



# Educator Guide: Analyzing Influences Lesson

## **Recommended for Grades:**

6<sup>th</sup>

## **Time:**

9 minutes

## **National Health Education Standards:**

This activity aligns with the following National Health Education Standards:

- Standard 1: Use functional health information to support health and well-being of self and others.
- Standard 2: Analyze influences that affect health and well-being of self and others.

For more information about the National Health Education Standards, visit the SHAPE America website: [shapeamerica.org](http://shapeamerica.org).

## **Learning Objectives:**

After completing this lesson students will be able to:

1. Identify and explain three tactics that tobacco companies use to influence youth to use their tobacco products.
2. State the main goal of tobacco advertisements.
3. Identify three negative health effects of using tobacco products.

## **Lesson Description:**

In this lesson students will learn different ways tobacco companies try to influence people's decision to use tobacco products. Short and long-term effects of using tobacco products are also covered.



## Pre and Post-Test Questions:

Use the following questions with your students in any way that you see fit (on paper, using a survey tool, etc.) You may choose to combine questions from various lessons and activities that your students participate in. Correct answer choices are bolded.

1. What is one tactic tobacco companies use to influence youth to use their products?
  - a. High prices
  - b. Flavoring their products**
  - c. Positive health claims
2. What is the main goal of tobacco advertisements?
  - a. Educate youth about the health effects of smoking
  - b. Persuade youth not to use marijuana
  - c. Persuade people to use their products and to make money**
  - d. Persuade people to quit using their products
3. Which of these are short-term health effects of using tobacco products? Choose three.
  - a. Bad breath**
  - b. Reduced athletic performance**
  - c. Increased risk of illnesses such as colds, flu and pneumonia**
  - d. Increased athletic performance
4. Which of the following is a long-term health effect of using tobacco products?
  - a. Oral and lung cancers**
  - b. Decreased risk of heart disease
  - c. Increased athletic performance
  - d. Saving more money

## Vocabulary:

Use the following list of vocabulary as a reference for yourself or your students as you complete the Analyzing Influences Lesson. You may choose to use this list in any way that fits your needs.

- Absorbed – a way drugs can enter the body by soaking through the skin or mucus membranes inside the mouth, nose or lungs. For example, when using chewing tobacco, the nicotine is absorbed through the mouth or gums.
- Addiction – a complex disease where a person's body is so dependent on a drug that it is difficult to stop using the drug, and the person will use that drug despite harmful consequences to themselves or others around them
- Advertisement – a paid announcement in newspapers, magazines, radio, television, online, etc.
- Brain – the main organ in the nervous system that controls the body's activities by sending and receiving messages to and from different parts of the body
- Bronchitis – swelling of the bronchial tubes that causes coughing and difficulty breathing
- Cancer – a disease that occurs when cells begin to grow and multiply in an uncontrolled way. There are hundreds of types of cancer that can affect many different parts of the body.
- Cigar – a type of tobacco that is smoked. Dried leaves of the tobacco plant are wrapped in a tobacco leaf. Cigars do not have filters. They often come in different flavors.
- Cigarette – a type of smoked tobacco. Dried leaves of the tobacco plant, along with approximately 4,000 chemicals, are packed into thin tubes of paper. When lit, the user inhales the smoke from the cigarette into their lungs.
- Cigarillo – a small cigar that comes in different flavors
- Drug – a chemical that changes the way a person's body works
- E-cigarettes (electronic cigarettes) – battery-operated devices that produce a flavored nicotine vapor that looks like tobacco smoke
- Emphysema – an irreversible disease of the lungs where the air sacks in the lungs become enlarged, causing breathlessness and wheezing
- Heart disease – any condition of the heart which makes the heart not work like it should
- Inhaling – a way drugs can enter the body through the mouth or nose, by breathing them directly into the respiratory system (lungs)
- Nicotine – the highly addictive chemical in tobacco products that make it very hard for people to stop using them
- Pneumonia – an infection of the lungs where the air sacs become filled with liquid, making breathing very difficult. It is usually caused by a bacterial or viral infection.



