

Section 1 – Description of included videos

Diary of a Teenage Smoker

Suggested Audience: Adolescent women (Gr. 7 girls)
VHS, 28 minutes.

This video looks at young teenage females' experience with tobacco addiction. All narration is performed by teenagers, adding influence to strong anti-tobacco, pro-health messages. Video is directed at young women aged 12 to 15 and addresses many of the underlying reasons why young women smoke such as stress, advertising, body image, self-esteem and peer pressure. It seeks to provide teenage girls with the knowledge and skills they need to become smoke-free. It is accompanied by a facilitators guide including facts sheets and activities.

Cost: Available free from Health Canada 866-318-1116.

Note: Comprehensive teaching guide available with video.
Call 1800 OCANADA

Information about these video's are also on <http://www.rightdecisionsrightnow.com>

The Right Decisions, Right Now in-school program materials include oral presentations (videos), visuals (booklets, pamphlets and posters) and hands-on activities (study guides). The ***Right Decisions, Right Now*** program currently has three videos available for schools and youth programs:

Cost: Available one copy free from rightdecisionsrightnow website. Please submit requests for larger quantities in writing to:

Right Decisions, Right Now
P.O. Box 2959
Winston-Salem, NC 27102

Don't Be Clueless About Teen Smoking

Suggested Audience: (Gr. 5)
VHS, 11 minutes.

In the fall of 1997, a youth non-smoking instructional video was distributed to more than 10,000 schools as a supplement to the Right Decisions, Right Now educational program. Program is funded by R.,J. Reynolds Tobacco Company.

The video is hosted by Brittany Murphy, a teenage role model, and includes scenes featuring Tia and Tamera Mowry in a special "Sister, Sister" show that revolves around youth smoking prevention issues.

The theme that prevails throughout the youth smoking prevention video is making the right decisions for you and not letting peers pressure you into doing things that are not right for you. Scenes in the video show Tia and Tamera making the wrong decision as they try smoking with their friends. They eventually change their decision and choose not to smoke, which they feel very good about. The video ends on a positive note with Brittany, Tia and Tamera encouraging students to do what is right for them — stay in school, take good care of yourself and don't give in to peer pressure to smoke. The final message is: it is never too late to make the right decision.

Decisions - Are You Ready to Make the Right Ones?

Suggested Audience: (Gr. ?)

VHS, ? minutes.

"Decisions - Are You Ready to Make the Right Ones?" is hosted by double-platinum pop-music group O-Town. The video features many of today's young stars of television, movies and sports, including: Marion Jones, Olympic track and field gold medalist; Mike Vogel and Lynsey Bartilson, stars of the "Grounded for Life" television series; Ron Lester, star of "Varsity Blues" and "Not Another Teen Movie"; A.J. Lamas, star of the television series "American Family"; and Scarlett Pomers, star of the television series "Reba." The video may be used as a stand-alone piece with students, or in conjunction with Right Decisions, Right Now study guides.

Right Decisions, Right Now!

Suggested Audience: (Gr. 7)

VHS, 12 minutes.

Right Decisions, Right Now youth non-smoking video is hosted by Majandra Delfino, star of the WB television series "Roswell". The video focuses on various aspects of peer pressure: the pressure one feels to fit society's perception of a beautiful person, the pressure to fit into a group, and the pressure one feels when first exploring the world of dating. This video is aimed at communicating to young people in middle and junior high schools that smoking is not a good decision in order to curb appetite and lose weight, to fit in, or to look cool. Video is designed to offer young people specific strategies in addition to techniques by which peer pressures can be resisted.

Study Guides

The *Right Decisions, Right Now* youth non-smoking program offers study guides designed to teach young people how to make appropriate lifestyle decisions regarding smoking, drinking and other potentially risky behaviors. The materials, developed by independent experts at Lifetime Learning Systems, Inc., include a teacher's guide, student activity sheets and a discussion poster. Seven study guides have been produced, covering the subjects of

Decision Skills,

Assessing Consequences of Decisions,

Refusal Techniques,

Values,

Conflict Resolution,

Responsibility, and

I Quit Smoking Now

<http://www.rightdecisionsrightnow.com>

The following 5 videos are available from
Canadian Learning Company
95 Vainsittart Ave
Woodstock, Ontario N4S 6E3
800-267-2977
www.canlearn.com

Costs in Jan 2006 were \$89.95 each (which reflects a special school purchase discount)

A presenter's guide is available as a PDF file from the CLC website for those purchasing or previewing the video. To download the PDF guide, from your Internet browser enter the following [URL:Links](#) indicated with each title.

