

REVIEW RATE

2017-18

PROGRAM OVERVIEW & ADDITIONAL RESOURCES

A Complete Guide for Teachers

PRIZES ARE BACK!

Five — \$250 Visa Gift Cards to be
awarded — one per Health Region

Manitoba Health, Seniors & Active Living expresses sincere gratitude to the many governments and organizations that graciously allowed their material to be included in Review & Rate 2017-2018.

If you smoke, your future's not pretty

Department of Health, Queensland Health, Australia

Test your street smarts

Rescue Social Change, USA

Greatest Hits

New York Health Department, USA

Three Enemigos

California Department of Public Health, USA

Rosemary's Tumor

Utah Department of Health, USA

SHS Pets

Rescue Social Change, USA

Little Lungs – Snowboarder

FDA Center for Tobacco Products, USA

Please don't smoke around me

Cancer Council Western Australia, Australia

Any Volunteers

Centers for Disease Control, USA*

Predator

California Department of Public Health, USA

Quit Stalling

Cancer Institute NSW, Australia

Ike

Vital Strategies for the Ministry of Health,
Indonesia

* Courtesy of Centers for Disease Control and Prevention (CDC),
Media Campaign Resource Centre

PROGRAM GUIDE

TEACHER'S KIT CONTENTS:

1. Program and Additional Resources Guide **(YOU'RE READING IT)**
2. DVD with 12 outstanding international TV ads
3. Student Ballots
4. Classroom Ballot Tally Form & Prize Draw Entry Form
5. Program Evaluation Form

You can also download all items (except the ads on the DVD collection) from our website at:

manitobastoptobacco.ca

If you require an additional DVD, please contact
Andrew Loughead by email:
andrew.loughead@gov.mb.ca

or phone:
204-784-3900

**EASILY & QUICKLY ENTER YOUR TALLY RESULTS
& EVALUATION FEEDBACK ONLINE AT:**

manitobastoptobacco.ca

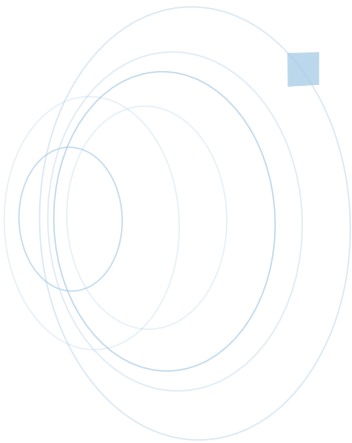
Entering your results and completing your evaluation are two very important steps that will help ensure the continuation of this program.

PRIMER ON TOBACCO IN 2017

WHAT IS TOBACCO?

Tobacco in its purest, traditional plant form is used culturally in ceremonies, rituals and prayers by many Canadian Indigenous people and has been an essential sacred medicine for thousands of years. Tobacco from this perspective has a powerful spiritual purpose in establishing a direct communication with the spiritual world and is used ceremonially to carry prayers, blessings and gratitude to the Creator.

There is an important distinction between the traditional and non-traditional uses of tobacco. Traditional use is linked to spirituality and the smoke is used to carry ceremonial prayers. Non-traditional uses involve inhaling the smoke, often to satisfy a chemical addiction. Smoking cigarettes, using chewing tobacco or snuff, smoking non-traditional tobacco in non-sacred pipes and smoking cigars are not traditional uses of tobacco. When talking about the negative health impacts of tobacco use, it is the non-traditional use of commercial tobacco products – the ones that contain thousands of harmful chemicals and are sold by large, multi-national companies – that are referred to.



COMMERCIAL TOBACCO PRODUCTS

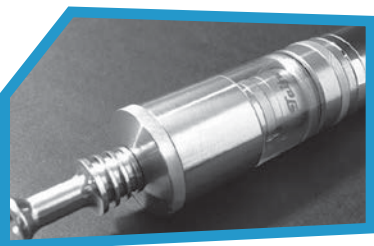
In response to declining rates of use, the tobacco industry keeps coming up with new ways for people to consume nicotine, the addictive ingredient of tobacco. Without ways to entice new customers to replace the thousands of Canadians that die each year from tobacco related disease, the industry would not be profitable.

Keeping up with industry innovation can be a challenge. The following is a list of current tobacco products that are available, or will soon be available, in Canada.