- Point of Sale (POS) advertising – using things such as signs, displays, coupons, etc. that the shopper can see at the exact time and place where they can buy the products
- Risk – a situation that could involve exposure to danger, harm or loss
- Snus – a type of smokeless tobacco made from the leaves of the tobacco plant that comes in a small pouch, like a tiny tea bag full of tobacco. The pouch is placed between the upper gum and lip.
- Tobacco – the plant used to make products such as cigarettes, cigars, snus and chewing tobacco
- Withdrawal symptoms – a wide range of physical or emotional disorders, including irritability, headaches, insomnia, cravings, etc. that occur when a person addicted to a drug stops using the drug



# Analyzing Influences Lesson Worksheet

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Instructions:** Complete this worksheet as you move through the Analyzing Influences Lesson.

1. Name three examples of tobacco products.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

2. What is the main goal of tobacco companies?

3. How much money did tobacco companies spend on marketing in 2011 in Wisconsin?

\_\_\_\_\_

4. List three examples of point of sale (POS) advertising.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

5. According to the CDC, cigarette smoking results in how many premature deaths in the United States each year?

\_\_\_\_\_

6. Most people who use tobacco products are under what age when they start?

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7. What is the addictive drug found in tobacco products?

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8. List three withdrawal symptoms someone might experience when trying to quit using tobacco products.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

9. What are e-cigarettes?

10. List three negative health effects of using tobacco products.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

# Analyzing Influences Worksheet Answer Key

1. Name three examples of tobacco products.  
Cigarettes, cigars, cigarillos, chewing tobacco or snus
2. What is the main goal of tobacco companies?  
To make money and persuade people to use their products.
3. How much money did tobacco companies spend on marketing in 2011 in Wisconsin?  
Approximately 145 million dollars
4. List three examples of point of sale (POS) advertising.  
Signs both inside and outside of stores, counter mats, shelving displays, in-store coupons and in-store promotions
5. According to the CDC, cigarette smoking results in how many premature deaths in the United States each year?  
Approximately 480,000
6. Most people who use tobacco products are under what age when they start?  
18 years old
7. What is the addictive drug found in tobacco products?  
Nicotine
8. List three withdrawal symptoms someone might experience when trying to quit using tobacco products.  
Irritability, attention difficulties, sleep disturbances, increased appetite or powerful cravings for tobacco
9. What are e-cigarettes?  
Battery-operated devices that produce a flavored nicotine vapor that looks like tobacco smoke
10. List three negative health effects of using tobacco products.  
Wrinkles, yellow teeth, oral cancers, lung cancer, lung disease such as chronic bronchitis and emphysema, increased risk of heart disease, bad skin, bad breath, bad smelling clothes and hair, reduced athletic performance, greater risk of injury and increased risk of illnesses such as colds, flu, bronchitis and pneumonia

# Supplemental Activity: Family Influences Interview

## **Objectives:**

After completing this activity students will be able to:

- Examine how their family influences their health around the topic of drugs and alcohol.
- Describe the influence of their culture on the beliefs and behaviors around drugs and alcohol.
- Explain the influence of family values and beliefs on their individual health practices and behaviors.

## **Materials Needed:**

- Family Influences Interview Worksheet (included below)
- Pen or pencil

## **Time Required:**

20 minutes

## **Instructions:**

As a class, review the various people and places that can influence our decisions around using alcohol, tobacco and other drugs, including the media, businesses, family, friends, etc.

For this activity explain to the class that you are going to focus on family and how they can influence your decisions around drugs. Students will be interviewing one or more family members about their beliefs around drugs and alcohol. Every family has had different experiences, and every family has different thoughts and beliefs around drugs and alcohol. It's important for families to discuss these things with their children and this activity will hopefully open up that conversation. If you feel that this activity is not appropriate for your students, you may choose to skip it or modify it to better fit your needs.

Instruct students to take home the Family Influences Interview Worksheet and find one trusted adult in their family who they can sit down and talk with. Ideally, this would be a parent, legal guardian or other close adult that the student has daily contact with. It should be an important adult in their life. Give students approximately a week to complete the interview. They will need to find a time that works for their trusted adult and find a quiet space that they can talk without interruptions.

