

# GENERATION FREE 7-8 MANUAL

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## WHAT IS GENERATION FREE?

Generation FREE (FREE) is a program for teenage students in grades 7-12. FREE provides tobacco prevention activities that focus on life-resiliency skills. The program empowers members to make healthy lifestyle choices. The content of this manual is designed specifically for 7th and 8th grade students.

FREE Teams are comprised of at least five (5) students who meet with an adult sponsor on a monthly basis to complete activism and advocacy activities. Through their participation in FREE Team activities, teens learn the importance of advocacy, setting goals, working in a team, and making positive decisions. Teens also develop and refine communication skills and conflict resolution skills.

FREE is funded by a grant from the Mississippi State Department of Health.

## PROGRAM COMPONENTS

### **Generation FREE in the Community**

FREE Teams work on local tobacco prevention, advocacy, and community programs. The teams are provided with the resources to complete activities and incentives for participating. Local FREE Teams are the foundation of the Community efforts and are the focus of this guide.

### **Generation FREE Media**

Generation FREE is the counter-marketing campaign that delivers messages about the health effects of tobacco use and the manipulative marketing tactics of the tobacco industry. Using a combination of Internet, mobile, and grassroots promotions, FREE media reaches teens at home and at other entertainment venues.

**Visit the FREE website at [www.generationFREE.com](http://www.generationFREE.com)  
and follow FREE on Twitter and Instagram @GENFREE11.**

## HOW TO USE THE GENERATION FREE 7-8 MANUAL

This manual can be used to establish a FREE Team in your community, school, church, or any other youth organization that you sponsor. Four types of activities are included for each month from August through May.

- The **Pregame** is a 10- to 15-minute activity that can be done at the beginning of a class or before a meeting to introduce or reinforce information about the dangers of tobacco use.
- The **interACTivism Activity** is hands-on and designed to get youth directly involved in learning and spreading information about the harmful effects of tobacco and the tobacco industry's manipulative marketing tactics.
- The **Classroom Activity** is made for school settings, but can be performed by any sponsor or youth leader to provide youth with more information about the harmful effects of tobacco and the tobacco industry's manipulative marketing tactics.
- The **Cyber Task** is an interactive tool used to incorporate social media with advocacy.

**Additional Classroom Activities** are located in the *Resources and Forms* section. These activities are great tools for health education teachers!

Your FREE Team must complete **at least one** activity each month. Please remember to submit monthly activity reports to your local Mississippi Tobacco-Free Coalition Project Director ([www.tobaccofreems.org](http://www.tobaccofreems.org)) or other designated person so your team can receive proper credit toward earning Generation FREE incentives.

Below are the three easy steps for you to follow to get your FREE Team going!

**Step 1:** Submit the FREE Team Registration Form and Roster found in the *Resources and Forms* section of this guide.

**Step 2:** Begin conducting monthly FREE Team activities found in this guide with your team members.

**Step 3:** Submit an Activity Report form following each activity. Information from this form will be recorded in the FREE database. After your team has conducted the number of activities required to receive incentives, we will send the team's incentives to the address provided on the registration form. *Please make sure that the address on the Registration Form is correct. **We cannot ship to P.O. Boxes.***

Also, please take the online sponsor survey at [www.generationfree.com/78sponsorsurvey](http://www.generationfree.com/78sponsorsurvey).

## GETTING STARTED

A successful FREE Team requires participation from all members. A brief explanation of several roles that must be assigned to help your FREE Team receive the full benefits of the program is noted below.

### **FREE Team Sponsor**

The FREE Team Sponsor serves as an adult resource person for FREE Team members. Sponsors assist in obtaining materials, securing facilities, and arranging other items necessary for team members to conduct sessions and complete activities. The sponsor is also responsible for submitting all forms.

### **FREE Team Members**

Students in grades 7 and 8 join forces with their peers to promote healthy lifestyles. FREE Team members should meet at least once a month. The meeting schedule should be set to best meet the needs of the team. Meetings should be long enough to provide adequate time to plan activities, review information and tobacco facts, or complete an activity.

### **Mississippi Tobacco-Free Coalition Project Director**

Mississippi Tobacco-Free Coalitions (MTFC) can be found throughout the state. MTFC Project Directors are responsible for working within their assigned communities to improve overall health by informing citizens about the dangers of tobacco use and secondhand smoke. The MTFC Project Director is a valuable resource for any FREE Team and can assist your FREE Team by providing presentations or assisting with coordinating events, such as school health fairs, Kick Butts Day, Great American Smokeout, or other special events.

You can locate your local MTFC by visiting [www.tobaccofreems.org](http://www.tobaccofreems.org) and retrieve your MTFC Project Director's contact information.

## THE FACTS SPEAKS FOR THEMSELVES

Before starting activities with the FREE Team, you may want to go over some tobacco facts with your team members. Additional tobacco facts can be found on **page 40**. It is important that each FREE Team member understands the importance of your FREE Team's anti-tobacco efforts and why youth prevention is so significant. You can start a general discussion about what your FREE Team knows about tobacco and share some of the following facts:

### Quite a Few Moments of Silence.

- Tobacco kills more people each year than suicides, homicides, cocaine, heroin, car accidents and AIDS combined.
- More than 480,000 people in the United States die each year from cigarette smoking, and 5,400 of those adult deaths happen right here in Mississippi.
- Every 6 seconds, about the time it takes to blink twice, someone in the world dies from a tobacco-related disease.
- Secondhand smoke is responsible for 42,000 deaths in the United States each year. In Mississippi, more than 192,000 youth are exposed to secondhand smoke in their home.
- Every year in Mississippi, over 500 non-smokers die from exposure to secondhand smoke.

### That's Just Sick!

Smoking and other tobacco use have been linked to the following diseases:

- Smoking causes lung cancer. Almost 90% of lung cancer deaths in men (80% in women) are caused by smoking.
- Smoking harms nearly every organ of the body.
- Heart disease is the leading cause of death in the United States. Smokers are two to four times more likely to develop coronary heart disease.

### Money, Money, Money.

- The tobacco industry spends about \$9.6 billion every year nationally on advertising and promotion.
- More than \$132.7 million of those advertising and promotion dollars get spent right here in Mississippi.

### What's Inside?

- Acetone – found in nail polish remover
- Acetic Acid – an ingredient in hair dye
- Ammonia – a common household cleaner
- Arsenic – used in rat poison
- Benzene – found in rubber cement
- Butane – used in lighter fluid
- Cadmium – active component in battery acid
- Carbon monoxide – released in car exhaust fumes
- Formaldehyde – embalming fluid
- Hexamine – found in barbecue lighter fluid
- Lead – used in batteries
- Methanol – a main component in rocket fuel
- Naphthalene – an ingredient in moth balls
- Nicotine – used as insecticide
- Tar – material for paving roads
- Toluene – used to manufacture paint

*Sources: Campaign for Tobacco-Free Kids, [www.tobaccofreekids.org](http://www.tobaccofreekids.org); Centers for Disease Control and Prevention, [www.cdc.gov](http://www.cdc.gov); Smokefree Air MS, [smokefreeairms.com](http://smokefreeairms.com); American Lung Association, [www.lung.org](http://www.lung.org); World Health Organization, [www.who.int](http://www.who.int)*

## GENERATION FREE 7-8 MONTHLY ACTIVITIES

The following pages include several activities that your Generation FREE team can complete throughout the year. Each month includes a Pregame Activity, an interACTivism Activity, a Classroom/Enrichment Activity, and a Cyber Task.

Your Generation FREE team must complete **at least one (1) activity each month**. An activity is classified as anything that involves your Generation FREE team advocating, educating, passing our information, or promoting Generation FREE. You can also develop your own activities or use tobacco prevention activities from other resources.

Please remember to submit monthly Generation FREE activity reports to your local MTFC Project Director or other designated person. By submitting the required information, your FREE team will receive the proper credit toward earning Generation FREE incentives. Activity reports are found on page 55.

Participation in statewide events, including contests, conferences, summer events or FREestyle events, also counts as an activity, as long as a majority of your Generation FREE team is involved.

# AUGUST

## Pregame

As a group, have each member discuss the following topics:

- Why did he/she decide to join the FREE Team?
- How has tobacco usage negatively affected them or their loved ones?
- What does he/she hope to accomplish by being a member of the FREE Team?

## interACTivism Activity: Welcome Back + Recruitment

Conduct a Generation FREE meeting that helps to re-energize the FREE Team members for the upcoming year. This FREE meeting can also serve as an introduction to Generation FREE and tobacco prevention for new FREE Team members.

Help the FREE Team set the recruitment and overall goals for the year along with team objectives. This activity provides a great opportunity to stress goal-setting and achievement!

During the Generation FREE meeting, ask current FREE Team members to think of ways they can recruit other teens to join the FREE Team. For example, the FREE Team may choose to plan a social, including food, games, and brief introduction about the program.

Go over the definition of Generation FREE and let the teens set guidelines for the FREE Team.