1. Cigars, cigarillos & little cigars

Cigars come in a variety of sizes and can be appealing to youth because they are sold as singles and often come in flavours. They all contain a higher level of nicotine than cigarettes. Some people inhale and some don't. For those that do inhale, nicotine is absorbed in the lungs, and for those that don't, nicotine is absorbed through the lining of the mouth.



2. E-cigarettes (vaping)

The use of e-cigarettes (also known as vaping) has exploded in recent years since the tobacco industry has become involved in marketing them. In Canada, just as many youth are using e-cigs as are smoking cigarettes.

E-cigarettes are battery-powered devices that heat a cartridge filled with liquid flavouring and other chemicals that may or may not contain nicotine. When heated, the fluid turns into a vapour that is then inhaled by the user. These re-fillable and replaceable cartridges are available with different nicotine levels and over 7,700 flavours.

There is general consensus that e-cigarettes are a less harmful product than cigarettes, but at present, the World Health Organization claims there are no studies proving that the electronic cigarettes are safe.



3. Smokeless tobacco

Chewable tobacco

Chew tobacco is available in loose leaf, plug or twist. The nicotine in chew tobacco is absorbed primarily through the skin in the mouth.

Dipping or spit tobacco

Most users place this product in their cheek or between their gum and cheek. Users then suck on the tobacco and spit out the tobacco juices, which is why smokeless tobacco is often referred to as spit or spitting tobacco. The nicotine in this tobacco is absorbed primarily through the skin in the mouth.

Smokeless DOESN'T mean harmless: One dip contains five times the amount of nicotine as a cigarette. Ten dips a day equals the same amount of nicotine in 30-40 cigarettes a day.

Manitoba youth involved in sports are at higher risk of using smokeless tobacco, with use varying by sport. A local study has shown that youth, particularly males, involved in baseball (54%), hockey (52%), rugby (38%) and football (37%) are most at risk.



4. Hookah

Hookah is common in Middle Eastern cultures and has been increasing in popularity in Canada. A plant-based substance called shisha is heated, creating smoke. When a user inhales, this smoke is pulled down the hookah into a water-filled bowl. The smoke passes through the water and is inhaled by users through the hose and mouthpiece.

Shisha may or may not contain tobacco, and is often considered by users to be safer than tobacco smoke. However, a typical one-hour hookah session contains smoke equivalent to 100-200 cigarettes.



5. Flavoured tobacco

The products previously listed may may all be sold with flavouring to make them more appealing, particularly to youth. In 2009, the federal government banned most flavours in tobacco products with the exception of menthol. Menthol is the most popular flavour amongst youth, partly because it is easier to inhale. Many people begin their addiction by experimenting with menthol before moving onto regular cigarettes.

To protect youth and prevent them from starting to use tobacco products, the federal government expanded the flavoured tobacco ban to include menthol effective October 2, 2017. Laws put in place by the federal government have covered 95% of the flavoured tobacco market; however, products such as e-cigarettes and smokeless tobacco continue to be available in a variety of flavours.

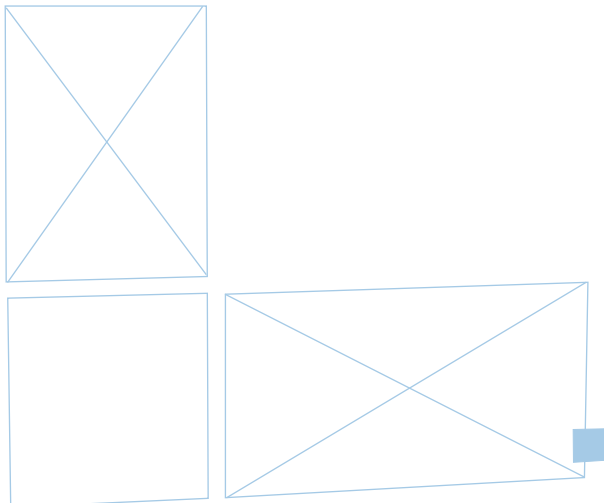


6. Heat not burn

Heat-not-burn tobacco (HNB) is one of the newest products to enter the market. Rather than burn tobacco, it is heated into an aerosol that contains nicotine. There is no evidence regarding lower health risk claims of this product.

Big Tobacco has recently become involved with the marketing of HNB products, so they can be expected to increase in popularity in the coming years.