If time allows after the interviews and if students feel comfortable sharing, hold a class discussion to talk about the different perspectives that families have around drugs and alcohol. Discuss how different cultures can have different thoughts and opinions about certain drugs. Have students think about how their family values and beliefs around drugs and alcohol may affect their own thoughts and behaviors.



# Family Influences Interview Worksheet

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Adult being interviewed: \_\_\_\_\_

Relationship of adult to you (mother, grandfather, aunt, etc.):  
\_\_\_\_\_

**Instructions:** Find a time that works for you and the adult you're interviewing to meet. Find a quiet space where you can talk without interruptions for 10-15 minutes. Ask them the questions below and record their answers.

1. What are your thoughts, in general, about drug and alcohol use?

2. Are your beliefs and attitudes about alcohol, tobacco and other drugs the same now as when you were growing up? If yes, why? If not, how have they changed?

3. What did you know about the effects of alcohol, tobacco and other drugs when you were my age?

4. How did your parents or other family members influence you about whether or not you would use alcohol, tobacco and other drugs?

5. Is there anything about our family history or culture that affects how you feel about using alcohol, tobacco and other drugs?

6. What role, if any, do you think family history and culture have in a young teen's decision to use or not use alcohol, tobacco and other drugs?

7. What do you feel is the most important thing for me to know about alcohol, tobacco and other drugs?

## Handouts

Included on the following pages are additional resources that you and your students' families may find useful.



# Resources and Services: Alcohol and Other Drug-Use Prevention

- American Lung Association Lung Help Line, 1-800-LUNG-USA (800-586-4872)
- Children's Wisconsin, [www.childrenswi.org](http://www.childrenswi.org)
- KidsHealth, [www.kidshealth.org](http://www.kidshealth.org)
- LifeStance Health, [www.lifestance.com](http://www.lifestance.com)
- National Institute on Drug Abuse (NIDA), [www.drugabuse.gov](http://www.drugabuse.gov)
- Partnership to End Addiction, [www.drugfree.org](http://www.drugfree.org)
- Rogers Behavioral Health, [www.rogersbh.org](http://www.rogersbh.org)
- The Tobacco Control Resource Center for Wisconsin, [www.tobwis.org](http://www.tobwis.org)
- United States Government-Drug Enforcement Administration (DEA), [www.getsmartaboutdrugs.gov](http://www.getsmartaboutdrugs.gov)
- Wisconsin Tobacco Quitline, 1-800-QUIT-NOW



# Transcript

## Slide 1

Kwasi: When it comes to drugs, there are lots of influences all around us. Some of these influences are external, and some are internal. Some are positive and some are negative.

Claire: Examples of external influences are peers, family, technology, laws and the media. These can be positive or negative. You may have friends who discourage you from smoking, which would be a positive influence on you. The fact that people on TV often look like they're having lots of fun while drinking alcohol would be an example of a negative influence.

Kwasi: And don't forget there are also internal factors that can influence you... curiosity, interests, fears and likes or dislikes. These influences can be pretty complex, and they can influence important health decisions, like choosing whether or not to smoke or use other drugs.

## Slide 2

Let's take a look at tobacco companies, which have a big influence on people's decision to use tobacco products. Tobacco products include cigarettes, cigars, cigarillos, chewing tobacco and snus.

The main goal of tobacco companies is to make money and persuade people to use their products. There are lots of different ways that they try to do this. First let's take a look at how much money tobacco companies spend on advertising each year.

### Slide 3

In 2011, in the state of Wisconsin alone, about how much money did tobacco companies spend on marketing their products?

- A. 50 million dollars
- B. 100 million dollars
- C. 145 million dollars

Click on your answer.

Choose C:

You're right! That's a lot of money!

Choose A or B:

No, actually it's way more. Tobacco companies spent about 145 million dollars in 2011 just in Wisconsin!

### Slide 4

A lot of this money is spent on advertisements. These ads can be found online, on social networking sites, through the mail, in magazines and in other places, too.

Here are some examples of tobacco ads. You'll notice that they all make smoking look fun, exciting and cool. These ads are often found in magazines that young people read, like Glamour, Cosmopolitan, Rolling Stone, Marie Claire, InStyle and Vogue. Ninety percent of all regular smokers begin smoking before age 18, so this is one way that tobacco companies can reach and influence young people. Remember, their main goal is to make money and influence people to use their products.