Tobacco X-files.

Suggested Audience: (Gr. 7)

VHS, 28 minutes. 1998.

A presenters guide is included in the attached pages of section 1.

<http://www.canlearn.com/guides/1-2253sg.pdf>

Pin Number is 1-2253 if requested.

Using graphic imagery, interviews with cancer patients and current and former teen tobacco users, this program combines hard facts with an X-Files take off. The program emphasizes to viewers that the best way to quit using tobacco is to not start in the first place.

Tobacco: The McGruff's kid files series

Suggested Audience: (Gr. 1 or 3)

VHS, 16 minutes. 2002.

A 35 page presenters guide is available at <http://www.canlearn.com/guides/1-2678ATM.pdf>

McGruff the Crime Dog returns, this time as a state-of-the-art computer animated host, to present the latest info on the dangers of tobacco. McGruff and co-host Jason, begin by describing tobacco as one of the most addictive and deadly drugs in the world. The more immediate and external effects of tobacco are also discussed.

Tobacco advertising and how it's used to manipulate young people is also presented.

As the program concludes viewers are reminded that 1 out of every 3 young people who try tobacco become regular smokers by the age of twenty and that the only way to prevent becoming a prisoner to nicotine is never to try it.

Tobacco: The pushers and their victims

Suggested Audience: (Gr. 5)

VHS, 38 minutes. 1991.

A 76 page presenters guide is available at <http://www.canlearn.com/guides/8-1126.pdf>

Because the tobacco industry targets its advertising at the most susceptible: the young, it's important for young people to learn to ignore these messages. Show them how tobacco companies aim their advertising at youth by playing to peer pressure, independence, and the desire for social acceptance. Teach young people to adjust reject the daily pressures applied by those who want to turn them into profitable addicts, and positively re-direct the soon to be adolescent need to rebel.

Smoking: Truth or Dare? The teen files series

Suggested Audience: (Gr. 7/8)

VHS, 29 minutes. 1998.

A 35 page presenters guide is available at <http://www.canlearn.com/guides/1-9298ATM.pdf>

Smoking kills more people than AIDS, drug abuse, car accidents and murder - combined. This a powerful program that graphically demonstrates exactly what this deadly habit does to a body. The damage smoking does to our bodies is not just something intangible that teens might have to face forty or more years down the road. These young people are suffering the deadly effects of their use right now, and the consequences will only get worse.

Curriculum connections

AB/NWT Health & Life Skills Gr 8 Personal Health:W-8.6: "analyze possible negative consequences of substance use and abuse."; AND, .Health & Life Skills Gr 9 Personal Health:W-9.6: "analyze addictions".

BC/YK Career and Personal Planning Gr 8-12 Personal Development - Substance Abuse Prevention: "to develop in students the ability to make responsible decisions regarding substance use as they develop healthy lifestyles; demonstrate an understanding of the effects and consequences of substance use and abuse for themselves and others; evaluate peer, cultural, mass media, and social influences."

MB Physical Education/Health Education Gr 8 Healthy Lifestyle Practices (Knowledge) Strand A: Personal Health Practices: "examine positive and negative health habits of daily living for self and/or others (e.g. tobacco use, etc.); examine lifestyle practices and their effects on body systems (e.g. tobacco, etc.)"; and, Gr 10 (Senior 2) Health Lifestyle Practices (Knowledge) Strand D: Substance Use and Abuse Prevention: "analyze issues concerning the use and abuse of legal and illegal substances (e.g. tobacco)."

NB Personal Development Gr 9 & 10 - Responsible Choices: "demonstrate responsible choices concerning home, school and community."

NFLD & LABRADOR Health Gr 7 Adolescence: Healthy Lifestyles - Drugs: Smoking & Alcohol: "to understand that tobacco contains an addictive drug and other chemicals that affect health; to be aware of the immediate and long-term effects of cigarette smoking, both physically, social and psychological."

ON Health & Physical Education Gr 9 & 10 Healthy Living - Substance Use and Abuse: "explain the effects and the use and abuse of tobacco; identify facts and myths related to use; identify the major factors that contribute to use; demonstrate and use decision-making skills."

SK Health Education Gr 9 Tobacco Industry Unit: "be aware of why teens smoke and/or chew tobacco, and the stages of tobacco initiation."

Smokin' Sam

Suggested Audience: (Gr. 3)

VHS, 23 minutes. 1994.

