

REVIEW RATE

2022-23

PROGRAM OVERVIEW & ADDITIONAL RESOURCES

A Complete Guide for Teachers

Online Viewing!

Log in to manitobastoptobacco.ca
using the password: **Tobaccofree23**
to view videos and submit results
online.

Manitoba Mental Health and Community Wellness expresses sincere gratitude to the many governments and organizations that graciously allowed their material to be included in Review & Rate 2022-23.

TOBACCO ADS

Youth Respecting Tobacco – Zombies

First Nations Health Authority, Canada

Tips from Former Smokers: Shawn W.'s Tip Ad

Centre for Disease Control (USA)*

Artery Bidi

Vital Strategies, India

The Signal: Push

Arizona Department of Health Services, USA

Ronnie's Testimonial

Oklahoma Tobacco Settlement Endowment Trust, USA

The DeNoble Files: Lightswitch

Arizona Department of Health Services, USA

VAPING ADS

Possessed by Nicotine

The Real Cost, USA*

Consider the Consequences of Vaping

Health Canada and Public Health Agency of Canada, Canada

Unvape: Will – Illustrator

Arizona Department of Health Services, USA

Defenseless

Rescue Agency, USA

#GetTheScoop – Flavoured Vape Hooks Kids

Canadian Lung Association, Canada

Hidden Weakness

Rescue Agency, USA

*Courtesy of the Centres for Disease Control and Prevention Media Campaign Resource Centre

PROGRAM GUIDE

TEACHER'S KIT CONTENTS:

1. Program and Additional Resources Guide **(YOU'RE READING IT)**
2. Access to Review & Rate's online portal comprising of 12 outstanding international ads
3. Student Ballots
4. Classroom Tally and Evaluation Sheet

You can also download all items and view the ads (password: Tobaccofree23) from our website at:

manitobastoptobacco.ca

If you are having issues with the website please contact:

Mental Health and Community Wellness

Health Promotion and Wellness Branch

health.promotion@gov.mb.ca

We encourage you to access the full program online. However, if you live in a remote, rural, or northern community, and have internet connectivity issues, you can request a physical copy of the program material by contacting

Greg.Martin@gov.mb.ca

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

manitobastoptobacco.ca

NICOTINE, TOBACCO & VAPING

WHAT IS NICOTINE?

Nicotine is a highly addictive chemical found naturally in the tobacco leaf and is present in tobacco products and the majority of vaping products. When inhaled, nicotine can reach the brain in as little as 10 seconds causing several reactions including an increase in heart rate and blood pressure, altered brain waves and muscle relaxation. New users of nicotine may experience coughing, dizziness, a dry, irritated throat, nausea, weakness, stomach cramps and headache.



EFFECTS ON YOUTH

Youth are especially at risk to the negative effects of nicotine as it can alter brain development and can affect memory and concentration. It can also lead to dependence and addiction. Children and youth may become dependent on nicotine more rapidly than adults.

In Manitoba, smoking costs \$244 million per year in avoidable health care costs.

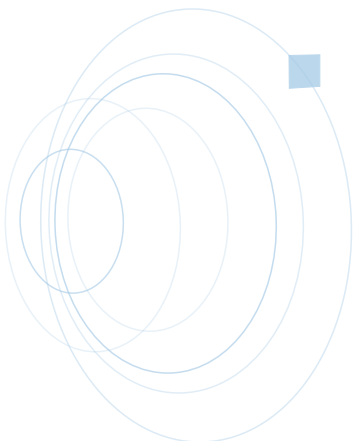
NICOTINE ADDICTION

As you introduce nicotine to your body, you begin to crave it more, which can lead to dependence and addiction. Addiction refers to the problematic use of a substance and can be described by the presence of the 4Cs:

- Craving
- loss of Control of amount or frequency of use
- Compulsion to use
- use despite Consequences

Once addicted to nicotine, going without it for more than a few hours can lead to symptoms of withdrawal such as:

- dizziness and shakiness
- headaches
- anxiety and irritability
- nervousness and restlessness
- difficulty concentrating and sleeping
- increased appetite
- slight depression or feeling down



Current smoking rate for Manitoba youth aged 15 to 19 is 14%.

