

**AN EXCLUSIVE TOBACCO
PREVENTION PROGRAM
CREATED FOR NUNAVUT'S
GRADE 5-12 STUDENTS**

**PILOT
PROJECT**

QUIT!



TEACHER RESOURCE

INTRODUCING

QUIT IT!

Dear Educators,

Welcome to the new and improved Smoke Screening Program now called QUIT IT! We've taken the best elements from Smoke Screening; refined and added to them to make this exciting pilot program for only Nunavut. Only a select number of schools have been chosen for this trial run and your feedback provided on the Teacher Survey will be greatly appreciated.

QUIT IT! still features 12 outstanding TV ads for students to watch and choose the most effective, but it's tailored to Nunavummiut youth. The goal of this program is to encourage students to think seriously about the decision to smoke or chew tobacco, and to spark healthy discussions both in the classroom and beyond. The ads use a variety of approaches and cover several topics in tobacco education using humour, graphic reality, and real life stories to address health effects, addiction, quitting, and the tobacco industry.

Also, stay tuned as we'll be introducing a new QUIT IT! Magazine in 2015.

15A



Enclosed are:

1. INSTRUCTIONS

- Information on how to conduct your QUIT iT! Session

2. AD OVERVIEWS

Each of the 12 ads on the DVD has a profile that includes:

- Facts and figures that relate to Nunavut
- Additional background information
- Conversation starters

QUIT iT! is designed for Nunavummiut youth to increase their awareness of the dangers of tobacco use.

The program is designed to provide youth with the opportunity to voice their opinion and take on the role of decision makers as they choose which ad should be shown to the rest of Nunavut.

If you have any questions or comments, please contact us at tobacco@gov.nu.ca or visit www.nuquits.gov.nu.ca.

QUIT IT!

GOAL

QUIT IT! includes 12 international TV ads dealing with various subjects surrounding the issue of tobacco.

Each ad approaches the subject a bit differently.

The goal is to encourage young people to view the messages and think about the issues presented. This creates an opportunity to think about tobacco from different angles and, most importantly, to discuss the issue amongst peers. By casting their ballots, youth will also decide which ad will be shown in Nunavut.

Before You Begin Your Session

1. Preview the DVD

We encourage all teachers to view the DVD on their own before showing it to their students, as some of the ads are very graphic or quite emotional. Please ensure that students are aware of the subject matter and provide them with the opportunity to opt out of the exercise before the DVD is shown.

2. Put Up the Poster

A promotional poster is included in this kit. We recommend placing it up in your classroom a few days prior to running the program as a teaser to spark conversation around the program.

3. Photocopy the Ballot

Ensure you have made enough photocopies of the ballot so that each student has their own copy (one included with every kit). If you've lost or misplaced the ballot please contact tobacco@gov.nu.ca for a digital copy.

PROGRAM INSTRUCTIONS

NOW YOU ARE READY



Distribute one ballot to each student

The ballot contains the name of each of the ads on the DVD.

Ask the students to think to themselves while watching the DVD:

- Which ad would make me think twice about starting to use tobacco?
- If I use tobacco, which ad would make me think about quitting?



Let the students know what will happen

You might want to begin asking them how many of them currently use tobacco or have members of their family who have used tobacco.

Explain to the students that they are about to see ads created on the topic of tobacco.

They will view the ads and vote on which one is the most effective. The winning ad will be shown in Nunavut for all to see!



Show the DVD

The DVD is approximately 15 minutes long. Each ad is preceded by its name. You might want to show the entire DVD and then show the ad portion one more time before students complete their ballots.

It is very important that the students save their comments and discussion until after they've seen all the ads and filled out their ballots, so that others do not influence each individual's choice.

Closed captioning

The DVD is closed captioned, so if you would like captioning, ensure that feature is turned on.



Now it's time for your students to vote

After you've viewed the DVD, students need to select the ad they feel is the most effective. They should put a checkmark beside **only** that ad on their ballot.

QUIT!