**Generation FREE** is Mississippi's youth-led movement against Big Tobacco. FREE is fueled by teens across the state, and the youth program lets young people know they are FREE to be whoever they want to be! The activities FREE Teams complete are designed to empower all FREE Team members to make healthy lifestyle choices.

Be sure to inform the FREE Team members that they will receive an initial incentive for starting their FREE Team and completing **one** activity. An additional incentive will be sent at the end of the year after the FREE Team completes a minimum of **eight** activities. Being a part of a FREE Team is an exciting way to pile up community service hours!

## **Classroom Activity: Don't Blow It. (Pop It!)**

### **Objective:**

FREE Team members will learn about the health effects of tobacco use.

### **Competency:**

Comprehensive health competencies 3, 4a

### **Materials:**

- Strips of paper
- Pen or marker
- Balloons
- "The Facts Speak for Themselves" handout, page 5

### **Preparation:**

Write down the following questions on strips of paper prior to the activity:

1. Approximately how many people in the world die from tobacco-related illnesses each year? 5 million
2. Approximately how many people in the United States die from cigarette smoking each year? more than 480,000
3. Approximately how many people in Mississippi die from smoking each year? 5,400
4. What chemical can be found in both tobacco and household cleaners? Ammonia
5. What chemical can be found in both tobacco and rat poison? Arsenic
6. What is the chemical found in tobacco that can be poisonous in high doses? Lead
7. What chemical can be found in tobacco and batteries? Cadmium
8. Approximately how much money does the tobacco industry spend on advertising and promotions in Mississippi each year? \$132.7 million
9. Approximately how much money does the tobacco industry spend on advertising and promotions each day? \$26 million
10. What percentage of lung cancer cases are caused by smoking? 90%
11. What is the deadliest form of cancer? Lung cancer
12. What is the leading cause of death in the United States? Heart disease
13. What smoking-related disease reduces lung capacity? Emphysema
14. Approximately how many people does secondhand smoke kill each year in the United States? 42,000
15. How many seconds pass before a person dies of a tobacco-related illness? 6 seconds

Fold each strip of paper with a question until it is small enough to be placed in a balloon.



**Directions:**

- Inform the FREE Team they will be talking about some of the long-term health effects of tobacco, number of deaths caused by tobacco, and the amount of money spent by the tobacco industry on advertising and promotions.
- Give each FREE Team member a copy of the “The Facts Speak for Themselves” handout.
- Ask the FREE Team members to take turns reading the facts aloud.
- Take up the “The Facts Speak for Themselves” handout. Give each FREE Team member a strip of paper with a question and a balloon.
- Tell each FREE Team member to place the strip of paper in the balloon, and then blow up the balloon.
- Choose a method for the FREE Team members to exchange balloons. If there is a large space in the school or even outside, have members toss the balloons to each other. If the FREE Team is in a classroom, have the team members pass their balloon to the person in the next row or tape the balloons around the room.
- FREE Team members should pop each balloon and answer the question inside.

**Cyber Task**

Check out the Generation FREE website at [www.generationFREE.com](http://www.generationFREE.com).

**Additional Activity****What’s All Out There?**

The purpose of this activity is to expose youth to various tobacco products. Students should be able to recognize different products and note where they are in relation to candy/snacks aimed to youth at Point of Sale (POS) venues at various stores.

Youth should understand that use of these products can lead to ailments such as:

- Smokeless Tobacco: hairy lip, lip cancer, tooth loss, gum disease, stomach ulcers
- Cigars: lung cancer, esophageal cancer
- Electronic cigarettes: nicotine poisoning



## Leading Tobacco Company Brand Portfolios (\* Investment Brands)

### Cigarettes

#### Philip Morris

Basic\*  
Benson & Hedges  
Cambridge  
Chesterfield

Commander  
Dave's  
English Ovals  
L&M\*

Lark  
Marlboro\*  
Merit  
Parliament\*

Players  
Saratoga  
Virginia Slims\*



#### RJ Reynolds

Camel\*  
Capri\*  
Carlton  
Doral\*  
Eclipse

GPC  
KOOL\*  
Lucky Strike  
Misty\*  
Monarch

More  
Now  
Pall Mall\*  
Private-Label  
Red Kamel

Salem\*  
Tareyton  
Vantage  
Viceroy  
Winston\*



#### Lorillard

Kent  
Maverick\*

Max  
Newport\*

Old Gold\*  
Satin

Triumph  
True\*



### Electronic Cigarettes

#### Nu Mark (Green Smoke E-Cigarettes)

Green Smoke      Mark Ten



#### RJ Reynolds Vapor Company

VUSE



#### Lorillard

BLU



## Little Cigars & Cigarillos

### Swisher International

Blackstone\*      King Edward\*      Sante Fe  
 Goodies          Optimo\*          Swisher Sweets\*



### Prime Time International

Prime Time\*  
 Rillos\*  
 Smoker's Choice\*



### Altadis USA

Backwoods\*      Hav-a-Tampa      SUPRE Sweets  
 Dutch Masters\*      Muriel      Tampa Nugget  
 Dutch Treats      Omega      Top Value  
 Grendier      Phillies\*      White Cat



### Cheyenne International

Body Shot      Cheyenne\*      Derringer



### Swedish Match

Game\*      Garcia y Vega\*      White Owl\*



### John Middleton

Black & Mild\*      Middleton's      Prince Albert  
 Gold & Mild



## Snuff

### Philip Morris

Marlboro Snus\*



### RJ Reynolds

Camel Snus\*



### U.S. Smokeless Tobacco Company

Bruton  
Carthart  
Cope

Copenhagen\*  
DeVoe  
Husky\*

Red Seal  
Skoal\*  
Weyman's Best



### American Snuff Company

Cougar\*  
Dental Scotch/Sweet  
Garrett Scotch/Sweet

Hawken\*  
Honest Scotch  
Grizzly\*

Kodiak\*  
Peach Sweet  
Tube Rose



### Swedish Match

General\*  
Longhorn\*  
Timber Wolf\*



### Swisher International

Buttercup  
Cooper  
Gold River  
Honey Bee  
Kayak\*

Navy Sweet\*  
Railroad Mills\*  
Redwood\*  
Silver Creek\*

Square  
Society  
Superior  
Tops



### Cheyenne International

Decade\*  
Derringer\*

Klondike\*

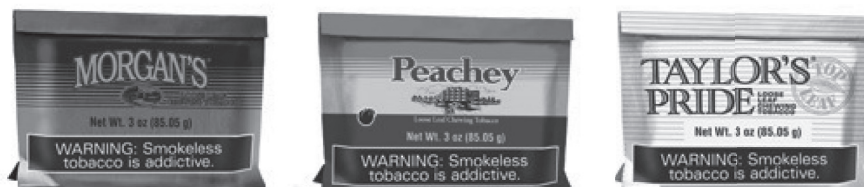
Nordic Ice\*



## Chew

### American Snuff Company

Cannon Ball  
Dark Wrapped Traditional  
H.B. Scotts\*  
Levi's Garrett\*  
Light  
Mammoth Cave  
Moore's Red Leaf  
Morgan's\*  
Soft  
Peachy\*  
Taylor's Pride\*  
Warren County



### Swedish Match

Brown's Mule  
Cup  
Days Work  
Granger Select  
J.D.'s  
Kite Tobacco Pouch  
Largo Tobacco Pouch  
Red Man\*



### Swisher International

Bowie\*  
Chattanooga  
Lancaster\*  
Mail Tobacco Pouch  
Starr\*



# SEPTEMBER

## Pregame

### I Matter Too!

Inform the FREE Team that secondhand smoke is responsible for 42,000 deaths in the United States each year. In Mississippi, more than 192,000 youth are exposed to secondhand smoke in their home. Have members discuss:

- Do smokers take non-smoker's health into consideration? Why/Why not?
- What steps can be taken to educate smokers on the harmful effects of secondhand smoke?
- What steps can be taken to ensure everyone is entitled to breathe smoke-free air?

## interACTivism Activity

### Take it to the Streets:

One of the easiest and simplest ways to take it to the streets is to create flyers featuring an outrageous tobacco industry quote to let people know the truth about the Tobacco industry. Once you've finished your flyer, post pictures of them to the Generation FREE Facebook page: [www.facebook.com/MSGenerationFREE](http://www.facebook.com/MSGenerationFREE). Visit [www.generationfree.com](http://www.generationfree.com) for a sample of quotes. Quotes can be found at <http://www.truth.com/facts#>

## Classroom Activity: Health Effects of Tobacco

### Objective:

Students will learn the possible health problems associated with tobacco use.

### Materials:

- Pencil
- Paper
- "Health Effects of Tobacco" worksheet on page 17

### ACTIVITY 1:

Ask your FREE Team to tell you why smoking has been called the most preventable cause of death in America.

### Introduction:

Give each FREE Team member a copy of "Health Effects of Tobacco" worksheet.

Tell students the following:

The chemicals in tobacco smoke are very harmful to smokers and the nonsmokers around them. Many of the health problems associated with the use of cigarettes, cigars, and pipes.