WHAT IS TOBACCO?

Tobacco in its purest, traditional plant form is used culturally in ceremonies, rituals and prayers by many Indigenous people and has been an essential sacred medicine for thousands of years. Tobacco from this perspective has a powerful and 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 use described above and non-traditional uses of tobacco. 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.

WHAT IS VAPING?

Vaping is the act of inhaling and exhaling an aerosol produced by a vaping product such as an electronic cigarette. Vaping products have many names such as e-cigarettes, vape pens, mods, tanks, and e-hookahs. Unlike cigarettes, that require burning, the device turns a liquid into a vapour, which then turns into



aerosol. Often, vapour is flavoured and contains nicotine. Vaping devices may also be used for other substances like cannabis.

Vaping is not harmless.

- Vaping can increase your exposure to harmful chemicals.
- Vaping can lead to nicotine addiction.
- The long-term consequences of vaping are unknown.
- It's rare, but defective vaping products (especially batteries) may catch fire or explode, leading to burns and injuries.

According to the 2020 Canadian Tobacco, Alcohol and Nicotine Survey, youth vaping has doubled from 10% in 2017, to 20% in 2020.

MYTH: VAPING IS HARMLESS.

FACT: Health Canada has identified vaping as less harmful than smoking cigarettes. However, less harmful does not mean harmless. Vaping releases many toxic and cancer-causing substances that may lead to lung and heart disease. Vaping can also cause immediate health effects including coughing, wheezing, and worsening of asthma symptoms. More research is still needed to understand the long-term impacts of vaping on health.

MYTH: VAPING IS NOT ADDICTIVE.

FACT: Some vaping liquids contain nicotine. Nicotine is a very addictive substance that can affect memory and concentration, as well as hinder brain development in teens. Vaping with nicotine may lead to nicotine dependence and/or addiction.

MYTH: VAPING IS THE BEST WAY TO QUIT SMOKING.

FACT: If you smoke, quitting is one of the best things you can do to improve your health. Some research suggests that vaping with nicotine can help current smokers to quit. However, there is currently not enough data to assess the effectiveness of vaping as a form of smoking cessation.

If you or a loved one would like to quit smoking, talk to a doctor about proven methods to quit. These methods include counseling, medication, nicotine replacement therapy or a combination of these practices.

DID YOU KNOW?

As of 2019, 21.5% of Manitoba youth in grades 7-12 have reported vaping in the last 30 days, a 6% increase from 2017. For Canada, over this same time period, rates have doubled from 10 to 20%.

Sources:

Detailed tables for the Canadian Student Tobacco, Alcohol and Drugs Survey 2018-2019

www.canada.ca/en/health-canada/services/canadian-student-tobacco-alcohol-drugs-survey/2018-2019-detailed-tables.html#t6

Detailed tables for the Canadian Student Tobacco, Alcohol and Drugs Survey 2016-17

www.canada.ca/en/health-canada/services/canadian-student-tobacco-alcohol-drugs-survey/2016-2017-supplementary-tables.html#t6

TOBACCO

B E H I N D T H E S M O K E

The Tobacco Plant (*Nicotiana*)

Naturally
contains over
2,500
chemicals



including nicotine, the
highly addictive
substance responsible for tobacco addiction.

Anatomy of a Cigarette



Smoking Cigarettes

The burning of the tobacco releases
7,000+ chemicals
including 70+ that are cancer-causing

Toxic chemicals are absorbed through the lungs
into the bloodstream and to the entire body



Exposure to Smoke

Smokers, and everyone around them, are
exposed to toxic chemicals, including:

- Tar
- Carbon monoxide
- Hydrogen cyanide
- Benzene
- Formaldehyde

These can cause a number of adverse
health effects, including:

