

Student evaluation form (last page) and Teacher's Class Discussion Guide, for persons booking Patrick Reynolds' live talks at middle and high schools

VITALLY IMPORTANT!

PLEASE MAKE COPIES OF THE FOLLOWING

**TEACHER'S CLASS DISCUSSION GUIDE
and STUDENT EVALUATION FORM (last page)
AND GIVE TO EACH SCHOOL PRINCIPAL.**

***BETTER STILL, GIVE MULTIPLE COPIES
TO EACH SCHOOL PRINCIPAL,
FOR IMMEDIATE DISTRIBUTION TO
TEACHERS AT THE LIVE TALK.***

**FOLLOW-UP CLASSROOM DISCUSSION
WILL SIGNIFICANTLY INCREASE THE
IMPACT OF MR. REYNOLDS'
ASSEMBLY PROGRAM**

**STUDENT EVALUATIONS WILL PROVIDE
FOLLOW-UP FOR YOUR PRESENT GRANT,
OR FUTURE GRANTS.**

Teacher's Class Discussion Guide

for follow-up discussion of Patrick Reynolds' live talk

The Truth About Tobacco

This guide may also be used by parents or group leaders.

We have created this guide to aid you in your efforts. You can greatly enhance the effectiveness of this program by following up with class discussions, writing assignments, and by enlisting parental involvement and support.

Website for student follow up study: www.NOTOBACCO.org

The complete text of Mr. Reynolds' live talk, *The Truth About Tobacco*, may be printed out from www.tobaccofree.org/children.htm

About

Patrick Reynolds

Patrick Reynolds' is a grandson of the tobacco company founder, RJ Reynolds, but the family brands, Camel and Winston, killed his father and eldest brother. After turning away from his family's former business, Mr. Reynolds became one of the nation's best-known advocates against tobacco and smoking.

Teacher's Class Discussion Guide for *The Truth About Tobacco*

Ask for a quick show of hands on some or all of these questions:

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?

A: *(Suggested)* Many of you don't like smoking, and would rather be friends with non-smokers. Some of you who have experimented with cigarettes don't comprehend how extremely addictive they are. It's normal to experiment, but smoking is a very dangerous mistake. It may take some time, but you can get hooked much, much faster than you realize. And once you're addicted, it's extremely difficult to quit.

Some of you think you look older or cooler with a cigarette in your hand -- but many would agree that you look the opposite. Some of you think you'll be able to stop any time -- but for many smokers, it's not possible to stop, ever.

Questions to discuss

If time is limited, just circle the questions you feel are the most important.

Review: Mr. Reynolds began with the story of his father's six-year absence after his parents' divorce. He told about the joyful moment of first meeting him, at age nine. But when they met, Patrick's father was already ill from the same cigarettes which made the Reynolds family wealthy. He died from smoking when Patrick was 15.

Q: How many of you do not have your biological fathers living at home?

A: Several of you share this problem with Mr. Reynolds. How do you feel about that?

Review: Mr. Reynolds pointed out that the teen years are the bridge we cross to adulthood, and he warns about the addictiveness of nicotine.

Q: What makes tobacco so addictive?

A: The habit is part physical, part psychological. The psychological aspect, in cigarette addict's mind, sadly, has positive memories of smoking: watching the smoke curling, holding a cigarette in the hand, putting it to the lips, breathing in and out deeply while smoking, and so on. Quitters start to miss those things.

It's also a part-physical habit. The physical part of the addiction is caused by the body's strong craving for the addictive chemical, nicotine.

For most people, the addiction is about half-physical and half-psychological, although some lean a bit more toward one or the other.

Q: Are most smokers allowed to smoke indoors?

A: Remember the overheads showing what the real Malboro Country looks like? Instead of wild horses galloping, or cowboy friends around a campfire, we saw a group of smokers, outside a city building, in the street, in the cold, getting their fix of nicotine. Smokers are often not welcome around others, and today it's against the law to smoke in many indoor spaces. The reason is that second hand smoke can cause lung cancer and heart disease in non-smokers. Tobacco advertising falsely suggests that smoking is acceptable to others.

Q: What's the best way to ask a smoking parent or friend to quit?

A: When Mr. Reynolds showed the Utter FOOL spoof ad, he suggested that when expressing disagreement to a parent or friend, it's not effective to call them a name. Instead he recommended:

1. Give them an honest complement, and avoid saying "but" afterward, since this undoes the complement. 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 complement.

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 the time we spend together.*

Q: How often can you ask an adult loved one to quit smoking?

A: Mr. Reynolds recommends only three times per year. He says nagging won't work.

Q: How often can you ask an adult loved one to *not smoke around you*?

A: You can ask this as often as you like, because second hand smoke hurts you.

