking that tobacco is relaxing affects tobacco use.

Use the I STOP'D decision model to generate options and ideas.

Each member of this group should be able to answer the questions for him or herself.

Each group member needs to be able to talk to others about this subject.

Relaxation

Some people say they use tobacco because it is relaxing. Actually, it is just the opposite. Cigarettes and spitting tobacco are stimulants. They speed up the heart, increase blood pressure, and speed up the functioning of the body. Tobacco products contain a chemical called “nicotine” which is highly addictive. That means the body craves the drug so much that must have it to feel normal. The only reason people feel relaxed when they use tobacco is because they are getting the nicotine their bodies are craving. They are addicted to the drug nicotine.

- Addictions diminish our power to choose. How do people act when they are craving a cigarette?
- Stop and think. How do addictions make it more difficult to make smart choices?
- What other options can a person use to relax than using tobacco products?

Why Do People Use Tobacco?

Discuss how wanting to look older affects teen tobacco use.

Use the I STOP'D decision model to generate options and ideas.

Each member of this group should be able to answer the questions for him or herself.

Each group member needs to be able to talk to others about this subject.

To Look Older

One of the most dangerous ideas held by young people is that tobacco use is OK – that it is an acceptable form of behavior. Young people try smoking to act more grown up. Children follow the examples of older youths and adults around them. If they perceive smoking cigarettes and spitting tobacco as acceptable, the chances are good that they, too, will become users. Many adults who smoke today did not know how addictive tobacco was when they began to smoke. Tobacco is a legal product for adults and the decision to use is made by each individual.

- Stop and think. What decisions could you make for yourself about tobacco use if your parents or someone else in your family smokes?
- How can you make smart choices about living a tobacco-free life if others in your family smoke?
- What options do you have that can help others in your family become tobacco-free?

Why Do People Use Tobacco?

Discuss how advertising and media affects teen tobacco use.

Use the I STOP'D decision model to generate options and ideas.

Each member of this group should be able to answer the questions for him or herself.

Each group member needs to be able to talk to others about this subject.

Advertising

Advertising and the media can be very powerful. Ads show smokers and other tobacco users as young, attractive, and popular. They do not tell us about the harmful effects of tobacco use but only that smoking and spitting tobacco are connected to fun. Young people are often not aware of how these ads can influence their decisions about tobacco use.

- Stop and think. How does advertising distort the truth about tobacco and make it more difficult to make a smart choice about tobacco use?
- How does advertising influence decisions?
- What options do you have to use advertising in a positive way?



Home Connection

Dear Family,

I have been studying how advertisers use techniques to influence my opinion about their products, especially tobacco. Please review this information with me and help me complete the questions on the second page.

Also, talk with me about using smart choices regarding my not using tobacco products.

Thanks.

Macho Image

Users are shown as strong, tough, and in good shape. Do you really think they are strong and in good shape? What does smoking do to your lungs?

Good Looks/Glamour

Users are shown as young, attractive, and well-dressed. The ad implies that you can be attractive too if you smoke this brand. Does smoking make you more attractive? Are yellow teeth and nails attractive? Are spitting stains on your clothes and bad breath attractive? Is it attractive to spit tobacco?

Rebellion/Thrill-Seeking

An ad showing a rebellious attitude or different risk-taking activities appeals to your sense of independence and adventure. It implies that your life will be more exciting, adventurous, and satisfying if you use tobacco. Is it exciting when you can't breathe because of lung damage?

Social Success

The ad showing someone who is successful, assertive, or self-confident implies that using tobacco will lead to social success and increased self-confidence. The truth is that tobacco will lead to many health problems, fewer friends, and lots of trouble.

Romance

The ad implies that you will have more romance in your life if you use tobacco. Do you enjoy being around people who smoke or spit? What do you think it would be like to kiss someone who smelled like an ashtray or had a mouth full of spitting tobacco?

Low Tar

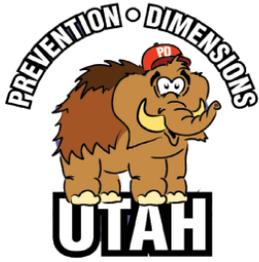
The ad implies that a lower tar cigarette is healthy for you or that it tastes great. Is it healthy to smoke cigarettes lower in tar? Do you still receive the same harmful effects? Does tobacco really taste good? Cigarettes are hot, taste bitter, and burn your mouth and lungs. Remember that you have to force yourself to use tobacco when you first start.

Friends/Having Fun/Join The Crowd

An ad showing a group of friends having fun implies that you will have more friends and more fun if you use tobacco. Do you need to smoke or spit to have friends and have a good time? Do you like to have smoke blown into your face? Do you like your clothes to smell like smoke?

Adapted from

Tar Wars ©



Conexión en el Hogar

Querida familia,
Hoy, aprendí acerca de algunas técnicas que usan los comerciantes para influenciar mi opinión acerca de sus productos, especialmente el tabaco. Por favor revisa esta información conmigo y ayúdame a contestar las preguntas de la siguiente página.
También, habla conmigo acerca de las desiciones inteligentes que debo de tomar acerca de no usar ningún producto del tabaco.

Gracias!

Imagen de Macho

Los que usan tabaco son mostrados como fuertes, dominantes y en buena forma. ¿Tu realmente piensas que ellos son Fuertes y que están en buena forma? ¿Qué provoca el tabaco a tus pulmones?