INSTRUCTIONS



Collect the ballots

Ask a student to tally up the results. Make sure to scan and email or fax back the official classroom tally. (see Step 7)

DON'T FORGET TO SUBMIT YOUR VOTING TALLIES



Enter BOTH your Classroom Tally and your Teacher Evaluation

You can enter your results one of the following ways:

- 1) Scan and email: tobacco@gov.nu.ca
- 2) Fax: (867) 979-8648



Hold a discussion – you can begin by asking students the following questions:

- Which ad do you think is most effective?
- What are the messages presented in the ads?
- Did any of the ads give you information about tobacco you didn't already know?
- What makes a great tobacco reduction ad?
- Do you think tobacco ads influence tobacco usage?
- What types of ads need to be developed to discourage youth from starting to use tobacco or to quit using tobacco?
- What types of ads do you think work best—graphic, true stories or factual?



Win a \$500 prize

Every teacher returning the **Teacher Evaluation and Classroom Tally** will be automatically entered to win a \$500 prize to be used for classroom purposes as determined by the teacher. A random draw will be made from all those received and the winners will be contacted via phone or email. The winner's name will be promoted in the material the following year.

AD OVERVIEWS



Breathless

Australia National Quit Program

NUNAVUT FACTS:

At least one in every five deaths in Nunavut is caused by smoking.

For every one death caused by tobacco, 20 more people get seriously sick from smoking.

Nunavummiut die sooner than other Canadians. Cancer is a big reason why life expectancy is lower in Nunavut.

Nine out of every 10 lung cancer deaths are caused by tobacco. Almost half of the deaths in Nunavut are lung cancer deaths.

BACKGROUND INFO:

Many deaths are linked to tobacco—these are just a few:

- Heart disease
- Stroke
- Respiratory disease
- Many cancers (bladder, blood, cervix, colon, esophagus, kidney, larynx, liver, pancreas, breast, stomach)

CONVERSATION STARTERS:

What is one thing people in Nunavut could do to improve their health and the health of their loved ones.

QUIT!



Dip Lips

World Lung Foundation

NUNAVUT FACTS:

Oral cancer is within the top four cancers affecting Nunavummiut (Source: *Oral Cancer Nunavut 1999-2010 Fact Sheet*).

Nine per cent of people die within the first year of diagnosis in Nunavut. (Source: *Oral Cancer Nunavut 1999-2010 Fact Sheet*).

BACKGROUND INFO:

Smokeless tobacco includes chew, spit, dip, snuff and snus. Recently, it has expanded to include a number of new dissolvable products.

Chewing tobacco users are four times more likely than non-users to have decayed dental root surfaces.

Spit tobacco also causes gum disease (gingivitis), which can lead to bone and tooth loss.

Smokeless tobacco has 28 cancer-causing agents.

The amount of nicotine absorbed from a dip of moist snuff tobacco is three to four times the amount delivered by a cigarette.

CONVERSATION STARTERS:

Why do you think people wrongly assume that smokeless tobacco is less harmful than cigarettes?

AD OVERVIEWS



Cigarettes Are Eating You Alive (Baby)

New York City Department of
Health and Mental Hygiene

NUNAVUT FACTS:

- 94 per cent of infants in Nunavut are exposed to tobacco smoke in the home. (Source: *Review of Tobacco Reduction Literature, Resources & Promising Practices for Inuit Tobacco-Free Network, 2011*)
- Inuit children have the highest reported hospitalization rates for lower respiratory tract infections **in the world** (Source: Indoor air quality and the risk of lower respiratory tract infections in young Canadian Inuit children Thomas Kovesi MD, Nicolas L. Gilbert MSc, Corinne Stocco MSc, DoFugler PEng, Robert E. Dales MD MSc, Mireille Guay MSc, J. David Miller PhD)
- 15 per cent of Inuit children have had chronic ear infections, a condition also linked to secondhand smoke exposure. (Source: *Nunavut Tobacco Reduction Framework for Action*)

BACKGROUND INFO:

Compared to children of non-smokers, children who are exposed to secondhand smoke (SHS) are more likely to suffer from:

- coughing and wheezing
- painful ear infections
- asthma and other breathing problems
- bronchitis, croup and pneumonia
- sudden infant death syndrome (SIDS) (Source: *Physicians for Smoke-Free Canada factsheet*)

It can also impact children's abilities at school—studies show children exposed to SHS do less well in reading and in math.