Chewing Tobacco

Q: How did the tobacco companies re-popularize chewing tobacco, after it had almost vanished?

A: They spent tens of millions on advertising, to re-launch 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 \$40 to \$100 per month -- per display! In exchange for the money, stores everywhere placed single can displays of chewing tobacco on their countertops, often next to the candy. Millions of young 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?

Review: 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 cut out his tongue. He could never talk again. After that they cut off half of his jaw and half of his nose. Sean died at age 19, and let photos be taken in hopes that none of you would start to chew tobacco or smoke. Mr. Reynolds concluded with unforgettable before and after photos of Sean -- dead at age 19. He died disfigured, sad and in terrible pain. He let himself be photographed, as a gift and warning to you.

Review

Mr Reynolds said that many teens take up smoking partly because of:

1. Tobacco advertising campaigns targeting the young
2. Smoking in TV and films
3. Some teens have negative feelings or anxiety about the future

Q: Who can name some tobacco ads which seem to target young people?

A: Joe Camel, The Marlboro Man, b Kool, and any billboards with attractive, healthy looking adult role models. Ads showing sports like mountain biking, tennis, sailing, or surfing.

Q: If cigarette ads told the truth about smoking, what might we see in the ads?

A: Joe Chemo would be in a hospital bed, dying from smoking. So would the Marlboro Man.

Q: Does tobacco advertising make anyone here angry or sad? Why?

Q: Can you name some movie stars who have smoked in films?

A: Gwyneth Paltrow, John Travolta (in most of his films), Winona Rider, Ethan Hawke, Arnold Schwarzenegger, Will Smith and Jeff Goldblum (in *Independence Day*), and Julia Roberts (in *My Best Friend's Wedding*).

Q: Who feels **angry** or **sad** about the movie stars who smoke in films?

Q: Do youth sometimes look up to the stars and copy them?

Q: Do most teens today smoke or are most non-smokers?

A: The truth is that most teens have experimented and that's normal. But most do not realize how extremely *addicting* and dangerous tobacco is. They think, *I'll never get sick*, or *I'll never get addicted*. Also -- the fact is, about 7 out of 10 teens in the US are not regular smokers, and three out of four 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.

A: He made four points about teens' worries about the future.

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 knowing, and feeling, that we have enough.
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.

Webswite for follow up study for students:

www.NOTOBACCO.org

The complete text of Mr. Reynolds' live talk, *The Truth About Tobacco*, may be printed out from our web page, www.tobaccofree.org/children.

Visit our website for youth, www.notobacco.org for links to great youth oriented websites, or for further information.

Student evaluation of Patrick Reynolds' talk

It is not necessary to write your full name.

Please answer the following questions as honestly as possible. Your answers will help Patrick Reynolds improve future presentations to youth about tobacco use.

FIRST NAME _____ EMAIL (Optional) _____

DATE _____ YOUR SCHOOL _____

GRADE _____ MALE or FEMALE? _____ CITY _____ STATE _____

☺ Please underline your answer to each question. Thank you! ☺

1. I would like to be contacted by email to join local youth making their voices heard against tobacco. I have filled in my email above.

Yes No Maybe

2. As a speaker, Patrick Reynolds was a good speaker.

Strongly disagree Disagree Agree Strongly agree

3. Mr. Reynolds' talk made a difference to me personally.

Strongly disagree Disagree Agree Strongly agree

4. He presented the ideas and facts clearly, and I understood them.

Strongly disagree Disagree Agree Strongly agree

5. After seeing this presentation about tobacco, I have decided to --

Use tobacco Not use tobacco Not use tobacco again Quit soon Quit when I'm ready

6. I learned facts I did not know before.

Strongly disagree Disagree Agree Strongly agree

7. Mr Reynolds' talk changed my thinking about tobacco products.

Strongly disagree Disagree Agree Strongly agree

8. Because of his talk, I will be less likely to use tobacco in the future.

Strongly disagree Disagree Agree Strongly agree

9. The overhead slides used in the program were useful.

Strongly disagree Disagree Agree Strongly agree

10. When Mr. Reynolds asked if anyone in the audience were worried about the future, I –

Raised my hand Did not raise my hand

11. I was inspired by his faith in the future. He helped me feel the future will be okay.

Strongly disagree Disagree Agree Strongly agree

12. Because I now have more faith in the future, I will hold on to my health.

Strongly disagree Disagree Agree Strongly agree

13. Since the presentation, I have talked to my parents about tobacco use (either their smoking or my own), or I plan to talk to them soon.

Yes No My parents are nonsmokers

14. I would recommend this presentation to other schools and their students.

Strongly disagree Disagree No difference Agree Strongly agree

15. What suggestions would you give to Patrick to make his presentation more successful?