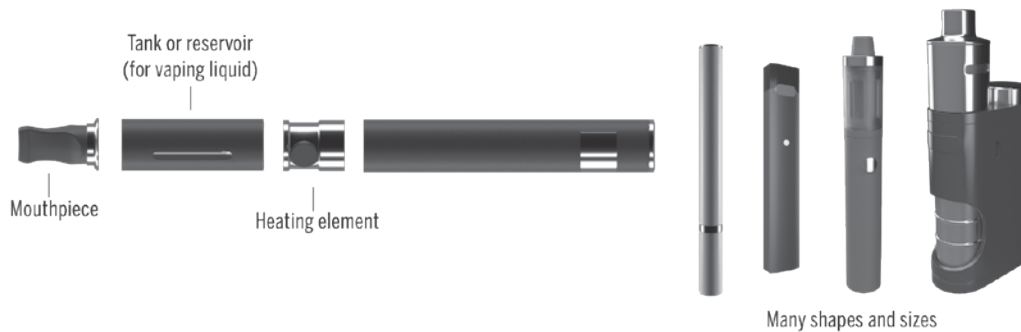
- Cancer
- Respiratory diseases
- Cardiovascular diseases
- Premature death

Take a closer look: Canada.ca/Tobacco

VAPING

T H E M E C H A N I C S

Components of a Vaping Device (e-cigarettes, vape pens, vapes, mods, tanks, e-hookahs)



Contents of Vaping Liquid (e-liquid)



A carrier solvent

Usually propylene glycol and/or glycerol



Flavours

Consists of chemicals



Nicotine (possibly)

Levels can vary

How it Works: From liquid to vapour



1 Vaping liquid, which contains chemicals, is heated to become an aerosol

2 The aerosol is inhaled through the mouth and lungs where it is absorbed into the bloodstream

3 The remaining aerosol is exhaled

Take a closer look: Canada.ca/Vaping

PROGRAM OVERVIEW

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

- **Students watch 12 anti-tobacco and anti-vaping television ads.**
- **Students choose the ads they find most effective.**
- **Teachers submit student vote results and program feedback.**
- **We award five \$250 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 nicotine, tobacco use and vaping and ultimately to help Manitoba students stay nicotine-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.

Each side of the ballot displays the names and numbers of six ads, along with corresponding still images to help students remember them. Side one is for tobacco ads and side two is for vaping ads.

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

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

Students will be choosing two winning ads. One for tobacco and one for vaping. Once the tobacco ads have been viewed, students will record, in their opinion, which of the 6 ads they have just reviewed is the most effective. This process is repeated for the vaping ads. There are no wrong answers. All the ads are outstanding examples of anti-tobacco and anti-vaping messages.

3 View the ads

PASSWORD
Tobaccofree23

Following a brief introduction of Review & Rate, view the ads on the USB drive or log on to manitobastoptobacco.ca to view the ads. Ads are divided into two sections with six anti-tobacco ads, followed by six anti-vaping ads.

Make sure to play the ads twice to give students a chance to make a clear and critical choice.

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 each side 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 Classroom 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 nicotine 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 ads are so effective?
- What do they like or dislike about the top-rated ads?
- Do the ads 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- or vape-free or quit.

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

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

THIS IS AN IMPORTANT STEP to complete as it also serves as your entry to win one of five \$250 gift cards.

There are three ways to enter:

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. Scan and email to health.promotion@gov.mb.ca

We will award five \$250 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 April 2023.

Contact us

To send in classroom tallies, program feedback, or if you have any questions you can contact us at:

Review & Rate 2022-23
Manitoba Mental Health and Community Wellness
Health Promotion and Wellness Branch
4089 — 300 Carlton St. Winnipeg MB R3B 3M9

