



"Don't Start" Smoking

Storyboard Contest 2004

Teacher Packet

Presented by:



**BlueCross BlueShield
of Oklahoma**

A Member of the Blue Cross and Blue Shield Association,
an Association of Independent Blue Cross and Blue Shield Plans.



In partnership with:



With help from:



**"Don't Start"
Smoking**

Blaze, the Braggin' Blue Dragon

Asthma Attack

1-800-LUNG-USA

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State Office:

2805 E. Skelly Dr., # 806
Tulsa, OK 74105
(918) 747-3441
(918) 747-4629 Fax

Oklahoma City:

3160 W. Britton Rd., Ste. E
OKC, OK 73120
(405) 748-4674
(405) 748-6274 Fax

www.oklung.org



Hello, Teachers!

Each day, more than 3,000 kids start smoking. The average age for kids to start smoking is 11 years old — and the starting age is getting younger every year. Oklahoma has one of the highest smoking rates in the nation. Every 8 seconds, someone in the world dies from a tobacco-related illness or disease. These are startling statistics, and the American Lung Association of Oklahoma knows it is more critical than ever to reach kids early in an effort to dissuade them from ever starting to smoke.

Our partners, Blue Cross and Blue Shield of Oklahoma, Cox Communications, and the Oklahoma State Department of Education, appreciate your daily encouragement to our kids and would like to invite you to participate in the “Don’t Start” Smoking Storyboard Contest.

The “Don’t Start” Smoking Storyboard Contest 2004 is a fun way to teach your students about the importance of never starting to smoke. The contest could be just the project to give your students an educational, creative way to express their knowledge about the dangers of cigarettes and tobacco.

The “Don’t Start” Smoking Storyboard Contest is a drawing and writing contest where students in grades kindergarten through fifth grade can tell a story showing why people should never start to smoke.

The student whose storyboard is selected as the grand-prize winner will have his or her creation turned into a 30-second Public Service Announcement (PSA) which will be broadcast on television. There are other prizes for the winners including a bicycle and portable CD players.

Please take a look inside this teacher packet and see if the “Don’t Start” Smoking Storyboard Contest is something you would like to do as a class project or make available to your students to enter individually. Knowing how many kids have been reached with this significant health message is important to us, so we ask that storyboards be returned for all students who attempt the project. Please see the evaluation form enclosed as well.

Again, thank you for your commitment to our students!

Sincerely,
The American Lung Association of Oklahoma

"Don't Start" Smoking

Storyboard Contest Q&A

What is it?

A drawing and writing contest where students can tell a story showing why people should never start to smoke.

Who can participate?

Public-, Private- and Home-school students in Kindergarten through Fifth Grade.

When is the contest?

Completed contest sheets must be **postmarked by April 9.**

What do students need to do to participate?

Whether whole classes submit storyboards (each child submits their own storyboard) or students participate individually, students should ...

- Get an official "Don't Start" Smoking Storyboard Contest sheet.
- Write a story or make up a conversation below each picture box about why it is important never to start smoking. Use a "Don't Start" Smoking theme.
- Draw and/or color pictures to illustrate the story. Use paints, crayons or colored markers. **DO NOT TRACE.** Judging will be based on free-hand drawing. Draw pictures of animals, family members, favorite cartoon characters, movie characters or heroes to tell the story.
- When all the pictures are completed and lines of writing are filled in, the storyboard should give a complete message about why people should not start smoking.

What do students do when they are finished?

Through their teacher, students mail in the completed storyboards to:

Don't Start Smoking **Storyboard Contest**
American Lung Association of Oklahoma
2805 E. Skelly Dr.
Tulsa, OK 74105

Then what happens?

- Judges will pick the winner.
- The winner will have his or her story turned into a 30-second Public Service Announcement (PSA) that will be broadcast on television, and he or she will win prizes.
- First-place finalists will be named for K-1st; 2nd-3rd; and 4th-5th categories.

"Don't Start"

Smoking

— Theme Ideas —

(Below are some examples, but they certainly are not all the themes that can be used.)

- It is very hard to stop using tobacco once you start, because the nicotine in tobacco is an addictive drug.
- If you don't use tobacco, you'll be able to run, climb and jump farther.
- Using tobacco costs a lot of money. Some packs of cigarettes cost almost \$4 each. Just think about what you could buy with the money you saved or didn't use on tobacco.
- If you don't use tobacco, you will be healthier and your hair, breath and clothes will smell better, too.

Judge's Criteria

The message in the "Don't Start" Smoking Storyboard should be simple and direct. The message must be about why a person should never start to smoke. If facts are used, they should be accurate. The message should convey an understanding of the concept of why it is important not to smoke. Creativity is important. The message should be easy to convert into images for television.