Discuss the "Health Problems Related to Smoking" information with the students.

## HEALTH PROBLEMS RELATED TO SMOKING

### Respiratory System

- Aggravated asthma: a disease which makes breathing difficult
- Chronic bronchitis: recurring inflammation of the bronchial tubes
- Emphysema: a disease in which the tiny alveoli lose their ability to exchange air
- Increases chances of lung cancer
- A chronic cough because the body is trying to clean itself
- Coughing up phlegm
- More colds and pneumonia and may stay sick longer than nonsmokers

### Cardiovascular System

- Nicotine causes blood vessels to constrict and heart rate to increase. This reaction puts an excessive amount of pressure on the cardiovascular system.
- Increases the fatty build up in the arteries
- Increases heart rate
- Increases blood pressure
- Increases chances of heart attacks
- Increases chances of strokes

### Other Effects of Smoking and Chewing Tobacco

- Clothing stinks, burned clothing, hair stinks, burned car seats, bad breath, increased chances of house fires, irritated eyes, ulcers in the stomach, gum disease, harms unborn babies, yellow teeth, yellow fingernails, more wrinkles.
- Chewing tobacco can cause leukoplakia (thickened, white spots in the mouth where dip is held), oral cancer, rotten teeth, mouth sores, and stomach problems (from swallowing dip juice). Dip also causes a tingling sensation when tissue is being damaged.

Less common forms of tobacco, such as kretek and bidi, can have negative health impacts.

- Regular kretek smokers have 13-20 times the risk for abnormal lung function.
- Smoking bidi is associated with a three times greater risk for coronary heart disease.

*Source: [www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/bidis\\_kreteks/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/bidis_kreteks/)*

**Effects of Secondhand Smoke on the Nonsmoker**

- More colds and may stay sicker longer
- Children have more ear infections
- Headaches
- Irritated eyes and nose
- Increases chances of cancer
- Increases chances of heart attack
- Increases chances of lung diseases

**ACTIVITY 2:**

Give each student a copy of “Health Effects of Tobacco” worksheet on page 17.

Tell the students to complete the story by filling in the blanks. (Answer key on page 18.)

**Cyber Task:**

Visit and like Generation FREE on Facebook: [www.facebook.com/MSGenerationFREE](http://www.facebook.com/MSGenerationFREE).



Name \_\_\_\_\_

## HEALTH EFFECTS OF TOBACCO WORKSHEET

**Directions:** Put the health effects of tobacco at the bottom of this sheet into the appropriate columns. Some effects may fit in more than one column.

Respiratory System	Cardiovascular System	Other Effects of Tobacco	Secondhand Smoke

### Health Effects of Tobacco:

- |                            |                      |                  |                    |
|----------------------------|----------------------|------------------|--------------------|
| Aggravated asthma          | Pneumonia            | Leukoplakia      | Lung cancer        |
| High blood pressure        | Emphysema            | Gum disease      | Yellow fingernails |
| Chronic cough              | Heart disease        | Wrinkles         | Irritated eyes     |
| More colds                 | Chronic bronchitis   | Stomach problems | Rotten teeth       |
| Ear infections             | Increased heart rate | Tissue damage    |                    |
| Coughing up phlegm         | Headaches            | Stomach ulcers   |                    |
| Fatty build-up in arteries | Stroke               | Oral cancer      |                    |

## HEALTH EFFECTS OF TOBACCO ANSWER KEY

Respiratory System	Cardiovascular System	Other Effects of Tobacco	Secondhand Smoke
Aggravated asthma	High blood pressure	Leukoplakia	Lung cancer
Coughing up phlegm	Fatty build-up in arteries	Stomach ulcers	Headaches
Chronic bronchitis	Increased heart rate	Rotten teeth	Pneumonia
Lung cancer	Heart disease	Gum disease	More colds
Pneumonia	Stroke	Oral cancer	Ear infections
Chronic cough		Stomach problems	Heart disease
More colds		Yellow fingernails	Irritated eyes
Emphysema		Wrinkles	
		Tissue damage	
		Irritated eyes	

### Health Effects of Tobacco:

Aggravated asthma	Pneumonia	Leukoplakia	Lung cancer
High blood pressure	Emphysema	Gum disease	Yellow fingernails
Chronic cough	Heart disease	Wrinkles	Irritated eyes
More colds	Chronic bronchitis	Stomach problems	Rotten teeth
Ear infections	Increased heart rate	Tissue damage	
Coughing up phlegm	Headaches	Stomach ulcers	
Fatty build-up in arteries	Stroke	Oral cancer	

# OCTOBER

## Pregame

Check out the Red Ribbon Campaign at [redribbon.org](http://redribbon.org).

## interACTivism Activity

### Red Ribbon Week

The third week in October is nationally known as Red Ribbon Week. Your FREE Team should conduct awareness activities during this week. Here is an example:

- **Their Business, NO Pleasure!**

Create business cards on white paper with tobacco facts and pass them out around school and in the community. Use the company information and motto below or make up your own.

- Tobacco Industry Worldwide
- E-mail: [5million@tobaccodeaths.com](mailto:5million@tobaccodeaths.com) (this is not a real email address, fyi)
- “Proudly killing 5 million people a year!”

## Classroom Activity

### Winner, Winner, Chicken Dinner

It's that time once again! The Generation FREE Contest is underway. Head over to the Generation FREE website ([www.generationfree.com](http://www.generationfree.com)) or visit the Generation FREE Facebook page ([www.facebook.com/MSGenerationFREE](http://www.facebook.com/MSGenerationFREE)) and download/print a contest entry.

Be sure to check out the awesome prizes up for grabs!

## Cyber Task

Post one thing you learned throughout Red Ribbon Week to the Generation FREE Facebook page using **#REDRIBBON**, [www.facebook.com/MSGenerationFREE](http://www.facebook.com/MSGenerationFREE).

## Additional Activity

Share your finished contest entry on the Generation FREE Facebook page:  
[www.facebook.com/MSGenerationFREE](http://www.facebook.com/MSGenerationFREE)

# NOVEMBER

## **Pregame**

Go check out The Great American Smokeout, <http://www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/index>.

Check out some activities that could possibly be used in your community.

## **interACTivism Acitivity**

### **The Great American Smokeout**

Every year, smokers across the nation take part in the American Cancer Society's The Great American Smokeout® by smoking less or quitting for the day on the third Thursday of November (November 19, 2015). The event challenges people to stop using tobacco and raises awareness of the many effective ways to quit for good.

This is also a perfect time to get out the message that smoking is lethal. Listed below are activities that can help get the smoke-free message out to people in your school and community.

- **Community Service Project: Feed the Needy**

Encourage your FREE Team members to volunteer in a soup kitchen or for a meals-on-wheels project. You can inform the team about Project S.C.U.M. (<http://legacy.library.ucsf.edu/tid/mum76d00>) and how the tobacco industry targeted what they termed as "street people" to increase market share in San Francisco.

- **I Am Thankful**

Have your FREE Team members write a paragraph or detailed list about different things they have to be thankful for this year. During this time, you can encourage team members to express their gratitude to businesses and restaurants that are smoke free by writing letters or while out with their families at such establishments. If your FREE Team is in a smoke-free city, you can have your team send thank you letters to the city council and city officials.

## Classroom Activity

### Great American Smokeout

Every year, smokers across the nation take part in the American Cancer Society's Great American Smokeout by smoking less or quitting for the day on the third Thursday of November. The event challenges people to stop using tobacco and raises awareness of the many effective ways to quit for good. If members know someone who is struggling to quit using tobacco, supply them with the Mississippi Quitline information, **1-800-QUIT-NOW (1-800-784-8669)**. Counseling and support are provided for FREE!

Your team should create a large poster that focuses on smoke-free air, helping smokers quit or pledging not to smoke. Get students in your school and people in your community to sign the poster. If you run out of room on one poster, make another!

<p><b>Great American Smokeout 2015</b></p> <p>I like my air to be like my socks.</p> <p><b>Clean.</b></p> <p>Support Smoke-Free Air!</p>	<p>Ready to quit? You have help.</p> <p>We pledge to help you kick the habit!</p> <p><b>Support Smoke-Free Air!</b></p> <p><b>Mississippi Tobacco Quitline</b> <b>1-800-QUIT-NOW</b> <b>1-800-784-8669</b> <b>www.quitlinems.com</b></p>	<p>1 out of 3 smokers eventually die from a tobacco-related disease.</p> <p><b>Great American Smokeout 2015</b></p> <p>Oh, how I don't want to be in that number. I pledge to be smoke-free!</p>
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## Cyber Task

Take pictures of your signed posters and post them to the Generation FREE Facebook page, **[www.facebook.com/MSGenerationFREE](http://www.facebook.com/MSGenerationFREE)**.

# DECEMBER

## Pregame

### Do you care about your customers?

Go visit [www.shoptobaccofree.org](http://www.shoptobaccofree.org) to see if any stores in your area have joined the fight against the tobacco industry.

If a store is currently involved or wants to join, encourage them to go to <http://shoptobaccofree.org/apply-now/> and register.