Big Tobacco will attempt to tell people that some of these newer products, such as e-cigarettes and HNB, are “safe alternatives to smoking” but the truth is they simply don’t have the conclusive scientific evidence behind them. No matter how they are marketed, all of these tobacco products are dangerous and potentially deadly.



PROGRAM OVERVIEW

If you are unfamiliar with this program, here's how it works:

- Students watch 12 international anti-tobacco television ads.
- Students choose the ad they find most effective.
- Teachers submit student vote results and program evaluations.
- We award five \$250 Visa Gift Cards. One school in each of Manitoba's five health regions will be randomly selected from classroom tallies received.

REVIEW&RATE Simple Steps

1 Introduce the program

The goal of a Review & Rate session is to encourage young Manitobans to think critically about tobacco and tobacco use from a number of perspectives — and ultimately to help Manitoba students stay tobacco-free or quit.

We encourage teachers to speak to their class before beginning a session as some of the ads are graphic and emotionally sensitive. Please ensure students are aware of this and allow any student to opt out of the Review & Rate session as appropriate.

2 Distribute the ballots

Distribute one ballot to each student in your class and discuss its contents.

Side one of the ballot displays the names and numbers of each of the 12 ads on the DVD collection, along with corresponding still images to help students remember them. There is also space for taking notes about immediate impressions or feelings as the ads are viewed.

Students should ask themselves one important question as they watch the ads:

“Which ad does the best job to help me stay tobacco-free or quit?”

Side two of the ballot is where students record, in their opinion, which of the 12 ads they have just reviewed is the most effective. There are no wrong answers. All the ads are outstanding examples of anti-tobacco messages.

3 Show the DVD

The DVD briefly introduces the Review & Rate session and then launches the 12 ads, one by one. The ads are automatically played twice to give students adequate opportunity to make a clear and critical choice.

After reviewing all of the ads, there is a built-in PAUSE for students to complete their ballots and hand them in.

4 Rate the ads

Please remind students to save their comments and discussion until all ballots have been handed in, so as not to influence each other's voting.

Students should rate which ad they think is most effective, and why, on side two of their ballots.

Asking students to briefly articulate why they vote the way they do will give them a better understanding of how they have been affected by the ad they selected. This understanding will be helpful during group discussion.

Collect the ballots and tally the votes. You may wish to enlist the help of a student for the tallying. Use your Ballot Tally Sheet to record the results.

5 Review as a group

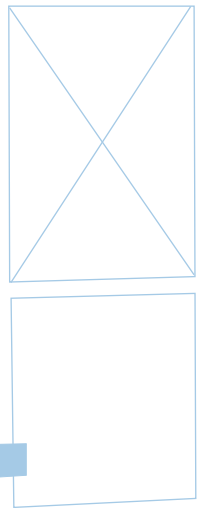
Discussing the results as a group allows students the opportunity to think critically about the issue of tobacco use. You might begin the discussion by asking your students to share with the class which ad they rated most effective and why. Then share the classroom tally.

Consider asking:

- Why do they think the classroom's top-rated ad is so effective?
- What do they like or dislike about the top-rated ad?
- Does the ad provide new information? If so, what is it?
- Do students prefer the realistic or humorous ads?
- Can students relate to certain ads more than others? If so, why?
- What messages do students take away from the ads?

You may also wish to discuss the different ways the ads get their messages across, such as shock, humour, fear or graphic effect; and how these approaches influence the viewer's decision to stay tobacco-free or quit.

Included in this booklet is an additional resource section that is designed to help facilitate meaningful discussion.



NEW

We have organized information into topic areas to match the ads and provided some questions and answers we hope will help provoke meaningful discussion. We strongly encourage you to view the DVD and the specific topic material to determine what would work best with your classroom **prior to conducting the Review & Rate session.**

6 Submit your results — Enter to win a \$250 Visa Gift Card

THIS IS AN IMPORTANT STEP to complete.

NOW you can easily and quickly enter the classroom tally results, and provide evaluation feedback online. This will also serve as your entry into winning one of five \$250 Visa Gift Cards.

Or you can choose to mail, email or fax your entry.

You can do it whichever way you want — but please do it:

1. Visit **manitobastoptobacco.ca** and enter results directly online under the “enter results” tab
OR
2. Fill out the paper form and mail to the address below
OR
3. Fax to **204-948-4748**
OR
4. Scan and email to andrew.loughead@gov.mb.ca

We will award five \$250 Visa Gift Cards. One school in each of Manitoba’s five health regions will be randomly selected from classroom tallies received. We will email the lucky teachers and mail out the gift cards in May 2018.