Review & Rate
health.promotion@gov.mb.ca

DEADLINE: February 28, 2023

CLASSROOM DISCUSSION GUIDE

2022-23 TOBACCO ADS



1 Youth Respecting Tobacco - Zombies



2 Tips from Former Smokers: Shawn W.'s Tip Ad



3 Artery Bidi



4 The Signal: Push



5 Ronnie's Testimonial



6 The DeNoble Files: Lightswitch

REVIEW & RATE

2022-23 VAPING ADS



7 Possessed by
Nicotine



8 Consider the
Consequences of
Vaping



9 Unvape: Will -
Illustrator



10 Defenseless



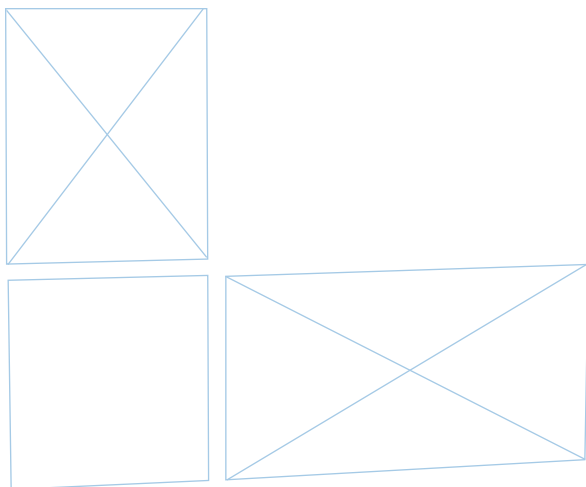
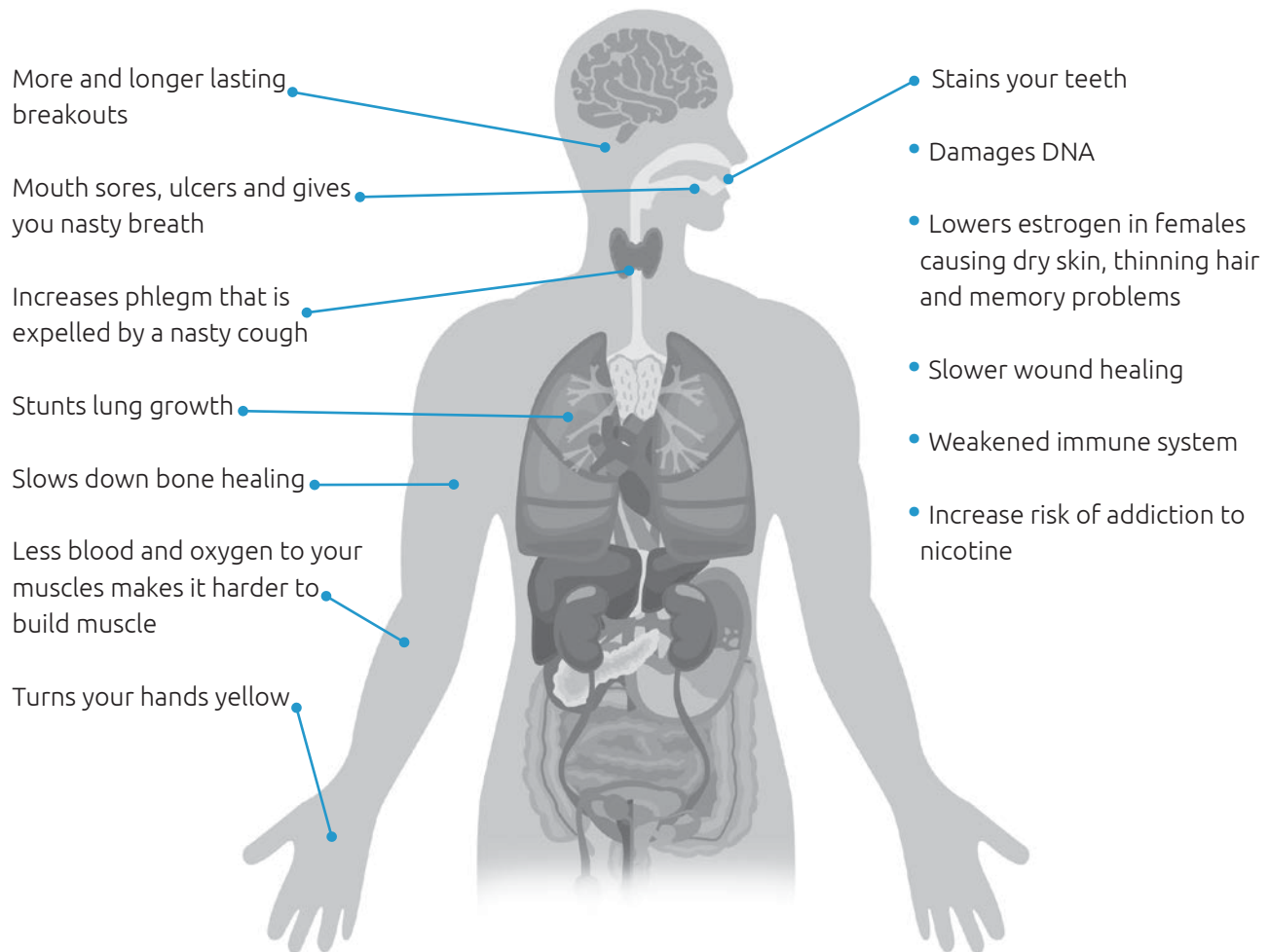
11 #GetTheScoop -
Flavoured Vape Hooks
Kids