## interACTivism Acitivity

### March against Tobacco

Have your FREE Team develop a walk as an educational and awareness opportunity for your school or community. The purpose of this walk is to eliminate secondhand smoke in your community and promote tobacco-free lifestyles. You can also integrate other causes such as physical activity, healthy eating, or cancer support and research.

Set a date and time and then find a place or park to hold your event. You can even walk around your school campus before or after school. You can do this activity alone or invite other groups from school and community organizations. Be sure to take pictures and tag them on the Generation FREE Instagram, [@GENFREE11](https://www.instagram.com/GENFREE11).

## Classroom Activity

### Shop 'til you Drop, LITERALLY!:

The season of giving is upon us. Presents, food, laughs and love are all in abundance around Christmas time. Well, except from the tobacco industry. They prefer to give lung cancer, emphysema, throat cancer, gum disease, etc.

Our friends at [countertobacco.org](http://countertobacco.org) have designed some interactive ways to expose the tobacco industry's deadly advertisements throughout stores you or your family may frequent.

- Visit <http://www.countertobacco.org/>
- Go to the "Resources & Tools" tab and select "Point-of-Sale Scavenger Hunt"
- Click on the "POS Scavenger Hunt" and let the fun begin. Use this guide to educate your youth on various tobacco ad placements.

## Cyber Task

Tweet your Christmas wish this year. Be sure to tag [@GENFREE11](https://www.instagram.com/GENFREE11) in your tweet.

## **Additional Activity**

### **Let's Enforce!**

As a FREE Team member, it is your job to ensure your school is tobacco free. Make it known that adults will have to comply with the laws just like students.

Youth have been advocating for tobacco-free policies for many years. During the 2000 Mississippi Legislative Session, youth advocates were instrumental in the passage of legislation that requires public schools to be tobacco free. As the next legislative session begins, take the power from the youth who led this monumental movement! Educate your team on the legislative process, become familiar with local and state policy makers, and continue to make positive changes in your community and state! Review the following law and make sure your school is complying with it.

#### **MISS. CODE ANN. 97-32-25-29**

AN ACT TO CODIFY SECTIONS 97-32-27 AND 97-32-29, MISSISSIPPI CODE OF 1972, TO PROHIBIT THE USE OF TOBACCO BY ADULTS ON CERTAIN EDUCATIONAL PROPERTY AND TO PRESCRIBE FINES FOR VIOLATIONS THEREOF; AND FOR RELATED PURPOSES BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI.

#### **SECTION 1**

The following provision shall be codified as Section 97-32-25, Mississippi Code of 1972: 97-32-25. This act shall be known and cited as "Mississippi Adult Tobacco Use on Educational Property Act of 2000."

#### **SECTION 2**

The following provisions shall be codified as Section 97-23-27, Mississippi Code of 1972: 97-32-26. (1) "Adult" means any natural person at least eighteen (18) years old. (2) "Minor" means any natural person under the age of eighteen (18) years old. (3) "Person" means any natural person. (4) "Tobacco product" means any substance that contains tobacco including, but not limited to, cigarettes, cigars, pipes, snuff, smoking tobacco or smokeless tobacco. (5) "Educational property" means any public school building or bus, public school campus, grounds, recreational area, athletic field, or other property owned, used or operated by any local school board, school, or directors for the administration of any public educational institution or during a school-related activity; provided, however, that the term "educational property" shall not include any sixteenth section school land or lieu land on which is not located a public school building, public school campus, public school recreational area, or public school athletic field. Educational property shall not include property owned or operated by the state institutions of higher learning, the public community and junior colleges, or vocational-technical complexes where only adult students are in attendance.

#### **SECTION 3**

The following provision shall be codified as Section 97-32-29, Mississippi Code of 1972: 97-32-29. No person shall use any tobacco products on any educational property as defined in Section 2 of this act. Any adult who violates this section shall be subject to a fine shall be liable as follows: (a) for a first conviction, a warning; (b) for a second conviction, a fine of seventy-five dollars (\$75.00); and (c) for all subsequent convictions, a fine not to exceed one hundred fifty dollars (\$150.00) shall be imposed.

Any adult found in violation of this section shall be issued a citation by a law enforcement officer, which citation shall include notice of the date, time and location for hearing before the justice court having jurisdiction where the violation is alleged to have occurred. For the purpose of this section, "subsequent convictions" are for violations committed on any education property within the State of Mississippi.

Anyone convicted under this act shall be recorded as being fined for a civil violation of the act and not for violating a criminal statute.

It is the responsibility of all law enforcement officer and law enforcement agencies of this state to ensure that the provisions of this act are enforced.

#### **SECTION 4**

This act shall take effect and be in force from and after July 1, 2000.

# JANUARY

## Pregame

Take a moment to check the nearest iFLY Conference in your area. Get your members energized about conference session. Brainstorm hash tags to be used throughout the conference and post them to [www.facebook.com/MSGenerationFREE](https://www.facebook.com/MSGenerationFREE). The registration link can be found on [www.generationfree.com](http://www.generationfree.com).

Generation FREE's Inspiring Future Leader Youth Conferences (iFLY) provides an opportunity for your team to enhance the leadership, advocacy, and activism skills that have been developed from the activities and lessons in the manual. This conference is for students in grades 7-8 and registration is FREE!

## interACTivism Activity

### Refusal Skills: How to say NO and still be COOL

To say "no" and make it stick, try this three-step technique. Ask yourself each of the following questions. After doing so, look your friend straight in the eye and state your position with confidence.

1. What's the problem? Be specific about what is wrong. Give it a name. Say "that's stealing" or "that's dangerous" or "that's mean."
2. What could happen?
  - A. Could anyone be harmed by it (including you)? How?
  - B. Could it get you into any kind of trouble? What trouble?
  - C. Would it make you feel bad about yourself if you did it?
3. What could we do instead? Suggest something else to do. By doing this, it will make it easier for your friend to go along with you.

If you can't change your friend's mind, walk away, but let your friend know he or she is welcome to join you. Say something like, "I'm going to the movies. If you change your mind, come on over."

## Classroom Activity

### Refusal Skills Scenarios

1. You are at the mall with three of your friends, and you meet up with some older teens. Everyone is talking and getting along well. One of the teens invites you to a party. He says there will be a lot of beer, liquor and weed there. Your friends say "yes, they would love to go to the party." You do not want to go because you feel uncomfortable around alcohol and drugs.
2. You just moved to a new town and joined the local baseball team. You really like the guys on the team. However, everyone uses smokeless tobacco. The guys on the team encourage you to dip with them.



3. Your best friend's older brother is supposed to pick you and your friend up from the movies. However, when he gets there, you realize he has been drinking. Your friend says not to worry, but you're convinced it is not a good idea to ride with him.
4. The most popular girl in school has started talking to you and your friend. She invites both of you to hang out with her after school. She smokes and offers you both a cigarette. Neither of you smoke, but your friend takes the cigarette.
5. Your friends are skipping school tomorrow and want you to join them, but you know that it's not the right thing to do.

### **Cyber Task**

Follow Generation FREE on Twitter, [@GENFREE11](https://twitter.com/GENFREE11).

### **Additional Activity**

#### **What's with all the glitz and gadgets?**

Ask FREE Team members to describe what they think of when they hear the term "Electronic Cigarettes". Allow them to describe their thoughts and guide them in a discussion about where they are exposed to them and the specific features that attract youth. Pose the same question about the term "Hookah" and guide members in a discussion.

Electronic Cigarettes (e-cigarettes) are battery-powered devices that provide doses of nicotine and other additives to the user in an aerosol. E-cigarettes are currently unregulated by the Food and Drug Administration.

Hookahs are water pipes that are used to smoke specially made tobacco that comes in different flavors, such as apple, mint, cherry, coconut, licorice, cappuccino, and watermelon. Although many users think it is less harmful, hookah smoking has many of the same health risks as cigarette smoking.

Once the youth have finished, pose the following questions:

- Why do these products appear in youth media streams?
- Why do youth view these products as harmless?
- Why all the colors and flavors?

Provide youth with the following statistics:

- Among 8th graders, 8.7% reported using an e-cigarette in the past 30 days, while only 4% reported using a traditional cigarette.
- Among 10th graders, 16.2% reported using an e-cigarette and 7.2 percent reported using a traditional cigarette.
- Through November 30, 2014, there have been 3,638 calls to poison control centers involving exposures to e-cigarette devices and nicotine liquids. That's more than 13 times the 271 calls in 2011.

Source: Campaign for Tobacco-Free Kids, [www.tobaccofreekids.org](http://www.tobaccofreekids.org).

Allow youth to brainstorm ways they can participate in educating their peers on the dangers associated with using these products.

# FEBRUARY

## Pregame

**There is still time:** Take a moment to check the nearest iFLY Conference in your area. Get your members energized about conference session. Brainstorm hash tags to be used throughout the conference and post them to [www.facebook.com/MSGenerationFREE](https://www.facebook.com/MSGenerationFREE). The registration link can be found on [www.generationfree.com](http://www.generationfree.com).

