

THE TRUTH ABOUT TOBACCO

VIDEO DISCUSSION GUIDE FOR TEACHERS.

We recommend keeping the volume high, and showing this video over two class periods, to allow time for interactive discussion. You can greatly enhance the effectiveness of this program by following up with class discussion, writing assignments, and enlisting parental involvement and support.

BRING PATRICK REYNOLDS LIVE TO YOUR SCHOOL

www.Tobaccofree.org/volunteer

The Five Minute Plan on how to bring Patrick Reynolds to speak live at a school in your city is posted at the link above. Making one phone call to a local hospital may result in an event which will positively impact the lives of many youth in your community.

Patrick Reynolds is a popular tobacco prevention speaker at middle and high schools across the U.S. His school and community talks are often sponsored by local hospital Marketing Directors. The talking points and who to call and are listed on the web page above.



Before showing the video

Ask for a quick show of hands:

Q: How many of you don't like smoking?

Q: How many of you, in choosing a new friend, would choose a non-smoker over a smoker? Some of you don't like smoking, and would rather be friends with nonsmokers. The fact is, smoking is a dangerous mistake. You can get hooked in as little as two weeks, and once you're addicted, it's extremely difficult to quit. You might think you will be able to

stop any time — but for many teens it will not possible to stop until it's too late.

This video begins with an introduction to Patrick Reynolds. He's a grandson of R.J. Reynolds, the founder of a giant tobacco company. The R.J. Reynolds Tobacco makes Camels and Winstons, but Patrick Reynolds turned his back on the industry, and spoke out against his family's business. He had a good reason.

Part One

Review: Mr. Reynolds began with the story of his father's six-year absence after his parents' divorce. Like Mr. Reynolds, some of you do not have your biological fathers living at home with you. Patrick described the joyful moment of first meeting his Dad, when he was nine. By then, sadly, Patrick's father was ill, because of the same cigarettes which made the Reynolds family wealthy. Six years later, his father would die from emphysema, when Patrick was 15.

Q: Is tobacco addictive? Yes, it's extremely addictive. Once smokers start the habit, it's almost impossible to stop. Even with the best help available, 85 out of every 100 people who quit, go back to smoking within 12 months. The average teen who gets addicted to smoking will smoke for 17 years, spending as much as \$1,200 every year on their deadly addiction. What would you do with the \$1,200 you'd save by the end of every year?

Q: Who starts smoking? 6 out of 10 smokers start by age 14, and 9 out of every 10 smokers get addicted before reaching age 19. Almost always, it's children and teens who start to smoke, and most have no idea of how addicting smoking is. If you can make it to age 19, it's unlikely the tobacco industry will get you as a customer.

Q: Today, are most smokers allowed to smoke indoors? Remember the picture that showed what the real Marlboro Country looks like? Instead of wild horses galloping, or cowboys around a campfire, we saw a group of smokers outside a building in the street, getting their fix of nicotine.

The truth is, smokers are often not very welcome around others, and these days it's against the law to smoke in most indoor places. The reason is that secondhand smoke can cause lung cancer and heart disease in non-smokers.

Tobacco advertising falsely suggests that smoking is acceptable to others. It's legal because it is still protected by Freedom of Speech, or the First Amendment to our Constitution.

Q: What's the best way to ask a smoking relative or friend to quit? When Mr. Reynolds showed the Utter Fool ad, he suggested that when you disagree with a family member or friend, it's not effective to call them a name. Instead he recommended this formula:

1. First give them an honest complement. Avoid saying **but** afterward, since this undoes the compliment. For example say, "I love you, **and** I feel sad when you smoke."
2. Saying **I feel** is important — then go to one of the "six primary colors of our hearts"— anger, sadness, joy, love, fear or shame (whichever you are honestly feeling).
3. Say what it is you don't like.
4. Give them another honest compliment.

Example: Mom, that dinner you made last night was great — and I feel sad / afraid / angry / ashamed when I see you smoke. I don't want to lose you — I need you to take care of me. I love you a lot, and I enjoy the time we spend together.

Example: Grandfather, that gift you gave me was great — and I feel sad / afraid / angry / ashamed when I see you smoke. I don't want to lose you. I love you a lot, and I appreciate it when you take me to lunch or visit us.