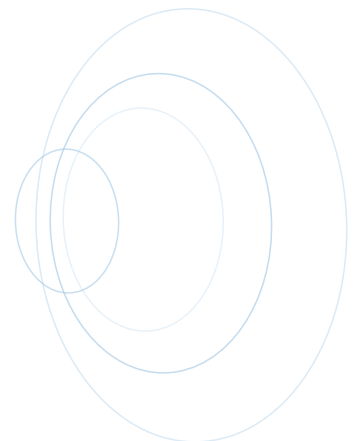
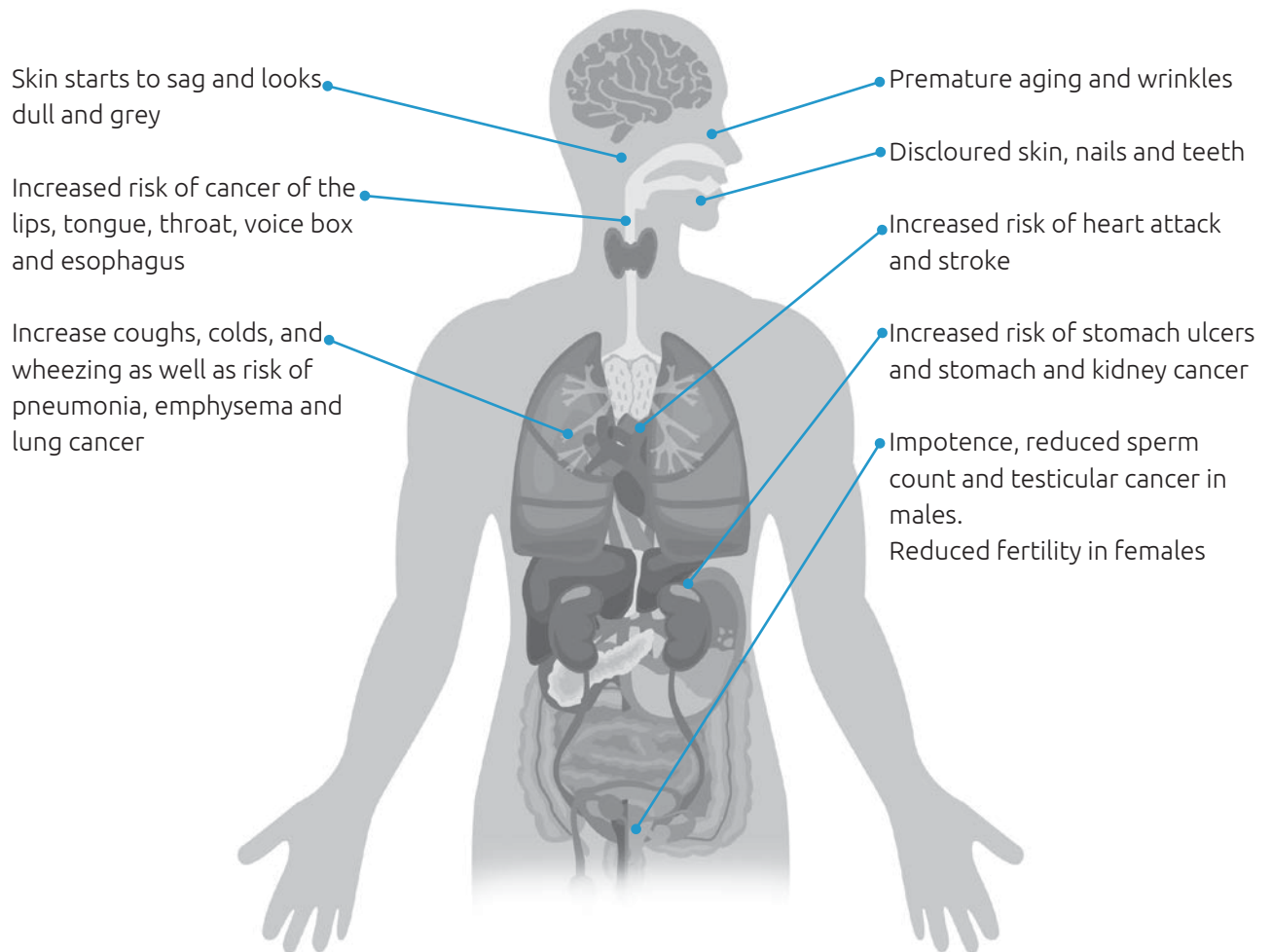
12 Hidden Weakness