## interACTivism Acitivity

Check out [www.tobaccofreekids.org](http://www.tobaccofreekids.org) to find tobacco facts, learn how tobacco use impacts Mississippi and identify advocacy activities your FREE team can do in your community.

## Classroom Activity

### Is That The Whole Story?

**Directions:** Read the following paragraphs. Write an ending to complete the stories. Be sure to include a refusal strategy in your endings.

**Starter #1:** Katie and Taylor used to love to play at family gatherings, but when they were older, Grandmother's house just seemed so boring. After the big meal, the adults wanted to sit at the table for hours and talk while the kids ran and played, but Katie and Taylor weren't so little anymore.

Taylor was in the ninth grade and Katie was in the seventh, still a baby according to Taylor, but she was becoming more tolerable now that she at least wore makeup and had a cell phone. And she was finally starting to listen to the same music as Taylor, so they had more to talk about lately. Still, these long afternoons at Grandmother's left them looking for something to do. It was during one of these boring times that Taylor decided Katie was finally old enough and cool enough to let her in on a secret.

Katie knew something was up when Taylor suggested they walk out to the backyard behind the storage shed, but she didn't want Taylor to think she was scared, so she followed.

**Starter #2:** “How many times are they gonna ask?!?” That’s the thought that ran through Kevin’s mind as his so called “friends” invited him to come over to Michael’s house after they got off the bus. Michael’s house had an upstairs gameroom where they would hang out after school. He had the biggest flat-screen TV in the neighborhood, a fully-stocked fridge, all the newest games and best of all: no parents at home until 6 PM.

Kevin had gone over there a couple of times until his mom realized that Michael’s parents weren’t there. Things hadn’t been so bad last year. They were all still in seventh grade, and everybody still thought that smoking was a bad idea. Over the summer, however, a few of the guys tried cigarettes at the beach, and as soon as school started again, it was all they wanted to do over at Michael’s. Kevin had been the only one to say “no.” Still, every day they asked him to come with them. “Why?” Kevin wondered, “Why is it so important to them that I come up there and smoke with them?” These were the thoughts racing through Kevin’s mind as he turned back and walked toward Michael’s house.

### **Cyber Task**

Follow Generation FREE on Instagram.

### **Additional Activity**

**True or False Game:** *Created by 2014-2015 Youth Advisory Board*

Divide youth into two equal teams.

Read each statement on page 28 and allow each team to decide whether they think the statement is “True or False”. Once members have chosen, reveal the correct answer.

# TRUE OR FALSE GAME

Smoke from cigarettes can make nonsmokers sick. (True.)

Smoke makes hair and clothing stink. (True.)

Smoking can affect a person's ability to smell and taste food. (True.)

About 200 adults die each year of smoking-related diseases in Mississippi.  
(False, nearly 5,400 adults die of smoking-related diseases each year.)

Cigar smokers have higher rates of lung cancer, heart disease and lung disease than non-smokers. (True.)

Male cigar smokers are up to eight times more likely than nonsmokers to die from oral cancer and ten times more likely to die from laryngeal cancers. (True.)

It takes about ten seconds for nicotine absorbed into the bloodstream to reach the brain. (True.)

Cigar smoking causes cancer of the oral cavity, larynx, esophagus and lung. (True.)

A smoker is twice as likely to have a heart attack as a nonsmoker is. (True.)

In equal amounts, cigar smoke contains substantially higher levels of carbon monoxide and other toxins than cigarette smoke. (True.)

Each day, more than 3,000 youth under 18 try cigar smoking for the first time. (True.)

One out of every ten smokers will die of a smoking-related sickness. (False, the number of smokers who die of smoking-related diseases is closer to one-out-of-three.)

Smoking makes the heart beat faster. (True, because nicotine in smoke makes your blood vessels narrower. That means the heart has to beat harder to get blood.)

# MARCH

## Pregame

### **Kick Butts to the Curb**

Kick Butts Day is a national day of activism that empowers youth to stand out, speak up, and seize control against Big Tobacco. Kick Butts Day is organized by the Campaign for Tobacco-Free Kids and sponsored by the United Health Foundation. The first Kick Butts Day was held in 1996.

Plan a Kick Butts to the Curb event for your FREE Team. For details and registration, visit the Campaign for Tobacco-Free Kids website at [www.kickbuttsday.org](http://www.kickbuttsday.org). Events can be held at a location convenient for the team—school campus, sports complex, park, etc.

Contact your local MTFC to determine events in your area as well.

### **interACTivism Activity**

Visit [www.kickbuttsday.org](http://www.kickbuttsday.org) and join the national fight. Have FREE Team explore the “Kick Butts Day” website and pick an activity to participate in. Be sure to post all pictures to the Generation FREE Facebook page, [www.facebook.com/MSGenerationFREE](http://www.facebook.com/MSGenerationFREE).

### **Classroom Activity**

#### **Inhale... Now Exhale... Let's Give Thanks!**

Let's take time to appreciate areas that are smoke-free!

Spend the first five minutes discussing the following points:

- For every eight smokers the tobacco industry kills, one non-smoker will also die from exposure to secondhand smoke.
- Over 500 Mississippians die each year from exposure to secondhand smoke.
- Sitting in a smoke-filled room for two hours is the equivalent of smoking four cigarettes.

Have members brainstorm ways they can help change the tides and help promote smoke-free environments.

## Cyber Task

Find a local smoke-free restaurant and give them a shout out on Twitter. Be sure to include **@GENFREE11** in your tweet so we can retweet it.

## Additional Activity

Ask FREE team to explain the difference between Cigars, Little Cigars and Cigarillos.

Ask FREE team to name different flavors of cigars.

Ask FREE team to name a familiar brand and why do they know the particular brand.

Allow FREE team to discuss, why youth are so attracted to cigars and little cigars.

Explain to FREE team the way these particular products are packaged and sold make them more appealing to a younger consumer:

- Variety of flavors
- Cheap prices: some are even individually sold for less than 70 cents.
- Colorful packaging
- Depictions in movies
- Celebrity endorsements.

# APRIL

## Pregame

It is important to know how to resolve disagreements properly. The following activity will help youth understand the proper steps to resolving conflicts.

## Steps to Conflict Resolution

Ground rules

- Both parties need to agree they want to solve the problem.
- No name calling.
- No put downs.
- Be honest.
- Remain calm.

Use “I” statements when telling your side.

- Explain details about what occurred and how it made you feel.
- Ask questions.
- Work together to establish what the problem really is.
- Talk about what you need.
- When the other person explains what they need, repeat it back to him or her. It is important to make sure you understand the person correctly.

Find a solution that satisfies everyone.

- This should be a win-win situation for both parties.
- Be creative and brainstorm about a variety of solutions.
- Recap your agreement.
- Discuss what you will do next time.
- End on an “up” note. If you are comfortable, shake hands and thank each other for working the problem out together.

## interACTivism Activity

### 10-Minute Conflict Resolution Activities

#### Materials:

- 4”x4” construction (red, black, brown & gray)
- Markers
- Index cards

### **Putting Up a Fight**

Go around the group and have students answer: “What is something you have that you would put up a serious fight for - even risk your life for - if someone tried to take it away?” (This can be a material thing, like a gold chain, or something intangible, like a good reputation.)

Then ask: “Why is this so important to you?”

### **What Color is Conflict?**

Cut up a large quantity of 4x4 construction-paper squares in a wide variety of colors. Be sure to have plenty of red, black, brown and gray. Ask each student to choose a color or group of colors that he or she thinks represents conflict. Either in the large group or in smaller groups of five or six, have participants share the colors they chose and why they chose them. (If you split up into smaller groups, come back together at the end and have volunteers share with the whole group which colors they chose and why.)

### **Feelings Check-In**

Pass out markers and 5x8 index cards. Ask each student to write on the card in large letters one word that describes how he or she is feeling right now. Then ask students to hold up their cards and look at the variety of responses. Point out how rare it is for different people to bring the same feelings to an experience or situation. Invite students to share why they wrote down the words that they did.

## **Classroom Activity**

### **This Is Jeopardy**

#### **Competency:**

Comprehensive Health competency 1-7

#### **Materials:**

- Marker board
- Markers
- “This Is Jeopardy Key” (on page 33)

#### **Directions:**

- Divide the team into two groups.
- Write the four column topics (page 33) on the board, then put the dollar amounts under each.
- Flip a coin to see which team begins the game.
- Ask a question to each team and give points for correct answers and subtract points for incorrect answers—same as it is played on TV.
- The team with the most points at the end of the game is the winner!

#### **Closing:**

Ask students if they have questions or comments.