Clarity of Message	20 pts
Effectiveness in Attracting Attention	30 pts
Artistic Merit	10 pts
Neatness	20 pts
Accuracy	20 pts
Total points possible	100 pts

Agreement

Submission of an entry form into this contest signifies the student's agreement to have his or her work reproduced and/or published in the American Lung Association of Oklahoma, Blue Cross and Blue Shield of Oklahoma and Cox Communications publications and/or the organizations' Web sites. The agreement also includes the usage of the student's name and name of his/her school and district (if it applies). The judges' decision is final. All storyboards become the property of Cox Communications and the American Lung Association of Oklahoma.

"Don't Start" Smoking Storyboard Contest

— Prize List —

Grand Prize — The creator of the winning storyboard will have his/her story filmed for a Public Service Announcement to be aired on television. The winner also will receive a bicycle.

First-place Finalists — Three finalists will win portable CD players.



"Don't Start"
Smoking

Blaze, the Braggin' Blue Dragon

For more information about the

"Don't Start" Smoking Storyboard Contest

visit

www.bcbsok.com

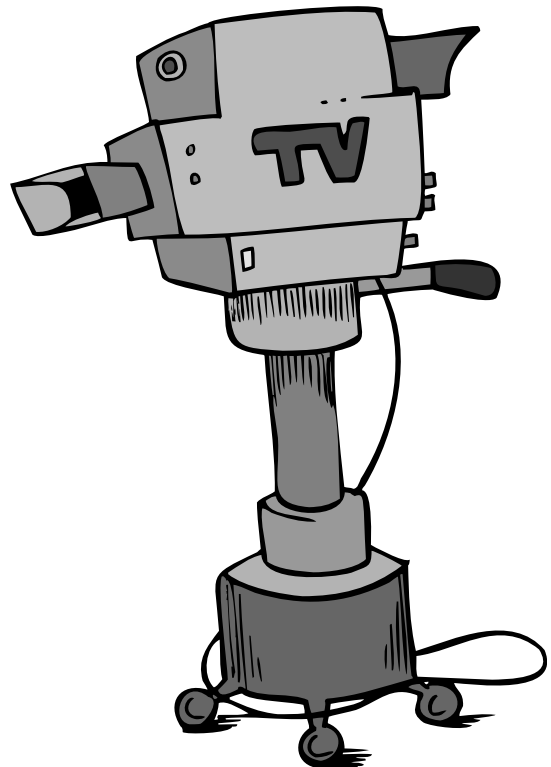
or call

1-866-876-4376

Please feel free to make additional copies of the "Don't Start" Smoking Storyboard Contest sheets.

Note: This contest will be judged by a panel of media and health professionals and is not a random drawing. Participants must be within the grades specified (K-5). There is no cost to enter the contest. Contest is open to public school, private school and home school students within the grades identified. Storyboards become property of Cox Communications and the American Lung Association of Oklahoma to be used as they choose. The decision of the judges is final.

**Winners will be notified by
April 30, 2004.**



"Don't Start" Smoking Contest

Packing slip

(Please complete one packing slip for each class submitting storyboards, even if more than one class is included in a single shipping. Please print.

Teacher's Name _____ Grade _____

School Name _____

School Address _____

City _____ State _____ Zip Code _____

School telephone number () _____

School fax number () _____

Teacher e-mail address _____

Number of storyboards enclosed _____

contest evaluation



Your feedback is important to us. Please take a few minutes to complete this evaluation and return it to us so we can make improvements to the "Don't Start" contest in the future. Your name will be entered into a prize drawing just for completing this evaluation. Many thanks!

How did you find out about the "Don't Start" Smoking Contest (check all that apply)?

- Saw the television promotion Materials arrived at school School promotion
 Colleague told me about it Received postcard in mail
 Other _____

How did you use the contest in your school or classroom?

- Developed class study session(s) Had class discussion about dangers of tobacco only
 Used the contest as an art project Utilized the contest as a writing project
 Used materials to teach health component Other _____

Who facilitated the "Don't Start" Smoking Contest in your school?

- Counselor Principal School Nurse Teacher Other _____

Please share with us how you think we could improve the contest/program (please feel free to use the back of page if needed) _____

Facts About Youth & Tobacco

— Information for a Class Curriculum —

On the next 7 pages, you will find information and activities which may be used to develop a classroom curriculum around the importance of never starting to smoke. Also included are several Web site addresses at which additional information may be found.

Why is tobacco education important?