2016/17 WINNERS:

Interlake Eastern Regional Health Authority
Northern Health Region
Prairie Mountain Health
Southern Health/Santé Sud
Winnipeg Regional Health Authority

E. Riediger – Ruth Hooker Elementary (Grade 5)
D. Grenier – Cranberry Portage Elementary
M. Rainnie – Neepawa Area Collegiate Institute (Grade 8)
J. Sawatzky – Parkland Elementary School (Grade 8)
L. Swereda – Lincoln Middle School (Grade 6)

Contact us

To send in ballot tallies, program evaluations, feedback or if you have any questions:

Manitoba Health, Seniors & Active Living
Tobacco Control and Cessation
4089 — 300 Carlton St. Winnipeg MB R3B 3M9

Attention: Andrew Loughead
204-784-3900
andrew.loughead@gov.mb.ca

DEADLINE: February 28, 2018

We’ve included one additional set of material (DVD, ballot, Teacher’s Guide) for you to give to ONE OTHER TEACHER. By passing on this additional kit you can help other students share in this anti-tobacco learning experience. Thank you very much for helping us spread the learning.

CLASSROOM DISCUSSION TOPICS

THE DISCUSSION GUIDE HAS CHANGED! In order to make it easier for teachers to facilitate meaningful discussion amongst students, we have grouped the ads into topics for discussion. For each topic, we highlight questions teachers could ask regarding the content area and outline responses.

2017-18 ADS:



1

If you smoke, your future's not pretty

Topic: Health Impacts



2

Test your street smarts

Topic: Environmental Impacts



3

Greatest Hits

Topic: Health Impacts



4

Three Enemies

Topic: Second & Third-Hand Smoke



5

Rosemary's Tumor

Topic: Health Impacts

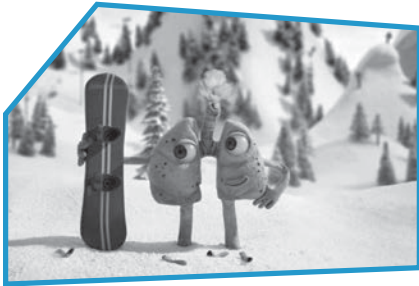


6

Pets & SHS

Topic: Second & Third-Hand Smoke

REVIEW & RATE



7

**Little Lungs -
Snowboarder**

Topic: Health Impacts



8

**Please don't
smoke around me**

Topic: Quitting



9

Any Volunteers

Topic: Big Tobacco:
Recruiting New Customers



10

Predator

Topic: Big Tobacco:
Recruiting New Customers



11

Quit Stalling

Topic: Quitting



12

Ike

Topic: Health Impacts

SECOND & THIRD-HAND SMOKE

Related ads: Three Enemigos/Pets & SHS

What is second and third-hand smoke?

Secondhand smoke is the smoke that comes from the burning end of a cigarette. It is also the smoke that smokers breathe out. More than 80% of secondhand smoke is invisible and odourless.

Third-hand smoke is the invisible tobacco “dust” (or chemical) that settles in the environment on things like clothing and furniture and stays there even after a cigarette has been put out. Third-hand smoke contains more than 250 chemicals.



Why is second and third-hand smoke harmful?

The smoke from the burning end of a cigarette has more toxins than the smoke inhaled by the smoker.

Studies show that a person breathing secondhand smoke is exposed to the same tar, nicotine, cyanide, formaldehyde, arsenic, ammonia, methane, carbon monoxide and other cancer-causing chemicals as the person smoking the cigarette.

Children are particularly vulnerable to the effects of secondhand smoke because they breathe more rapidly and have less developed airways, lungs and immune systems.

Children exposed to secondhand smoke experience increased hospital admissions for asthma, serious respiratory infections and ear problems, and are at increased risk of sudden infant death syndrome (SIDS) than those not exposed.

When infants, children and nonsmoking adults inhale, ingest or touch substances containing third-hand smoke; they may place themselves at increased risk for tobacco-related health problems.

How does second and third-hand smoke impact animals?

Animals too face health risks when exposed to the toxins in second-hand smoke – from respiratory problems to allergies and even nasal lung cancer in dogs and lymphoma in cats.