Sam is a role model, a team player, and a star. He also smokes, and even endorses Trophy cigarettes by appearing in team commercials. When Jamaal and Taylor, two 11-year old fans, discover Sam's deadly habit, they decide to convince Sam to quit.

"This very well done production alerts viewers to the hazards of tobacco and smoking and the hidden advertising agendas of tobacco companies. All health teachers should add this video to their curriculum." - School Library Journal

Curriculum connections

AB Physical Education Gr 3 Health - Body Knowledge and Care: "learn to refuse to accept substances (drugs, alcohol, tobacco)." and Gr 5 Health - Body Knowledge and Care: "describe the immediate and long-term effects of tobacco use."

BC Personal Planning: Personal Development - Substance Abuse Prevention: Gr 2-3: "describe the potential dangers associated with various unsafe substances." and Gr 4: "identify possible effects of inappropriate use of substances", and, Gr 5: "identify factors that contribute to use, misuse and abuse of substances."

ON Health & Physical Education Gr 4 Healthy Living: "identify the influences (eg. the media, peers, family members) affecting the use of tobacco, as well as the effects and legalities of tobacco use."

Section 2 – Supplementary Materials

Smoking Posters

Get the message across in a colorful way. *Right Decisions, Right Now* posters challenge the perception that smoking will enhance a child's image or gain him or her improved social status among peers. These posters serve as constant reminders that smoking does not make youth look cool or fit in with their peers.

Bumper Stickers

Right Decisions, Right Now is offering our "Kids Shouldn't Smoke" bumper sticker. Get a free bumper sticker - spread the word.

Public Service Announcements available for viewing, featuring such stars as Jennifer Love Hewitt, Matthew Lawrence and Melissa Joan Hart.

On-line order quantities on <http://www.rightdecisionsrightnow.com> are limited to one of each poster, video or resource.

If you would like more than 1 copy of the right decisions, right now resources

Please submit requests for larger quantities in writing to:

Right Decisions, Right Now

P.O. Box 2959

Winston-Salem, NC 27102

Professair and Body buddies Coloring Books and Teachers resources

<http://www.lung.ca/teachers/> sample activities are included. Go to this site for more resources.

Not smoking means... coloring book

Nechi Institute. www.visions.com email: nechi@nechi.com

Smoke-Free fun book

www.lungsareforlife.ca

Anatomy of a smoke information sheet

Manitoba Lung association

www.lungs.ca

Canadian Lung association websites information page

Questions and answers about Nicotine and Tobacco

Contact your local AFM (addictions foundation Manitoba) for additional copies

Review and Rate II additional resources. Myths and realities.

Included is the teacher guide that accompanied the yearly review and rate program in Manitoba.

The review and rate program occurs annually in Manitoba.

The following is an explanation of the program:

Ballots were received from more than 30,000 young Manitobans aged 11 to 17 and more than 400 schools participated in the 2005 program. This year's winning ad, Relaxed, shows the effects smoking has on internal organs.

"Keeping our youth tobacco-free is vital in the development of a healthy Manitoba," said Oswald. "What better way to ensure an effective anti-smoking strategy than by allowing students to participate in the selection of ads to be used in the battle against tobacco?"

Students in participating schools viewed 12 cutting-edge anti-tobacco ads. Teachers received extra resources to encourage classroom discussions about tobacco use and related issues. The overall success of Review and Rate has teachers eager to participate in the program again next year, Oswald said.

"We've received such positive feedback from teachers," said Bjornson. "Many have commented on the ease with which the program can be used in the classroom and that it was successful in holding the students' attention and engaging them in meaningful dialogue about the health risks associated with smoking."

The winning commercial selected through the Review and Rate program will air in March, exposing Manitobans of all ages to the effective anti-smoking ad.

"The effectiveness of this program depends entirely on those who participate and Review and Rate II was as successful as last year's program," added Oswald. "As we begin National Non-smoking Week, I would like to thank all the schools, teachers and students who took part in this year's program."

For more information about this program contact Mr. Andrew Loughead, Mb Health, Environmental health unit, public health branch, (204) 788-6731. Email: aloughead@gov.mb.ca

Winnipeg Regional Health Authority School Resource kit.

This resource was developed as a deliverable for Health Canada. WRHA will be using this with all public health nurses, so they can use the resources in middle and senior years schools. A pdf version is available on the WRHA website <http://www.wrha.mb.ca> To the link <http://www.wrha.mb.ca/caring/preventill/smoking.php> to download the pdf file.