HEALTH IMPACTS

Early Changes (young smokers)



Later Changes (adult smokers)



SECOND & THIRD-HAND SMOKE

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 per cent 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.

Who is impacted by second and third hand smoke?

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.

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 per cent 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

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 people try 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.

How can you help someone quit smoking?

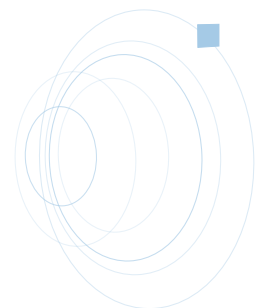
Quitting is different for everyone. So ask how you can be most helpful to them. Tell them you know they can make it – even if they have tried to quit before and were not successful. Tell them how much you admire them for trying to quit and that you are there for them no matter what. Once a smoker has decided to quit, they are more likely to be successful when friends and family offer their help and support.

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%)



QUITTING SMOKING

With more than 200,000 smokers in Manitoba, multiple programs are required to support various populations to quit smoking. Manitoba's tobacco and vape reduction efforts are multi-faceted and support broad population needs. If you are ready to make a quit attempt, there are many supports to help.

Smokers' Helpline

www.smokershelpline.ca

A free, confidential service operated by the Canadian Cancer Society offering personalized support and information about quitting about quitting smoking and vaping and tobacco use. Telephone, text and online live chat support are services available in Manitoba.

Talk Tobacco

www.smokershelpline.ca/talktobacco

Talk Tobacco provides culturally-specific, free and confidential support and information about quitting smoking or vaping through phone, text, and online. Program services were created with input and guidance from First Nations, Inuit and Métis partners, community members and healthcare providers. Talk Tobacco provides bilingual and interpreter services in over 16 Indigenous languages, and is open seven days a week (except statutory holidays).

Quit Smoking with your Manitoba Pharmacist

www.quitsmokingmb.ca

On April 1st, the "Quit Smoking with your Manitoba Pharmacist" social impact bond launched. Manitobans over the age of 18 who wish to quit smoking can now visit their local pharmacy to receive follow-up counselling sessions, and up to \$100 worth of prescribed medications and nicotine replacement therapies over one year to support them in their journey to quit. For more information, please see quitsmokingmb.ca.

Manitoba Quits

mb.lung.ca/tobacco-vaping-information

A monthly quit smoking contest that challenges smokers to quit for 24 hours. Their motto, "every quit counts" suggests that each quit attempt helps a person get the skills, mental strength and motivation to eventually quit for good.

On the Road to Quitting

www.canada.ca/en/health-canada/services/publications/healthy-living/road-quitting-guide-becoming-non-smoker.html

These Health Canada guides will give you the information and skills you need to successfully stop smoking. Spend some time reviewing the booklets online, download a copy or order a paper copy to consider your options, understand what to expect during your quit attempt and learn tips to help you along the way.

ENVIRONMENTAL IMPACT

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

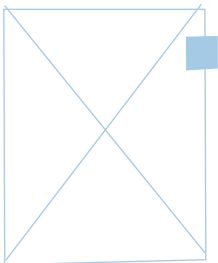
- Tobacco is the most widely smuggled legal product.

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.



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

Many thanks for participating