In addition, third-hand smoke attaches to animal fur and feathers and then impacts those handling the animal.

How can you reduce the impact of second and third-hand smoke?

Opening windows and doors or smoking in another room in the house will not make it safe for those around you. Harmful cigarette smoke can still blow back inside. And because more than 80% of smoke is invisible, you can't see where it goes, making it impossible to control.

The only way to protect against it is to not allow smoking at home, in the car or wherever non-smokers are present.



QUITTING

Related ads: Please don't smoke around me/Quit Stalling

Why is quitting so hard?

Tobacco contains nicotine, one of the most addictive substances on earth. Scientists have found nicotine to be as addictive as heroin and cocaine and even more addictive than alcohol. It is quickly absorbed into the bloodstream and reaches the brain in less than ten seconds. Nicotine causes the brain to release chemicals that activate reward pathways and produce feelings of pleasure. When someone tries to quit using tobacco, they experience withdrawal symptoms, making them want to stop the discomfort and return to smoking.



What are the best approaches to quitting?

The most effective way to quit smoking is to not give up on quitting until you quit for good. Most people go through multiple quit attempts before finally kicking the addiction.

There are many different ways to quit, including:

- **Cold Turkey:** This means stopping completely without cutting down or relying on other supports.
- **Nicotine Replacement Therapy (NRT):** Using nicotine gum, patches, lozenges, tablets or inhalers to gradually reduce dependency on nicotine.
- **Prescription Drugs:** Prescription medications can help to reduce withdrawal symptoms when you quit, such as cravings, irritability and anxiety.
- **Counseling:** Many phone, online and in-person counseling options exist to help support smokers when they are quitting.

Research shows that using some type of support is more effective than cold turkey and that a combination of NRT or prescription drugs and counseling is the most effective method.

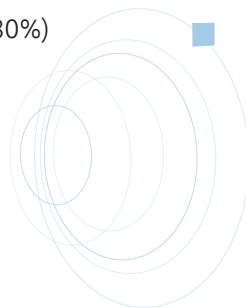
What is the number one request from people trying to quit smoking?

During preparation for the ad created by Cancer Council Western Australia, the council interviewed smokers and the number one request was that when smokers are trying to quit smoking, that loved ones not smoke around them.

What are triggers to giving up on quit attempts:

Know the triggers and prepare a plan to deal with these issues BEFORE they arise. Recent research identifies the following triggers for smoking:

- being around friends who smoke (80%)
- stress (78%)
- parties or nights out (76%)
- eating a meal (69%)
- work breaks (60%)
- drinking coffee (45%)
- driving (41%)
- telephone calls (23%)

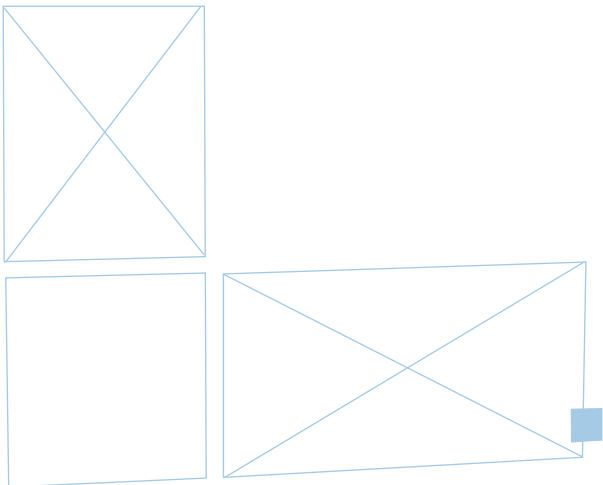


HEALTH IMPACTS

Related ads: Little Lungs/
If you smoke, your future's not pretty/
Rosemary's Tumor/Ike/Greatest Hits

How does tobacco impact health?