In addition, the likelihood of childhood cancers and adult cancers later in life is increased for children exposed to secondhand smoke during their younger years.

CONVERSATION STARTERS:

Have you ever experienced any symptoms of secondhand smoke? What were they?

What are some strategies for dealing with secondhand smoke in the home?

QUIT!



Michael's Tip

Centers for Disease Control, USA

NUNAVUT FACTS:

- Lung disease (which includes chronic obstructing pulmonary disease (COPD), lung cancer and also tuberculosis) is higher in Nunavut than anywhere else in Canada. (Source: *Inuit and Cancer Discussion Paper*, October 2008)
- The death rate from lung cancer in Nunavut is more than four times higher than that reported for the rest of Canada. (Source: *Nunavut Tobacco Reduction Framework for Action 2011-2016*)

BACKGROUND INFO:

Michael started smoking when he was nine years old and his younger sister offered him a cigarette. Years later, Michael, an Alaska Native, would develop chronic obstructive pulmonary disease, or COPD—a condition caused by smoking that makes it harder and harder to breathe and can cause death. It wasn't until he nearly suffocated that he decided to quit smoking for good.

The day Michael made the decision to quit smoking for good was a day he won't forget. He was 52 years old and woke up struggling to breathe. "It was four hours of stark raving terror. I was suffocating to death. Every cell in my body was screaming for oxygen!" He remembers riding in the ambulance, wondering if he was going to die. He never smoked another cigarette. "Losing your breath is losing your life force."

Today, Michael continues to fight for his life. To help improve his breathing, he had lung volume reduction surgery. Diseased parts of his lungs were removed so healthier lung tissue could work better. After he quit smoking, his condition improved slightly, but his doctor says Michael needs a lung transplant. In his weakened state, Michael doesn't know if he would survive the surgery.

CONVERSATION STARTERS:

Do you know anyone who is suffering from smoking related illness? How is it affecting their life and the lives of their loved ones?

What do you think it feels like to struggle to breathe—have you ever experienced this even for a second?

AD OVERVIEWS



Ultrasound

South Dakota Department of Health

NUNAVUT FACTS:

- 85 per cent of Inuit mothers reported smoking during pregnancy. (Source: *Risk factors for hospitalization and infection in Canadian Inuit infants over the first year of life—a pilot study. Int J Circumpolar Health*)
- Nunavut has the highest incidence of low birth weight and the highest rate of premature births in the country (both symptoms of prenatal tobacco use). (Source: *Causes and risk factors for infant mortality in Nunavut, Canada 1999-2011*)

BACKGROUND INFO:

Women who smoke during pregnancy are more likely than other women to have a miscarriage.

Smoking can cause problems with the placenta—the source of the baby's food and oxygen during pregnancy.

Smoking during pregnancy can cause a baby to be born too early or to have low birth weight (less than 5½ pounds). Low birth weight babies are more likely than normal weight babies to have serious health problems. These problems can affect your baby's health as a newborn, toddler or even adult.

Quitting smoking will help both a mother and her baby. When you stop smoking:

- The baby will get more oxygen, even after just one day of not smoking.
- There is less risk that the baby will be born too early.
- There is a better chance that the baby will come home from the hospital with you.
- The parents will feel good about what they have done for themselves and their baby.

CONVERSATION STARTERS:

- How can you support someone who you think is smoking while they're pregnant? What kinds of things would be helpful to say/do for the health of their future child?
- When you are doing something that you know isn't a good thing, what kinds of comments have been made to you that you found helpful in order to change that behaviour? Brainstorm helpful and damaging/shaming comments.

QUIT!



Addicted to Animal Cruelty

Rescue Social Change Group

NUNAVUT FACTS:

According to a *McLean's Magazine* article, a 2007 survey found that in Iqaluit, there were nearly half as many dogs as the city's 7,000 people. That translates to one dog for every two people.

Dogs aren't only considered household pets; in the North there are many working dogs, contributing to a way of life.