### Slide 5

Another way that tobacco companies market their products is through what's called point of sale, or POS advertising. This refers to a variety of things such as signs both inside and outside of stores, counter mats, shelving displays, coupons, promotions, etc. This type of advertising is effective because they target and attract shoppers at the exact time and place where they can buy the products.

Tobacco companies also know that people are more likely to buy things that are at eye level, so they will pay gas station and store owners large amounts of money to put their tobacco products in highly visible places.

## Slide 6

A specific way that tobacco companies market to youth is the way that they flavor and package their products. There are laws banning flavoring of cigarettes, but not other tobacco products. Many tobacco products, like cigars and chewing tobacco, are flavored to appeal to young people. There are also several tobacco products that have packaging very similar to candy or mints.

## Slide 7

Check it out. Some of these items are tobacco products and some of them are candy, mints or gum. Let's see if you can tell the difference. Click and drag the candy products to the bag marked candy and move the tobacco products to the bag marked tobacco. Ready, set, go!

## Slide 8

What tobacco companies don't want you to be curious about are all of the health effects of using their products. They don't want you to know that tobacco use is the leading preventable cause of disease, disability and death in the United States. Think about that for a second.



## Slide 9

According to the Centers for Disease Control and Prevention, or the CDC, cigarette smoking results in about how many premature deaths in the United States each year?

- A. 200,000
- B. 350,000
- C. 480,000

Choose C:

You're right! That's a lot of deaths that could have been prevented! And for every one person who dies from smoking, about 30 more suffer from a serious tobacco related illness. Let's take a closer look at what tobacco is and what it does to the human body.

Choose A or B:

Nope, the correct answer is 480,000. That's a lot of deaths that could have been prevented! And for every one person who dies from smoking, about 30 more suffer from a serious tobacco related illness. Let's take a closer look at what tobacco is and what it does to the human body.

## Slide 10

Tobacco is a plant. The leaves from the tobacco plant are dried and used to make cigarettes, cigars, chewing tobacco and snus. Unfortunately, most people who use tobacco products are under the age of 18 when they start.

## Slide 11

Cigarettes and other tobacco products contain the addictive drug nicotine. Nicotine is absorbed into the bloodstream when a tobacco product is chewed, inhaled or smoked. Nicotine increases levels of the neurotransmitter dopamine, which affects the brain pathways that control reward and pleasure. That means that the brain actually changes, which results in the person becoming addicted to the nicotine.

## Slide 12

When a person who is addicted to nicotine tries to quit, he or she experiences withdrawal symptoms including irritability, attention difficulties, sleep disturbances, increased appetite and powerful cravings for tobacco. There are treatment options available to help users quit, but it's not easy!

## Slide 13

Some people think e-cigarettes, or electronic cigarettes, can help someone quit using tobacco products, but studies have not shown that to be true. E-cigarettes are battery-operated devices that produce a flavored nicotine vapor that looks like tobacco smoke. They also contain many other chemicals. E-cigarettes are not regulated by the U.S. Food and Drug Administration, or FDA, and the long-term health effects of using them are not yet known.

## Slide 14

Aside from addiction, there are many other negative health effects of using tobacco products. These include wrinkles, yellow teeth, oral cancers, lung cancer, lung disease such as chronic bronchitis and emphysema and an increased risk of heart disease. These are things that can happen after years of smoking. But teen smokers can experience many problems too, such as bad skin, bad breath, bad-smelling clothes and hair, reduced athletic performance, greater risk of injury and increased risk of illnesses such as colds, flu, bronchitis and pneumonia. Not to mention the fact that cigarettes and other tobacco products are expensive!

## Slide 15

Kwasi: So, Claire, you know the one way to avoid all of this?

Claire: Yup! Don't start using tobacco products in the first place!

Kwasi: I know it's tough to avoid all the negative influences around you, but you can do it!

Claire: And, if you've already started using tobacco products, there's lots of information and support available to help you quit. Talk with a trusted adult, such as a parent, doctor or favorite teacher. They can help lead you in the right direction. Being tobacco-free will give you more energy, better health and more money in your pocket!

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