Early Changes (young smokers)	Later Changes (adult smokers)
APPEARANCE	APPEARANCE
<p>Skin</p> <ul style="list-style-type: none">• The combination of stress and smoking can cause you to break out more often. Breakouts last longer if you're a smoker.• Tobacco use also stains your teeth and your fingers yellow. <p>Mouth</p> <ul style="list-style-type: none">• Smoking irritates the lining of your mouth, which can lead to mouth sores and ulcers. Not to mention it gives you nasty breath. <p>Phlegm producers</p> <ul style="list-style-type: none">• Teens who smoke produce twice as much phlegm as teens that don't. Phlegm is expelled from the body via a nasty cough.	<p>Skin</p> <ul style="list-style-type: none">• Smoking reduces the amount of oxygen that gets to your skin, which can make your skin look grey and dull.• Damage to collagen and elastin can cause skin to sag and toxins in your body may cause cellulite. <p>Premature aging & wrinkles</p> <ul style="list-style-type: none">• Decreased circulation causes your skin to age more quickly, making you look older.• Wrinkles can form by the time you are 30, especially around your mouth because of the constant pursing of your lips when you smoke. <p>Discoloured skin, nails and teeth</p> <ul style="list-style-type: none">• Prolonged tobacco use can stain your skin, nails and teeth. This discolouration tends to fade when you quit smoking.



Early Changes (young smokers)

DEVELOPMENT

Smaller lungs

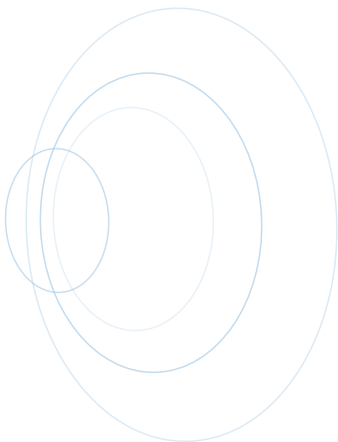
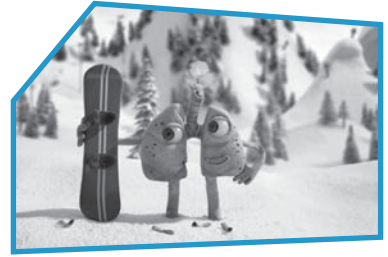
- Teens' lungs are still growing; smoking when you're a teen can stunt their growth. Teens who smoke have smaller, weaker lungs than those that don't smoke.
- Tobacco use also stains your teeth and your fingers yellow.

Poor bone growth

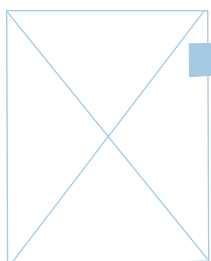
- Ingredients in cigarette smoke disrupt your natural cycle of bone health. If you break a bone, it will take longer to heal.

Weak Muscles

- Less blood and oxygen flow to your muscles if you smoke. This makes it harder to make muscle.



Early Changes (young smokers)	Later Changes (adult smokers)
HEALTH IMPACTS	HEALTH IMPACTS
<p>Damaged DNA</p> <ul style="list-style-type: none"> Bodies are made up of cells containing genetic material (DNA). Every single puff of a cigarette causes damage to DNA. <p>Lower estrogen levels</p> <ul style="list-style-type: none"> Smoking lowers a female's level of estrogen. Low estrogen levels cause dry skin, thinning hair and memory problems. <p>Longer to heal</p> <ul style="list-style-type: none"> Wounds take longer to heal because nutrients, minerals and oxygen are all supplied to the tissue via the bloodstream and the supply is impacted by nicotine. <p>Weaker immune systems</p> <ul style="list-style-type: none"> Your immune system is less effective at fighting off infections, meaning you are sick more often. <p>Addiction</p> <ul style="list-style-type: none"> The younger someone is when they start smoking, the more likely they are to become heavily addicted to tobacco. 	<p>Heart & circulation</p> <ul style="list-style-type: none"> Smoking damages your heart and your blood circulation, increasing the risk of conditions such as heart disease, heart attack and stroke. <p>Stomach</p> <ul style="list-style-type: none"> Smokers have an increased chance of getting stomach cancer or ulcers. Smoking is a significant risk factor for developing kidney cancer, and the more you smoke the greater the risk. <p>Lungs</p> <ul style="list-style-type: none"> Your lungs can be very badly affected by smoking. Coughs, colds, wheezing and asthma are just the start. Smoking can cause fatal diseases such as pneumonia, emphysema and lung cancer. <p>Mouth and throat</p> <ul style="list-style-type: none"> The most serious damage smoking causes in your mouth and throat is an increased risk of cancer in your lips, tongue, throat, voice box and gullet (oesophagus). <p>Reproduction and fertility</p> <ul style="list-style-type: none"> Smoking can cause male impotence, as it damages the blood vessels that supply blood to the penis. It can also damage sperm, reduce sperm count and cause testicular cancer. For women, smoking can reduce fertility.