Q: How often can you ask an adult loved one to quit smoking? Mr. Reynolds said you may only ask three times per year. He says nagging won't work. Don't be a nag!

Q: How often can you ask an adult loved one to not smoke around you? You can ask this as often as you like, because secondhand smoke hurts you. Kids whose parents smoke in the house have more respiratory problems, and may even be slower at reading and learning.

Part Two

Review: Mr. Reynolds said there was a 73% increase in teen smoking during the 1990's, and listed these three causes:

1. Tobacco advertising campaigns targeting the young, like Joe Camel, the Marlboro Man, the KOOL campaign and ads for candy-flavored cigarettes
2. Smoking in TV and movies by stars who made it look cool to young moviegoers
3. A new trend of excessive worry about the future among teens

Q: How did the tobacco companies repopularize chewing tobacco, after it had almost vanished? They spent tens of millions on advertising, to relaunch the product. First, some baseball players endorsed certain brands of chewing tobacco. Millions of young boys looked up to them and admired them.

Second, the tobacco executives used the marketing technique of paying convenience stores and supermarkets up to \$100 per month per display, and sometimes more. In exchange for the money, stores everywhere placed displays of chewing tobacco on their countertops, often next to the candy.

Millions of boys were fooled into thinking it must be a really popular product, if so many stores put it right on the countertop. Few knew that the store was being paid for the countertop space, and few realized that chewing tobacco is just as addictive as cigarettes. They were fooled into thinking it was a popular product, when the truth is, almost no one was buying it.

Q: How did the story of Sean Marsee make you feel? What did you learn? Sean was a high school track star whose death at 19 was caused by chewing tobacco. He came home one day and complained to his Mom that his tongue hurt — and doctors later had to surgically cut it from his mouth. He could never talk again. After that they cut off half of his jaw, and part of his nose and neck. Sean died at age 19, and let photos be taken, in hopes that fewer teens would start to use tobacco. Mr. Reynolds showed unforgettable before and after photos of Sean, who died disfigured, sad, and in terrible pain. He let himself be photographed, as a gift and warning to you.

Q: Who can describe the tobacco ads which seem to target young people, shown in the video? The Camel ads with girls in bathing suits, alongside candy-flavored cigarettes such as “Kuaiti Kolada,” “Winter Mocha-Mint” and “Warm Winter Toffee”; the KOOL ads showing DJ's, rappers, hip-hop artists, and a party right on the cigarette packages; and young African-American women in several ads for KOOL.

Q: If cigarette ads told the truth about smoking, what might we see in the ads? Joe Chemo would be in a hospital bed, dying from smoking. In Marlboro Country, smokers might appear as outcasts, unwelcome around others because of secondhand smoke.

Q: Does tobacco advertising make anyone angry or sad? That's okay. If so, why?

Q: Can you name some movie stars who have smoked in films? Gwyneth Paltrow, John Travolta, Winona Ryder, Ethan Hawke, Arnold Schwarzenegger, Will Smith, and Julia Roberts.

Q: How do you feel about the bad example that some stars set? Do youth sometimes look up to movie stars and copy them?

Q: Do most teens today smoke, or are there more non-smokers? The fact is, about 8 out of 10 teens in the U.S. do not smoke, and 4 out of 5 American adults are non-smokers. So today, being a non-smoker is the norm.

Q: Let's review what Mr. Reynolds said about the worry many teens feel about the future.

He made four points about teens' worries:

1. First, he urged you to talk to someone about whatever it is that bothers you.
2. Second, he said positive thinking is very powerful, and will move you forward.
3. Third, he pointed out that real wealth is not necessarily about money and material things. Wealth, he said, is feeling that we have enough, and not constantly coveting what we don't have.
4. Lastly, he shared his own strong faith that the years ahead will be wondrous and full of promise, and that we'll need our health in the amazing times ahead. So avoid tobacco, alcohol and drugs.

Q: What was the core message of his initiation into life? Sometimes, life will be painful or difficult. When the stressful moments come, and they will, don't escape by using tobacco, alcohol, or drugs, or even safe things like music or food, to avoid your uncomfortable feelings. Instead, talk to someone and heal the problem. Life will bring difficult moments, but together, we can do it.

Q: Does anyone think we might one day have a tobacco free society? Open to class discussion.

6th – 12th grade
Part One: 20 minutes
Part Two: 18 minutes

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