BACKGROUND INFO:

Visit www.ydouthiking.com/animal-testing to view actual tobacco industry documents outlining cruel animal experiments. The reports were retrieved from the Legacy Tobacco Industry Documents Library at UCSF and can be examined by the public.

SOME EXAMPLES:

In the past, these are some examples of the types of experiments that were conducted using animals:

Force animals to breathe cigarette smoke for long periods of time.

Cigarette smoke has been pumped directly into an animal's nose.

Dogs and monkeys have had tubes attached to holes in their necks or have had masks strapped to their faces to force smoke into their lungs.

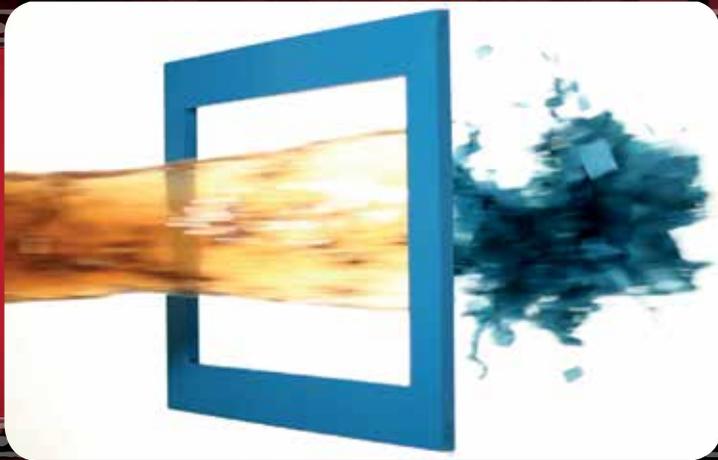
Mice and rats have cigarette tar applied directly to their bare skin to induce the growth of skin tumors.

CONVERSATION STARTERS:

How many of you have a dog, cat or other pets?

How do you feel about animals, specifically dogs, being used in this way?

AD OVERVIEWS



The Undoing - Litter

Rescue Social Change Group

NUNAVUT FACTS:

The condition of country food is essential to the quality of life in Nunavut. Cigarette butt litter can impact all creatures.

BACKGROUND INFO:

Cigarette butts are not biodegradable. They may seem small, but over 4.5 trillion cigarette butts are littered worldwide. They are suspected to be the most littered item in the world.

The acetate (plastic) filters can take 18 months to 10 years to decompose—depending upon the location where they are disposed.

When discarded cigarette butts get into the water supply, the filter that is designed to trap chemicals then leaks them out into aquatic ecosystems. This threatens the quality of the water and aquatic life forms.

Plastic pieces of the filter have been found in the stomachs of fish, birds, whales and other marine creatures that mistake them for food. Creatures will swallow the plastic filters and all the toxic chemicals inside. This is a threat to wildlife.

CONVERSATION STARTER:

Do you notice cigarette butt litter in your community? Have you ever seen a discarded cigarette filter inside of a creature such as a fish or any game?

What are ways we can help reduce litter in our communities?

ROLE PLAYING SUGGESTION:

Select a student to “drop” something in front of the class, and have another student respond. Ask the class for suggestions on what to say to friends who might litter in front of them.

QUIT!



Quitting Takes Practice

California Tobacco Control Program

NUNAVUT QUIT SMOKING RESOURCES:

Quitline: 1-866-368-7848 or chat online at: nuquits.gov.nu.ca (in English). Free counseling and support for quitting smoking. Phone chat services are available in English, Inuktitut, Inuinnaqtun and French.

Nicotine Replace Therapies (NRTs) are available for free for beneficiaries with a doctor's prescription (up to a maximum dosage per NRT per year).

Also visit www.nuquits.gov.nu.ca

BACKGROUND INFO:

BEST advice: Don't quit quitting! It is extremely rare that someone would successfully quit on their first attempt. It takes practice.

Relapse happens! Especially during your first few quit attempts. Anywhere from six to nine out of 10 people (60 to 90 per cent) will relapse within the first year of their quit attempt.