# THIS IS JEOPARDY KEY

## **SMOKE TOBACCO:**

- \$100** – The addictive substance in cigarette smoke (Nicotine)
- \$200** – The way cigarette smoke enters the body (Inhalation)
- \$300** – Another name for cancer-causing chemicals (Carcinogens)
- \$400** – The chemical in cigarette smoke that stains fingers and teeth (Tar)
- \$500** – Cigarette smoke inhaled by nonsmokers (Secondhand smoke)

## **SMOKELESS TOBACCO:**

- \$100** – Causes rotten teeth and mouth sores (Smokeless tobacco)
- \$200** – Dip causes a tingling sensation in the mouth when \_\_\_\_\_ (Tissue is being damaged)
- \$300** – Swallowed dip juice causes health problems in the \_\_\_\_\_ (Stomach)
- \$400** – Needing more of a drug for the same effect (Tolerance)
- \$500** – Thickened, white spots in the mouth where dip is held (Leukoplakia)

## **HEALTH PROBLEMS:**

- \$100** – Tar paralyzes these tiny hairs and they cannot clean the respiratory system (Cilia)
- \$200** – The places where cigar smokers hold smoke and develop health problems (Mouth and Throat)
- \$300** – This chemical is released when one is under stress or when one smokes or dips (Adrenaline)
- \$400** – Irritated bronchi that causes more coughing and mucus secretions (Bronchitis)
- \$500** – Destroyed alveoli cannot exchange oxygen and carbon dioxide in the lungs (Emphysema)

## **HEALTHY CHOICES:**

- \$100** – The way we look and feel about ourselves (Self-esteem)
- \$200** – Something you aim for that takes planning and work (Goal)
- \$300** – A multi-step process that can be used to make responsible health choices (Decision-making)
- \$400** – Saying “No thanks” in an assertive way (Refusal skills)
- \$500** – Good stress that motivates us to study and have improved athletic performances (Eustress)

## **Cyber Task**

Tweet a reason why you are not “FOOLISH” enough to fall for the Tobacco Industry’s tricks. Use the hashtag, #NOTAFOOL, and be sure to tag @GENFREE11.

## **Additional Activity**

### **Smokeless Tobacco Types & Effect**

#### **Materials:**

- Pencils or pens
- “Smokeless Tobacco Types & Effect” worksheet on page 35

#### **Directions:**

- FREE Team members should work through the worksheet in small groups of two to three.
- After correctly unscrambling each series of letters, members can then use the corresponding numbers to decode the message at bottom of worksheet.
- “Smokeless Tobacco Types & Effect” answer key is on page 36.

# SMOKELESS TOBACCO TYPES & EFFECT

GIEHWNC COATOBC

35								9 39									

FUFSN

8		16		

TARHE ESDAESI

45 19					17 27 12 20 4							

TUOMH SINLOES

24 3		28 23 10										

SAPHOUGES NACCER

1 15										44 47 22												

OMTUH CACNRE

2 33		14 43 18 42									

HIHG BODLO RERPUSSE

5 41 34				40 49 37 30													

CAGECSINNOR

13 21 26 29 46 25 48 7															

VOILESBSLAD COOTABC

31 36 11 38 6														32											

			K																						
1 2 3			4 5 6 7 8						9 10 11 12 13 14 15						16 17 18 19 20				21 22 23						

						K			Y										
24 25 26 27				28 29 30 31						32 33		34 35 36 37 38 39 40							

41 42 43 5				44 45 46 47 48 49							

# SMOKELESS TOBACCO TYPES & EFFECT ANSWER KEY

GIEHWNC COATOBC

C H E W I N G

35

T O B A C C O

9

39

FUFSN

S N U F F

8

16

TARHE ESDAESI

H E A R T

45 19

D I S E A S E

17 27 12 20 4

TUOMH SINLOES

M O U T H

24 3

L E S I O N S

28 23 10

SAPHOUGES NACCER

E S O P H A G U S

1 15

C A N C E R

44

47

22

OMTUH CACNRE

M O U T H

2 33

C A N C E R

14 43

18 42

HIHG BODLO RERPUSSE

H I G H

B L O O D

5 41 34

P R E S S U R E

40 49 37

30

CAGECSINNOR

C A R C I N O G E N S

13 21 26 29 46 25 48 7

VOILESBSLAD COOTABC

D I S S O L V A B L E

31 36 11 38 6

T O B A C C O

32

S M O K E L E S S

1 2 3 4 5 6 7 8

T O B A C C O

9 10 11 12 13 14 15

U S E R S

16 17 18 19 20

A R E

21 22 23

M O R E

24 25 26 27

L I K E L Y

28 29 30 31

T O

32 33

D E V E L O P

34 35 36 37 38 39 40

O R A L

41 42 43 5

C A N C E R .

44 45 46 47 48 49

# MAY

## Pregame

### Summer, Summer, Summertime

#### Directions:

Have the FREE Team write down their answers to the following questions:

- What are your plans for the summer?
- How can you continue informing others about the dangers of tobacco use during the summer months?

Have some of the FREE Team members share their responses. Ask the team if they think their peers are more likely to be influenced during the school year or during the summer months. Why do they think this is the case?

Have the team discuss ways they can work individually and collectively to inform others about the dangers of tobacco use over the summer months.

## interACTivism Activity

### World No Tobacco Day

On May 31<sup>st</sup>, the World Health Organization sponsors an annual event to inform the public about the dangers of using tobacco, the marketing practices of tobacco companies, and what the World Health Organization is doing to combat the tobacco epidemic. World No Tobacco Day is an opportunity for everyone (policy makers, non-governmental organizations, young people, and the public) to advocate for a tobacco-free world and help reverse the course of this entirely preventable epidemic. To participate in the 2016 World No Tobacco Day, visit the World Health Organization's Tobacco Free Initiative site at [www.who.int/tobacco](http://www.who.int/tobacco).

FREE Teams across the state will be participating in a poster campaign to let people know why they should say "no" to all tobacco products.

#### Directions:

Have the FREE Team create signs using the text below. The FREE Team members can also create original text to use on the posters. Hang the posters inside or outside the meeting room and throughout the community!

- Saying NO to secondhand smoke is saying YES to smoke-free air. There is no safe level of exposure to secondhand smoke, and workers who are exposed to secondhand smoke are 20% to 30% more likely to develop lung cancer. Celebrate World No Tobacco Day 2016.
- Saying NO to tobacco is saying YES to healthy lungs! Smoking causes nearly 90% of lung cancer cases in the United States. Celebrate World No Tobacco Day 2016.

- Saying NO to tobacco is saying YES to a healthy heart! About 20% of all deaths from heart disease in the U.S. are directly related to cigarette smoking. Celebrate World No Tobacco Day 2016.
- Saying NO to tobacco is saying YES to fresh breath! Smoking dries the mouth by inhibiting saliva flow, which leads to the growth of bacteria and causes bad breath. Celebrate World No Tobacco Day 2016.
- Saying NO to tobacco is saying YES to beautiful smiles! Tobacco use increases the risk of gum disease, which is one of the leading causes of tooth loss in adults. Celebrate World No Tobacco Day 2016.

## **Classroom Activity**

### **School's OUT**

#### **Directions:**

Have your FREE Team members vote on what they want to end the year doing. This could serve as a reward for all the hard work they have done throughout the year.

### **Cyber Task**

Post your favorite memory from this year's FREE Team to the Generation FREE Facebook page.

# RESOURCES

# MORE TOBACCO FACTS

- Cigarettes contain more than 7,000 harmful chemicals, including some found in rat poison and paint thinner. Many of these chemicals are deadly. In fact, at least 69 are known to be cancer-causing (carcinogens).
- Cigarette products are among the most heavily advertised and promoted products in the United States.
- While many smokers believe that smoking relieves stress, it actually is a major cause of stress. Smoking only appears to reduce stress because it lessens irritability and tension caused by the underlying nicotine addiction.
- Chronic coughing, increased phlegm, emphysema, and bronchitis are all harmful effects of smoking. Smokers are also more susceptible to influenza and more likely to experience severe symptoms when they get the flu.
- Smoking causes mild airway obstruction, reduced lung function, and slowed growth of lung function among adolescents.
- The most recent data shows Big Tobacco spends \$132.7 million annually marketing their products in Mississippi.
- \$319.7 million is spent annually by Mississippi taxpayers to treat tobacco-related illnesses through Medicaid.
- Studies have found nicotine to be addictive in ways similar to those of heroin, cocaine, and alcohol.
- Approximately 42,000 non-smokers in the U.S. die each year as a result of secondhand smoke. Secondhand smoke also causes colds, coughing, earaches, and worsens asthma attacks.
- Cigarette smoking accounts for approximately 1 out of 5 deaths each year.
- Of all young people in the United States who are currently younger than 18, more than 5 million will die prematurely from smoking-related diseases.
- Teens who smoke produce twice the phlegm as those who do not.
- Smoking causes bad breath, smelly hair and clothes, and yellow teeth.
- The Marlboro man died from emphysema.

## **SMOKELESS TOBACCO FACTS** (snuff, chewing tobacco, snus, dissolvable tobacco)

- Smokeless tobacco can cause cavities and tooth loss.
- Smokeless tobacco causes cancer of the mouth and gums.
- Nicotine is a drug in smokeless tobacco that is addictive.
- Tobacco companies spend \$435.7 million a year on smokeless tobacco advertising and promotion.