- 3,000 kids became regular smokers each day — Roughly 1,000 will die prematurely from their addiction. — *Campaign for Tobacco-Free Kids*
- Almost 90 percent of adult smokers begin at or before the age of 18. — *U.S. Department of Health and Human Services*
- Someone in the U.S. dies from tobacco-related diseases every 8 minutes. Worldwide, it's eight deaths per second. — *Centers for Disease Control and Prevention*
- Worldwide, 200 million children alive today will eventually die from diseases caused by tobacco. — *World Health Organization, 1992*
- Tobacco killed more people last year than AIDS, alcohol, car accidents, murders, suicides and illicit drugs combined. — *Centers for Disease Control and Prevention*
- The tobacco companies spend \$9.7 billion a year, \$22.5 million a day, to advertise and promote their products, much of it reaching kids. — *U.S. Federal Trade Commission*
- Almost two-thirds of the youth that smoke prefer Marlboro, Camel and Newport, the three most heavily marketed brands in the USA. Less than 36 percent of adults who smoke use Marlboro. — *Monitoring the Future Study*
- Dipping and chewing (smokeless tobacco) kills kids. At age 12, Sean Marcey started using spit tobacco. At age 18, he was diagnosed with tongue cancer. At age 19, he died. A victim of oral cancer. A victim of tobacco. — *Oral Health America*
- Tobacco use is the leading preventable cause of death in the United States, killing more than 400,000 Americans every year. — *Centers for Disease Control and Prevention*

Oklahoma Tobacco Facts

Source: *Campaign for Tobacco-Free Kids*

- 24 percent (51,000) of high school students smoke; 23 percent of high school males dip or chew tobacco.
- 9,100 kids under age 18 become new daily smokers each year; 216,000 kids are exposed to secondhand smoke at home.
- The tobacco companies spend an estimated \$136.9 million each year marketing their products in Oklahoma. 10.1 million packs of cigarettes are bought or smoked by kids each year.

Did you know?

- ... There are more than 4,000 chemicals in cigarette smoke (including: formaldehyde, butane, arsenic, ammonia, acetone, carbon monoxide and cadmium).
- ... 200 chemicals are poisons, and 43 chemicals cause cancer.
- ... It's hard to stop smoking once you start, because of a drug in cigarettes called nicotine, which is something the body gets addicted to, or "hooked" on.
- ... Tobacco is a waste of money.
- ... Tobacco causes:

Shortness of breath	Smelly hair	Coughing	Addiction
Yellow teeth	Smelly clothes	Lung cancer	Emphysema
Stroke	Heart disease	Death	Bad breath
Asthma	Wrinkles		

Why do kids start smoking?

On a dare	To rebel	To seem older	To seem cool
Peer pressure	To stand out	To get attention	Relieve stress
Weight control	To be accepted	Experimentation	To cope
Parent/Family smokes	Famous people do it	Don't think it will hurt them	

What is peer pressure?

Write out a definition and explain it to students.
Then have students write their own definitions.

How does advertising encourage people to smoke?

Pretty/glamorous models
Looks smart
Something friends do together

Looks fun/exciting
Makes you look older
Looks like healthy activity

What are some alternatives to smoking that don't cost much?

Buy a CD

Rent a video

Ride a bike

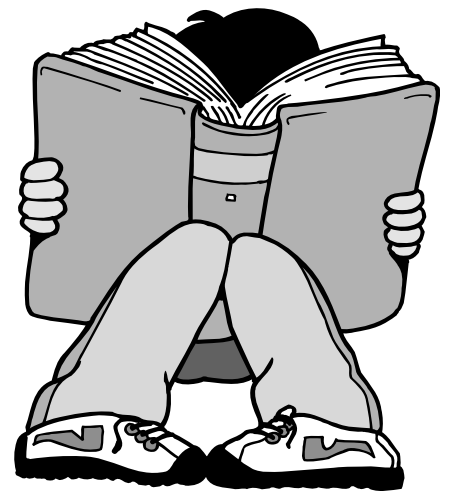
Play a video game

Go to a movie

Play a sport

Read a book

Eat a healthy snack



What are some ways to say “no”?

Get ideas from the kids and offer these:

- **Short-but-sweet way** — Simply say, “No, thanks.”
- **Out-of-sync way** — “No thanks; that’s just not me.”
- **Something-else-going-on way** — “I’m really busy; I have to practice my piano.”
- **No-no-a-thousand-times-no way** — “No way, uh-uh, absolutely not, no thanks!”
- **Here’s-my-reason way** — “No thanks. I’m playing soccer. I don’t want to ruin my chances of making the team. I need to be in top shape.”
- **Assert-yourself way** — “I think using tobacco is really gross. How can you do that to yourself?”
- **Reverse-peer-pressure way** — “I don’t want to smoke because it will give me wrinkles. You really shouldn’t smoke either. It’s not healthy. I’m worried about you.”
- **Make-a-joke way** — “If I wanted to hang around smoke, I’d join the fire department.”
- **Suggest-something-else way** — “Hey, I’d rather play a game.”
- **Leave-the-situation way** — As soon as you feel pressure, leave. Don’t wait around.

To find out more ...