Verse bien/Glamour

Los que usan tabaco se muestran jóvenes, atractivos y bien vestidos. El commercial implícitamente te está diciendo que tu puedes verte atractivo también, si fumas esa marca de cigarros. ¿Fumar te hace más atractivo? ¿Tener los dientes y las uñas amarillas te hace más atractivo (a)? ¿El mal olor de tu ropa y de tu aliento te hacen más atractivo (a)? ¿Es atractivo aventar humo cuando estás fumando?

Rebelión/Buscar Problemas

Este anuncio muestra a alguien con una actitud rebelde o actividades diferentes de alto riesgo que sean atractivas a tus sentidos de independencia y aventura. Esas ideas implican que tu vida tendrán más emoción, aventura, y satisfacción si fumas tabaco. ¿Es emocionante cuando no puedes respirar porque tienes daño pulmonar?

Exito Social

Un anuncio mostrando a alguien exitoso, asertivo, o confidente implica que usar tabaco te lleva a lograr un éxito social e incrementa la autoconfianza. La verdad es que el tabaco te lleva a tener muchos problemas de salud, pocos amigos, y muchos problemas.

Romance

El anuncio implica que tu tendrás más romance en tu vida si usas tabaco. ¿Disfrutas estar rodeado (a) de gente que fuma o escupe? ¿Como crees que sería besar a alguien que huele a cenisero o tenga su boca llena de tabaco masticado?

Bajo contenido de Alquitrán

El anuncio implica que cigarillos bajos en alquitrán son saludables para ti y que saben bien. ¿Es sano fumar cigarros bajos en alquitrán? ¿Son dañinos para la salud? ¿El tabaco realmente sabe bien? Los cigarros son calientes, son amargos, y queman tu boca y tus pulmones. Recuerda que una vez que empiezas a usar tabaco, te vez forzado a usarlo una vez más.

Amigos/Divertirse/ Unirse a la Multitud

Un anuncio que muestra un grupo de amigos divirtiéndose implica que tu tendrás más amigos y que te la pasarás mejor y te divertirás más si usas tabaco. ¿Piensas que necesitas fumar, o masticar tabaco para pasartela bien? ¿te gusta tener humo en tu cara? ¿Te gusta que tu ropa huela a cigarro?

Adapted from

Tar Wars ©



Home Connection

Dear Family,

I have been studying how advertisers use techniques to influence my opinion about their products, especially tobacco. Please review the information on the first page and help me complete these questions and activities.

Use magazines or television and find ads that represent these seven advertising techniques.

- Macho image
- Good looks/glamour
- Rebellion/thrill-seeking
- Friends/fun/join the crowd
- Social success
- Romance
- Low tar/good taste

1. Tell your parent how that advertising technique is used in the ad.
2. Talk about what these ads want you to believe.
3. Do these ads tell the entire truth? Yes No
4. What information is being left out of the advertisement that makes it more difficult to make a smart choice about the product being advertised?
5. Share any tobacco ads you can find and determine what is misleading in the ad.
6. Draw a line between the items in the ad with the reality that is left out of the ad

Items in Ad

Lit cigarette
Skinny, athletic body
Surrounded by friends
Extra money to spend
Good looking, white teeth

What You Might Really See

\$2,190 spent a year on tobacco.
Few friends—most people do not use tobacco.
Unhealthy lungs, breathing problems
Yellow teeth; bad breath; black, hairy tongue
Dirty ashtrays, ashes on clothes

Adapted from

Tar Wars ©



Conexión en el Hogar

Querida familia,

Yo he estado estudiando como los anunciantes usan técnicas para influenciar mi opinión acerca de sus productos, especialmente el tabaco. Por favor revisa la información que se encuentra en la primera página y ayúdame a completar estas preguntas y actividades.

Usa revistas o la televisión y encuentra anuncios que representen estas siete técnicas de publicidad.

- La imagen de macho
- Buena imagen/glamour
- Rebelión / búsqueda de emociones fuertes
- Amigos/diversión/unirte a la multitude
- Suceso social
- Romance
- Bajo contenido de alquitrán/ buen sabor

1. Dile a tus padres como esa técnica de publicidad es usada en ese anuncio.
2. Habla acerca de lo que quieren estos anuncios que tu creas.
3. ¿Estos anuncios dicen completamente la verda? Sí No
4. ¿Qué información no es parte del anuncio la cual hace que sea más difícil tomar una desición inteligente acerca del producto que está siendo anunciado?
5. Comparte cualquier anuncio que encuentres acerca del tabaco, y determina que mentiras están siendo dichas en el anuncio.
6. Dibuja una línea entre los artículos en el anuncio, y relacionalo con lo que es parte de la realidad y que no está siendo mencionado en el anuncio.

• Artículos en un anuncio

- Cigarro encendido
- Un cuerpo atlético y Delgado
- Rodeado de amigos
- Dinero extra gastado
- Buen aspecto, dientes blancos

Lo que tu podrías ver realmente

- \$2,190 gastados anualmente en tabaco
- Pocos amigos-la mayoría no usa tabaco
- Pulmones no saludables, problemas para respirar
- Dientes amarillos; mal aliento; lengua negra y bellosa
- Ceniceros sucios y cenizas en la ropa

Adapted from

Tar Wars ©