Quitting abruptly (Cold Turkey), with the help of nicotine replacement products or quitting medication, remains the most effective method of quitting.

Research indicates that if you use a nicotine replacement product OR quitting methods combined with a professional counselor or quitline your chances of success will increase.

But the most important thing is to always remember: Don't Quit Quitting – every time someone makes a quit attempt they are closer to quitting for good.

CONVERSATION STARTERS:

What could you do to help someone when they are trying to quit?

What messages/activities would be most helpful?
What should you avoid doing/saying?

ROLE PLAYING SUGGESTION:

Have your students practice positive things to say to their peers that will support them in their decision to quit smoking.

AD OVERVIEWS



Nathan's Tip

Centers for Disease Control, USA

NUNAVUT FACTS:

- Secondhand smoke in homes throughout Nunavut is a serious problem due to the high percentage of smokers in the territory and also the overcrowding of families with children in the home.
- 31 per cent of Inuit reside in "crowded homes in comparison to three per cent of fellow Canadians." (*Inuit Tapiriit Kanatami, Inuit & Cancer 2009*)
- 74 per cent of Inuit homes according to the Inuit Health Survey 2007-2008 study had on average two smokers per household.

BACKGROUND INFO:

"I never smoked; look what happened to me. I want to make people aware of the damage that exposure to secondhand smoke can do to you."
- Nathan

The secondhand smoke Nathan was exposed to permanently damaged his lungs and led to his early death. He died on October 17, 2013. He was 54.

Nathan had permanent lung damage. He never smoked cigarettes, but for 11 years he worked at a casino that allowed smoking. After breathing people's cigarette smoke daily, Nathan began to have frequent asthma attacks triggered by the secondhand smoke.

Nathan noticed more changes to his health. Along with asthma attacks, he started having frequent problems with eye irritation, headaches, allergies, ear and sinus infections and bronchitis. The symptoms got worse. "A common cold escalated into pneumonia, sending me to the emergency room," he said. "During one of the visits, a doctor was looking at x-rays of my lungs and commented that I had the lungs of a heavy smoker. I told him, 'I never smoked a day in my life!'"

The secondhand smoke Nathan was exposed to permanently damaged his lungs and led to his early death. He left behind a wife, five children and three grandchildren.

Reprinted courtesy of Centers for Disease Control.

CONVERSATION STARTERS:

What are strategies/solutions for escaping exposure to secondhand smoke?

What are ways you could ask someone who is smoking around you to stop and smoke elsewhere?

QUIT!



Sunita

World Lung Foundation

NUNAVUT FACTS:

Specific statistics for chew tobacco rates in Nunavut do not exist at this time; however it is safe to say that consumption rates are high.

BACKGROUND INFO:

Sunita spent only four years using smokeless tobacco before her diagnosis.

There are a number of common symptoms that could be early warning signs of mouth cancer:

- 1. Red or White Spots:**
Red or white spots in the mouth or lip that persist for more than two weeks.
- 2. Irregular Spots or Ulcers:**
Irregular spots or ulcers that don't heal within two weeks, and may even bleed, are one of the early mouth cancer symptoms.
- 3. Lumps or Swelling:**
Any lump or swelling in the mouth, lips or throat.
- 4. Crust or Ulcer:**
Any ulcer, crust, thickening of skin inside the mouth or swelling in the mouth that changes appearance.

5. Numbness or Pain:

Any numbness or pain in the mouth.

7. Swelling of Neck Glands:

Swelling of glands (lymph nodes) in the neck, which may become apparent.

8. Pain During Swallowing:

Any pain felt during the act of swallowing or any difficulty in swallowing.

9. Change in Appearance of Teeth:

Any change in the way your teeth are aligned including sudden tooth loss can be a mouth cancer symptom.

10. Voice Changes:

Hoarseness of voice is also a symptom of mouth cancer.

CONVERSATION STARTERS:

Do you know anyone that has suffered from mouth cancer? What was their experience?

Which would be worse: lung cancer or mouth cancer—why?

AD OVERVIEWS



Runner

Arizona Department of Health Services

NUNAVUT FACTS:

More Nunavut youth smoke in comparison with any other jurisdiction in Canada.