Check out these Web sites —

Youth Media Network

www.ymn.org OR www.TakeActionOnline.org

Campaign for Tobacco-Free Kids

www.tobaccofreekids.com

The Young Person’s Cyber Library of Information on Tobacco and Tobacco-caused Diseases

www.smokinglungs.com/cyberlib.htm

Classroom Activities

Smoking Takes Your Breath Away

Try this activity with your class. You will need a drinking straw and one small coffee stirrer (that looks like a miniature straw) for each student.

Warning: Do not attempt this exercise with students who have asthma, bronchitis, or any condition which affects breathing.

Say to the children: The problem with smoking is that it damages your body gradually, and it is sometimes difficult to feel the damage right away.

Have each person place the large diameter straw in their mouth and run in place or jump rope for 2-3 minutes while breathing only through the straw. After the time is up, ask the kids if they feel different than normal.

Remind them that this is how their breathing would feel as a young person when it is damaged by only a few years of light smoking.

While the students are still out of breath, have them try breathing through the small diameter straw while pinching their nose. **Ask**, “Can you feel the difference?” They may say they feel pressure in the chest and a panicky feeling. They may not be able to do this without breathing through their nose. **Remind the students** that this is how it feels to have emphysema, a breathing disease caused by years of smoking. Simple acts such as standing up or walking across the room would make them feel that way. Only with emphysema, you could not go back to breathing normal. Eventually, most people with emphysema have to use an oxygen tank to help them breathe each day.

Warning Labels

There are four different warning labels that appear on cigarette packs and smokeless tobacco. Bring examples to class for the students to see. Ask them to write the four warnings on a sheet of paper, and then write a warning label that expresses the true danger of using tobacco.

Ad Watch

Bring popular magazines to class. Ask the students to count the number of ads for tobacco products in each magazine. Discuss the variety of messages in the ads. The messages are conveyed through words, pictures, colors, etc. and show happiness, glamour, youth, popularity and sex appeal. Discuss with students what is missing from the ads: dirty ashtrays, smelly clothes and hair, stained teeth and fingers, people coughing, smoke-filled rooms. Have students design their own cigarette ads that tell the real story about smoking. Have students make a collage or bulletin board of cigarette ads they find or create. Students should point out false or absurd implications made by the pictures or slogans in the ads.

"Don't Start" Smoking Coloring Page



"Don't Start"
Smoking

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"Don't Start" Smoking Word Search

Find and circle the "smoking" words in this puzzle.

I	C	T	T	A	B	S	Y	V	A	A	Y	X	G	P	V	S	H	W	O
B	H	Y	A	O	C	E	T	E	L	D	T	E	I	D	Y	I	T	L	N
Q	E	G	R	G	C	J	A	A	L	U	D	R	N	Q	I	K	N	T	Z
O	W	I	F	N	H	C	S	H	I	L	N	I	A	I	E	D	C	A	O
Z	L	Y	F	A	H	O	A	N	E	N	O	G	C	T	T	H	K	V	W
Z	Q	Z	Z	K	B	W	Y	B	O	R	E	W	C	T	S	O	D	N	T
U	I	L	A	Z	T	S	X	L	O	S	O	D	T	A	I	T	C	V	W
B	Q	P	G	K	T	X	A	J	X	T	I	H	F	E	N	O	N	I	T
A	J	J	Z	O	H	Z	E	B	C	E	E	O	V	I	E	C	N	O	N
T	J	U	Q	M	E	O	V	O	K	A	L	J	P	C	N	T	E	P	D
S	U	J	V	F	F	X	I	A	R	L	S	R	H	E	W	G	H	R	G
I	W	U	H	O	M	Y	E	T	E	E	E	E	X	R	F	S	E	I	P
E	O	J	J	S	K	I	D	M	T	C	M	P	I	O	M	N	U	R	G
J	I	T	O	R	S	I	S	T	N	I	E	N	O	O	I	B	O	X	S
J	Z	I	P	D	S	Y	E	A	C	N	K	L	K	G	T	B	G	G	X
F	C	U	D	E	K	R	C	A	S	L	I	I	Q	O	W	E	K	Y	D
F	P	Q	A	N	A	L	L	I	E	S	N	Q	W	S	V	L	P	X	W
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S	S	C	O	M	B	I	C	T	L	Q	F	E	R	K	O	T	I	P	S

key

- ADDICTION
- BE A HERO
- CIGARETTES
- CHEMICALS
- CHEW
- DON'T START
- EXPENSIVE
- FOOLISH
- HEART DISEASE
- LUNG CANCER
- NICOTINE
- ORAL CANCER
- POISONS
- QUIT
- SMOKING
- SNUFF
- SPIT
- STAINED FINGERS
- STINKY SMELL
- TAR
- TOBACCO
- WRINKLES
- YELLOW TEETH