*Sources: Campaign for Tobacco-Free Kids, [www.tobaccofreekids.org](http://www.tobaccofreekids.org); Federal Trade Commission, [www.ftc.gov](http://www.ftc.gov); Centers for Disease Control and Prevention, [www.cdc.gov](http://www.cdc.gov); [www.generationFREE.com](http://www.generationFREE.com); [www.truth.com](http://www.truth.com); American Cancer Society, [www.cancer.org](http://www.cancer.org)*



## SMOKE-FREE AIR QUOTES AND FACT SHEET

### Quotes

“Smoke-free dining has helped us cut our costs and keep our renovated dining area in great condition. We have not had to repair or replace the carpeting due to odors or burn marks. Our guests love it, and we can really showcase all the flavors of our new menus without the interference of smoke.”

– **Kurt Kwiatkowski, Manager, The State Room, Kellogg Center, Lansing, MI**

Quoted in: [n.a.], “The dollars (and sense) benefits of having a smoke-free workplace,” Michigan Department of Community Health, 2000.

“For every smoker you lose, you gain a table of eight (8) non-smokers. Anyway, there just seems to be more non-smokers.”

– **Manager of Denny’s in Las Cruces, NM**

Quoted in: Fenger, D., “Other cities: fire over smoking ban will soon fizzle,” Current-Argus, July 30, 2000.

“Over the last few years, we had lost customers for no apparent reason. They have returned to us and thanked us for going smoke free. Going smoke free has helped both our health and our bottom line.”

– **Barbara J. Kroll, Owner, Jespersion’s, Petoskey, MI**

Quoted in: [n.a.], “The dollars (and sense) benefits of having a smoke-free workplace,” Michigan Department of Community Health, 2000.

### Facts and Stats

- For every eight smokers the tobacco industry kills, one non-smoker will also die from exposure to secondhand smoke.
- Non-smoking sections do not eliminate non-smokers’ exposure to secondhand smoke. The smoke knows no boundaries.
- Workers who are exposed to secondhand smoke are 20-30% more likely to develop lung cancer.
- Smoke-filled rooms can have up to six times the air pollution as a busy highway.
- Secondhand smoke has significant adverse effects on the cardiovascular system. Combined with other health effects, secondhand smoke contributes greatly to an estimated 42,000 deaths annually. Over 500 Mississippians die each year from exposure to secondhand smoke.
- Sitting in a smoke-filled room for two hours is the equivalent of smoking four cigarettes.

### What to Do with this Information

There are several ways you can creatively use this information to educate people about the importance of smoke-free air. Here are a few ideas to get you started:

- Use the facts above to create place cards that can be left on tables in restaurants that allow smoking. If restaurants in your community are smoke free, write thank you place cards with facts.
- Incorporate the facts about workers into “tip sheets” that can be left with the monetary tip for your meal.

# IMPORTANT WEBSITES

## **Generation FREE**

[www.generationFREE.com](http://www.generationFREE.com)

## **Facebook**

[www.facebook.com/MSGenerationFREE](http://www.facebook.com/MSGenerationFREE)

## **Twitter and Instagram**

@GenFREE11

## **The Partnership for a Healthy Mississippi**

[www.healthy-miss.org](http://www.healthy-miss.org)

## **Mississippi State Department of Health**

[www.msdh.state.ms.us/tobacco](http://www.msdh.state.ms.us/tobacco)

## **Mississippi Tobacco FREE Coalitions**

[www.tobaccofreems.org](http://www.tobaccofreems.org)

## **Campaign for Tobacco-Free Kids**

[www.tobaccofreekids.org](http://www.tobaccofreekids.org)

## **SmokeFree Teen**

[www.teen.smokefree.gov](http://www.teen.smokefree.gov)

## **Smoke Free Movies**

[www.smokefreemovies.ucsf.edu](http://www.smokefreemovies.ucsf.edu)

## **truth® campaign**

[www.truth.com](http://www.truth.com)

## **Kick Butts Day**

[www.kickbuttsday.org](http://www.kickbuttsday.org)

## **Mississippi Tobacco Quitline: 1.800.QUIT.NOW (1.800.784.8669)**

[www.quitlinems.com](http://www.quitlinems.com)

## **CDC: Division of Adolescent and School Health**

[www.cdc.gov/nccdphp/dash](http://www.cdc.gov/nccdphp/dash)

## **CDC: Office on Smoking and Health**

[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

## **The American Legacy Foundation**

[www.americanlegacy.org](http://www.americanlegacy.org)

## **American Lung Association (MS)**

[www.lung.org/associations/states/mississippi/](http://www.lung.org/associations/states/mississippi/)

## **American Cancer Society**

[www.cancer.org](http://www.cancer.org)

## **American Heart Association**

[www.americanheart.org](http://www.americanheart.org)

# IMPORTANT CONTACT INFORMATION

## **The Partnership for a Healthy Mississippi**

Attn: Youth Programs Coordinator

200 Park Circle Drive, Suite 3

Flowood, MS 39232

Phone: 601.420.2414

Toll-Free: 800.PHM.5437

Fax: 601.420.2416

## **Mississippi Tobacco-Free Coalition (MTFC)**

[www.tobaccofreems.org](http://www.tobaccofreems.org)

LOCAL MTFC AFFIX LABEL HERE

## **American Lung Association**

1.800.548.8252

[www.lung.org/associations/states/mississippi/](http://www.lung.org/associations/states/mississippi/)



# **ADDITIONAL ACTIVITIES**

## FACT OR FICTION

Use the following statements to play the FACT or FICTION game.

1. Smoke from cigarettes can make non-smokers sick. FACT or FICTION
2. Most health experts agree that cigarette smoking is one of the most serious causes of death and disability in the country. FACT or FICTION
3. Smoking can affect a person's ability to smell and taste food. FACT or FICTION
4. Cigarettes contain less than 4,000 chemicals. FACT or FICTION
5. A smoker is more than twice as likely to have a heart attack as a non-smoker.  
FACT or FICTION
6. Smoking narrows the arteries, which makes the heart beat faster. FACT or FICTION
7. It takes about ten (10) seconds for nicotine to absorb into the bloodstream and reach the brain. FACT or FICTION
8. Smokers in the United States spend more than \$500 billion on cigarettes each year.  
FACT or FICTION
9. Tobacco companies spend approximately \$132.7 million on advertising and promotions in Mississippi each year. FACT or FICTION
10. Smoking is a difficult addiction to quit. FACT or FICTION
11. More germs get into your lungs when you smoke. FACT or FICTION

*Source: [www.education-world.com](http://www.education-world.com)*

## FACT OR FICTION ANSWER KEY

Use the following statements to play the FACT or FICTION game.

1. Smoke from cigarettes can make non-smokers sick. FACT
2. Most health experts agree that cigarette smoking is one of the most serious causes of death and disability in the country. FACT
3. Smoking can affect a person's ability to smell and taste food. FACT
4. Cigarettes contain less than 4,000 chemicals. FICTION  
Cigarettes contain more than 7,000 harmful chemicals, including some found in rat poison and paint thinner. Many of those chemicals are deadly. In fact, at least 69 are known to be cancer-causing.
5. A smoker is more than twice as likely to have a heart attack as a non-smoker. FACT
6. Smoking narrows the arteries, which makes the heart beat faster. FACT  
Nicotine in tobacco causes your blood vessels to narrow, which causes your heart to beat harder to get blood throughout your body.
7. It takes about 10 seconds for nicotine to absorb into the bloodstream and reach the brain. FACT
8. Smokers in the United States spend more than \$500 billion on cigarettes each year. FACT
9. Tobacco companies spend approximately \$132.7 million on advertising and promotions in Mississippi each year. FACT
10. Smoking is a difficult addiction to quit. FACT
11. More germs get into your lungs when you smoke. FACT  
Smoke paralyzes the cilia that line your breathing system.

Source: [www.education-world.com](http://www.education-world.com)

# GOAL SETTING

“The indispensable first step to getting the things you want out of life is this:  
decide what you want.” ~ Ben Stein

The above quote states the very reason why setting goals is so important. Below you will find important information that will help you not only set your goals, but also help you achieve each one.

## **What are goals?**

Goals are things we consciously want to attain, accomplish, or achieve. Setting goals is a powerful thing to do. When we give our energy a specific focus, we enable ourselves to sort out what is important and what is irrelevant in our lives. Goals are evolving and changing things that need to be revisited constantly.

## **Why set goals?**

When you set goals, you put yourself in control. Research has shown that goal setting enhances performance in all areas of life. By setting goals, you increase your level of motivation.

## **Goals must be:**

- Long-term: To provide you with a long-term vision of what you want to do in your lifetime.
- Short-term: To provide you with short-term motivation and to keep you going on a day-to-day basis.
- Realistic, achievable, and challenging: You must be able to balance the need to provide yourself with challenges and the need for success.
- Flexible: You will revise your goals constantly as your life changes, your priorities change, and new opportunities arise.
- Precise and measurable: You must determine precisely what you want to do, including amounts and deadlines in this stage.
- Your goals: Not your parents' goals for you. Your goals must reflect your learning style and the way you like to operate. They must meet your needs.
- In writing: Goals are not goals until they are written down. Do not be afraid to put your dreams and aspirations in writing.