Average smoking rates are approximately 59 per cent in Nunavut (roughly six out of 10).

BACKGROUND INFO:

It is well documented that the tobacco industry has targeted youth for many years. Without attracting new smokers, the tobacco industry would die:

Following are a few examples:

- Equating smoking with rebellion and sponsoring events that are “on the edge” so they attract youth that are looking to rebel.
- Using cartoon characters (such as Joe Camel) to appeal to a younger audience.
- Paying for product placement in movies. The more teens see smoking in movies, the more likely they are to start using tobacco.
- Adding various ingredients to products and making them appear more like candy than actual death delivery mechanisms!

CONVERSATION STARTER:

Do you think more youth in Nunavut smoke compared to other areas in Canada? Why or why not? (The students will give reasons such as: boredom, because their big brother does, because their friends do, because they want to look older, lose weight, because they are hungry, etc.)

ROLE PLAYING SUGGESTION:

Partner the students into groups of two. Ask them to take turns offering and rejecting tobacco. The student offering is asked to make a case for why they should try tobacco, while the other student is asked to respond using what they learned from the ad and classroom discussion.

QUIT!



Predator

California Department of Health

NUNAVUT FACTS:

- Half of Nunavut's population is under the age of 24, making Nunavut the youngest population in Canada. (Source: *Nunavut Tobacco Reduction Framework for Action*).
- Preliminary research suggests that the window of time when many youth in Nunavut initiate tobacco use is between eight and 16 years of age, with some youth experimenting as early as six years of age.

BACKGROUND INFO:

Flavoured tobacco products are known as an introduction or "gateway" for youth to become initiated to tobacco products. They are a tactic the tobacco industry uses to get youth and young adults hooked on their products.

The industry knows that the younger a person becomes addicted, the harder it may be to quit and the more profits the industry makes from that smoker.

A recently published study of Youth Smoking in Canada found:

- Among Canadian teens that report using tobacco, more than half are opting for products infused with such flavours as bubblegum, cherry or watermelon.
- The use of fruit, mint, chocolate, menthol and other flavours makes tobacco products more palatable and attractive to new users, especially young people.
- 32 per cent of youth smokers reported menthol use. That's somewhere around five to six times more than adult use. Menthol not only gives an icy flavour but also anesthetizes the throat to make it easier to inhale smoke.

CONVERSATION STARTERS:

- Who do you think is more likely to use candy-flavoured tobacco—youth or older adults and why?
- How do you feel about being targeted by the industry, using candy as the hook?

FURTHER ACTIVITIES IN THE CLASSROOM:

Role Playing: Suggest the students role play different scenarios related to each topic in the advertisements. For more ideas on tobacco education in the classroom, download our *Tobacco Has No Place Here Teachers Resource Guide* at: www.nuquits.gov.nu.ca/resources

Thank You

We would like to thank the following organizations for allowing their material to be included:

- 1 Breathless – Australia National Quit Program
- 2 Dip Lips – Indiana State Department of Health
- 3 Cigarettes are Eating you Alive (Baby)* – New York City Department of Health and Mental Hygiene
- 4 Michael’s Tip – Centers for Disease Control and Prevention
- 5 Ultrasound – South Dakota Department of Health
- 6 Addicted to Animal Cruelty – Rescue Social Change Group
- 7 The Undoing–Litter – Rescue Social Change Group
- 8 Quitting Takes Practice 2003 – California Tobacco Control Program
- 9 Nathan’s Tip* – Centers for Disease Control and Prevention

- 10 Sunita – World Lung Foundation
- 11 Runner – Arizona Department of Health Services
- 12 Predator – California Tobacco Control Program

**Courtesy of the Media Campaign Resource Centre. For more information about the use of these advertisements, please email the Media Campaign Resource Center at mcrc@cdc.gov or visit www.cdc.gov/tobacco/mcrc

Thanks also to Ashley Cummings for providing the voice-over for the DVD.

Please contact tobacco@gov.nu.ca for French and Inuinnaqtun versions of QUIT iT!

QUIT IT!



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