ENVIRONMENTAL IMPACT

Related ads: Predator/Test your street smarts

How does the tobacco industry affect the environment?

Tobacco production:

Tobacco is grown in more than 100 countries worldwide, mostly in developing countries. Production causes deforestation, soil nutrient depletion, green tobacco disease in farm workers, and pollution from pesticides and fertilizers. After harvesting, tobacco is dried and cured to preserve it for storage, transport and processing. Indigenous trees are cut down to provide fuel for the curing process and construction of curing barns.



Cigarettes instead of trees:

Cigarettes require large amounts of paper for their manufacturing and packaging. Each year nearly 600 million trees are destroyed to provide fuel to dry tobacco. Put another way, one tree is destroyed for every 300 cigarettes. Modern cigarette manufacturing machines use six kilometres of paper per hour.

Litter:

Litter from cigarettes fouls the environment as well. Internationally, cigarette filters (which are not generally biodegradable) are the single most collected item in beach cleanups. Material that leaches out of these filters is toxic to aquatic life.

What are some issues with tobacco production you may not have thought about?

Child labor

- The International Labour Office reported that child laborers mostly work in agriculture, which is one of the most hazardous types of work.

Smuggling

- Tobacco is the most widely smuggled legal product.

Fires

- Cigarette butts are responsible for countless forest fires. Smoking is the first or second leading cause of fire-related deaths in the USA.

Pesticides

- Tobacco companies recommend up to 16 separate applications of pesticides just in the period between planting the seeds in greenhouses and transplanting the young plants to the field.

BIG TOBACCO: RECRUITING NEW CUSTOMERS

Related ads: Any Volunteers/Predator

Can you imagine being in a legal business knowing that the product you are marketing and profiting from will kill 50% of users if used as intended?

Over the past 20 years smoking has become socially unacceptable. It wasn't that long ago when people could smoke on school grounds, in elevators, at their desks, in restaurants and even in planes! Once the research became conclusive that smoking and secondhand smoke was a big contributor to health problems and deaths in non-smokers, governments took action. Introducing laws that restrict smoking in many places, increasing taxes on cigarettes and banning the display advertising and promotion of these products led to drastic reductions in the number of people smoking.



Why would Big Tobacco introduce new products?

Every year in Canada, 37,000 of Big Tobacco's customers die. In order to continue to be profitable, these deceased customers need to be replaced with new ones.

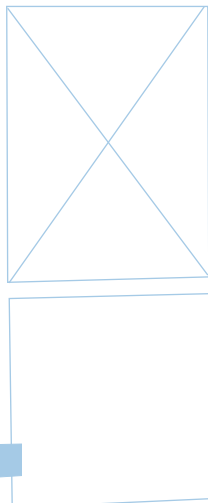
Who is most likely to be their ideal customer?

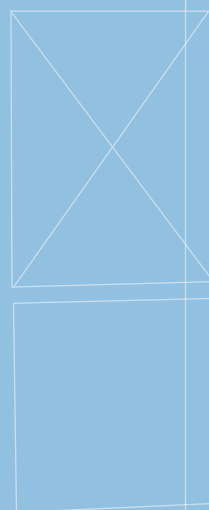
If Big Tobacco wants to remain in business they need to entice new customers as well as create new products. Recently they've introduced e-cigarettes and heat-not-burn products as alternatives to cigarettes. Some of these new products have been created with additional flavouring such as bubble gum and chocolate and there is wide speculation that they are created to entice a new, young customers, rather than to appeal to adult smokers.

Why is there conflicting research about these new products?

There is currently an ongoing debate over the safety of the new products that have flooded the market, with Big Tobacco saying they are safe and researchers and public health officials saying we don't know the long-term impacts.

Research takes time. It took many years until the research conclusively showed that smoking was addictive and responsible for all sorts of devastating health issues. There was a time when the tobacco industry executives publicly, in a court of law, stated that "cigarettes were no more addictive than gummy bears."





Don't forget to EASILY & QUICKLY ENTER YOUR
TALLY RESULTS & EVALUATION FEEDBACK ONLINE
AT: manitobastoptobacco.ca

Many thanks for participating