Source: <http://www.webnz.co.nz/checkers/GoalSetting.html>



## GOAL-SETTING SCENARIOS

Have your team practice goal-setting by examining each of the scenarios and developing a plan. You can discuss the scenarios with the entire team or split the team into groups of two or three.

1. Corey and Michelle are in a really great band. Their goal is to play more shows and get more people to listen to their music. The problem is, though, that they live in Macon, Georgia, far from a big city. There are very few venues, or places to play, where they live. Right now they don't really have enough money to drive back and forth to Atlanta, and they definitely don't have enough money to move anywhere yet. Devise a goal-setting plan that will help Corey and Michelle get more shows and be heard by more people.
2. Anthony wants to go on a summer road trip with a group of his close friends to California. The problem is that his mother is very reluctant, or unwilling, to let him go because he got in trouble last summer with another group of friends. She is not sure Anthony can be trusted. On top of all that, Anthony doesn't have a job, and his mother won't lend him the money that he needs for the trip. Devise a goal-setting plan that will help Anthony regain his mother's trust and raise the money that he needs in order to go to California with his friends.
3. Ramona is dating a boy whom her parents don't approve of because of rumors that they have heard about him. Her parents allow Ramona to see her boyfriend, but they don't let her stay out for too long and refuse to let him come to their house. Ramona's goal is to get her parents to see that her boyfriend isn't the horrible person that they think he is. She also wants to convince them to let him come over so that they can get to know him and see for themselves. Devise a plan that will help Ramona get her parents to give her boyfriend a chance.
4. Sebastian knows that he wants to be an entertainer of some sort. He is very talented, but his problem is that he is extremely shy and gets really nervous when he gets up in front of big groups of people. His stage-fright is so overwhelming that he can't even perform in front of his friends. Devise a goal-setting plan that will help Sebastian overcome his fear of performing in front of people.
5. Have your team members write short-term goals for the FREE Team. Discuss these goals and have your team members come up with a plan to reach each goal.

*Source: <http://gateacher.files.wordpress.com/2007/08/goal-setting-lesson.doc>*

## STEPS TO CONFLICT RESOLUTION

### Ground rules:

- Both parties need to agree they want to solve the problem.
- No name calling.
- No put downs.
- Be honest.
- Remain calm.

### Use “I” statements when telling your side.

- Explain details about what occurred and how it made you feel.
- Ask questions.
- Work together to establish what the problem really is.
- Talk about what you need.
- When the other person explains what they need, repeat it back to him or her. It is important to make sure you understand the person correctly.

### Find a solution that satisfies everyone.

- This should be a win-win situation for both parties.
- Be creative and brainstorm about a variety of solutions.
- Recap your agreement.
- Discuss what you will do next time.
- End on an “up” note. If you are comfortable, shake hands and thank each other for working the problem out together.

## 10-MINUTE CONFLICT RESOLUTION ACTIVITIES

### Materials:

- 4”x4” construction (red, black, brown & gray)
- Markers
- Index cards

### What Color is Conflict?

Cut up a large quantity of 4” x 4” construction-paper squares in a wide variety of colors. Be sure to have plenty of red, black, brown, and gray. Ask each student to choose a color or group of colors that he/she thinks represents conflict. Either in the large group or in smaller groups of five or six, have participants share the colors they chose and why they chose them. (If you split up into smaller groups, come back together at the end and have volunteers share with the whole group which colors they chose and why.)

### Feelings Check-In

Pass out markers and 5” x 8” index cards. Ask each student to write on the card in large letters one word that describes how he or she is feeling right now. Then ask students to hold up their cards and look at the variety of responses. Point out how rare it is for different people to bring the same feelings to an experience or situation. Invite students to share why they wrote down the words that they did.

# FORMS



# FREE TEAM REGISTRATION FORM

Organization's Name \_\_\_\_\_

Team Name \_\_\_\_\_

Sponsor's Name \_\_\_\_\_

Shipping Address (No P.O. Boxes) \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_

Email \_\_\_\_\_

Sponsor's Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_

Co-sponsor's Name \_\_\_\_\_

**Please circle all that apply.**

FREE Team Sponsor is a:

Community Leader

Faith-Based Organization

School Nurse

Teacher

School Counselor

Other (please specify) \_\_\_\_\_

Total number of FREE Team Members \_\_\_\_\_

Total number of African-American \_\_\_\_\_ Caucasian \_\_\_\_\_ Other \_\_\_\_\_

Total number of Males \_\_\_\_\_ Females \_\_\_\_\_

Total number of 7th graders \_\_\_\_\_ 8th \_\_\_\_\_

Please mail or fax the FREE Registration Form to:



Don't forget your FREE Team Roster on the next page!

# FREE TEAM ROSTER

Organization Name \_\_\_\_\_ Team Name \_\_\_\_\_

Sponsor's Name \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

Sponsor's Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Co-sponsor's Name \_\_\_\_\_

	Parent/Guardian First/Last Name	Student First/ Last Name	Grade	Gender/ Race*		Parent/Guardian First/Last Name	Student First/ Last Name	Grade	Gender/ Race*
1					16				
2					17				
3					18				
4					19				
5					20				
6					21				
7					22				
8					23				
9					24				
10					25				
11					26				
12					27				
13					28				
14					29				
15					30				

\*African-American, Caucasian, Other

# FREE TEAM ACTIVITY REPORT

Please fax or mail this form after each activity.

Team Name \_\_\_\_\_

Organization Name \_\_\_\_\_

Sponsor's Name \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_

E-mail \_\_\_\_\_

Daytime Phone Number \_\_\_\_\_ Date of Activity \_\_\_\_\_

Title of Activity (Check Appropriate)

- |   |  |
|---|--|
| <input type="checkbox"/> August Pregame                 | <input type="checkbox"/> January Pregame                                 |
| <input type="checkbox"/> Welcome Back + Recruitment     | <input type="checkbox"/> Refusal Skills: How to say NO and still be COOL |
| <input type="checkbox"/> Don't Blow It (Pop It!)        | <input type="checkbox"/> Refusal Skills Scenarios                        |
| <input type="checkbox"/> August Cyber Task              | <input type="checkbox"/> January Cyber Task                              |
| <input type="checkbox"/> What's All Out There?          | <input type="checkbox"/> What's with all the glitz and gadgets?          |
| <input type="checkbox"/> September Pregame              | <input type="checkbox"/> February Pregame                                |
| <input type="checkbox"/> Take It to the Streets         | <input type="checkbox"/> February interACTivism Activity                 |
| <input type="checkbox"/> Health Effects of Tobacco      | <input type="checkbox"/> Is That The Whole Story?                        |
| <input type="checkbox"/> September Cyber Task           | <input type="checkbox"/> February Cyber Task                             |
| <input type="checkbox"/> October Pregame                | <input type="checkbox"/> True or False Game                              |
| <input type="checkbox"/> Red Ribbon Week                | <input type="checkbox"/> March Pregame                                   |
| <input type="checkbox"/> Winner, Winner, Chicken Dinner | <input type="checkbox"/> March interACTivism Activity                    |
| <input type="checkbox"/> October Cyber Task             | <input type="checkbox"/> Inhale... Exhale... Let's Give Thanks!          |
| <input type="checkbox"/> October Additional Activity    | <input type="checkbox"/> March Cyber Task                                |
| <input type="checkbox"/> November Pregame               | <input type="checkbox"/> March Additional Activity                       |
| <input type="checkbox"/> The Great American Smokeout    | <input type="checkbox"/> April Pregame                                   |
| <input type="checkbox"/> Great American Smokeout        | <input type="checkbox"/> 10-Minute Conflict Resolution Activities        |
| <input type="checkbox"/> November Cyber Task            | <input type="checkbox"/> This is Jeopardy                                |
| <input type="checkbox"/> December Pregame               | <input type="checkbox"/> April Cyber Task                                |
| <input type="checkbox"/> March against Tobacco          | <input type="checkbox"/> Smokeless Tobacco Types & Effects               |
| <input type="checkbox"/> Shop 'til you Drop, LITERALLY! | <input type="checkbox"/> May Pregame                                     |
| <input type="checkbox"/> December Cyber Task            | <input type="checkbox"/> World No Tobacco Day                            |
| <input type="checkbox"/> Let's Enforce!                 | <input type="checkbox"/> School's OUT                                    |
|   | <input type="checkbox"/> May Cyber Task                                  |

Comments/Suggestions \_\_\_\_\_

Did media cover event? YES NO If so, who? \_\_\_\_\_

Total number of FREE Team members who participated in the activity: \_\_\_\_\_

Please take our online sponsor survey:  
[www.generationfree.com/78sponsorsurvey](http://www.generationfree.com/78sponsorsurvey)

Please mail or fax this report to:

Affix Label Here

