

Background Information

The Brain



The **brain** controls every part of the body. The biggest part of the brain is made of the cerebrum. The cerebrum allows one to think, and controls voluntary muscles. The cerebrum has two halves with one on each side of the head. The right half helps you think about abstract concepts and allows you to be creative. The left half is thought to be more analytical and supports logical thinking.

The back of the brain is called the cerebellum. It controls balance, movement and coordination. The brain stem below the cerebrum and in front of the cerebellum connects the brain to the spinal cord. The nervous system located in the brain stem controls all of the functions the body needs to stay alive such as digesting food, circulating blood and breathing.

Breathing is automatic and functions without us thinking about it. This however can be altered by drugs or disease. The brain stem sends nerve impulses that cause the chest muscles and diaphragm to contract leading to the expansion of the lungs. After the lungs expand, the brain command to inhale stops and the chest muscles passively return to its resting position. This cycle is repeated on average 12-20 times per minute when a person is at rest.

For more information on the brain, see the following link:

<http://kidshealth.org/kid/htbw/brain.html#>

www.gotlungs.ca/knowtobacco

Background Information

The Lungs



The **lungs** are two organs that look like spongy, flexible sacs. The lungs receive oxygen into the body and remove the carbon dioxide and other waste gases that the body does not need. Notice that when the lungs fill with air, the rib cage expands. When the air is blown out, the rib cage relaxes and becomes smaller.

Oxygen from the air enters the body through the nose and mouth where the air is warmed, moistened and cleaned. Oxygen then passes through the windpipe (trachea) through the left and right bronchi (branch-like tubes) and then divides into smaller bronchiole tubes (smaller branch-like tubes). Eventually, the oxygen enters tiny thin air sacs in the lungs that look like bunches of grapes, called alveoli. The alveoli expand and fill like balloons. They relax and deflate when the air is blown out. The oxygen from the alveoli then enters into the bloodstream.

For more information on the respiratory system, see the following link:

http://www.lung.ca/lung101-reneiguez/respiratory-respiratoire/how-comment/index_e.php

Background Information

The Heart



The **heart** is a muscle about the size of your fist that acts like a pump. The heart pumps blood which carries oxygen to the rest of the body. It is located in the middle of the body's chest behind the lungs. The heart and lungs work together to provide the body with oxygen, which is essential for the human body to live.

The heart pumps all the time and does not take a rest. The heartbeat or pulse can be felt by turning one palm up while placing two fingers from the other hand along the outside edge of the wrist. (Note: Do not use the thumb.)

For more information on the heart, see the following links:

http://www.lung.ca/lung101-renseignez/respiratory-respiratoire/how-comment/index_e.php
www.heartandstroke.sk.ca

Background Information

Tobacco and The Law Canada's Tobacco Act



- Tobacco is legal to purchase in Canada for people who are 18 years or older, but legal does NOT mean that it is safe!

Note:

Some provinces have increased the legal age limit to purchase tobacco to 19!

- Advertising and promotion of tobacco products is prohibited on TV, radio and newspapers.
- Laws are in place that require health warnings with images on all tobacco packages. In 2011, a second round of health warnings were developed.

For more information on Canada's health warnings, see the following link:

<http://www.smoke-free.ca/warnings/Canada-warnings.htm>



Background Information

Tobacco and The Law

Canada's Tobacco Act

In 1997, the *Tobacco Act* was enacted to regulate the manufacturing, sale, labelling and promotion of tobacco products in Canada!

Bill C-32, an *Act* to amend the *Tobacco Act*, was introduced by the Minister of Health, the Honourable Leona Aglukkaq, in the House of Commons in 2009.

The bill amends existing provisions in the *Tobacco Act* and introduces new provisions relating to, among other things, little cigars, additives in tobacco products, and the advertising of tobacco products.

For the complete description of Bill C-32, see the following link:

http://www.parl.gc.ca/About/Parliament/LegislativeSummaries/Bills_ls.asp?lang=E&ls=c32&Parl=40&Ses=2&source=library_prb

The catch-all phrase "promotion" means representation of a product or service in a way that is likely to influence and shape the public's attitudes and beliefs and buying behaviour. Aspects of tobacco promotion addressed in the *Act* include direct means such as advertisements, sponsorships and retail marketing; and also less direct means, such as the portrayal of tobacco in the movies, and in foreign media.

Advertisements

According to the *Tobacco Act*, tobacco companies may not:

- attempt to convince young people of the desirability of their product by associating it with glamour, recreation, excitement, vitality, risk, daring, or sexuality (section 22);
- depict (in whole or in part) any tobacco product, or its package or brand (section 22);
- sponsor youth-oriented activities or events (section 24);
- include the name of a tobacco product or manufacturer as part of the name of a permanent sports or cultural facility (section 25).

Background Information

Tobacco and The Law

Canada's Tobacco Act



Retail Promotions

Under section 30 of the *Tobacco Act*, retailers are permitted to display branded tobacco products and accessories, as well as signs that indicate the availability of tobacco products and their prices.

Note: Even though federal law states the above, our Saskatchewan *Tobacco Control Act* overrules this, therefore we do not allow retailers to display tobacco products in Saskatchewan!

Tobacco and The Arts

The *Act's* definition of "promotion" does not include tobacco products or brands that are used or depicted in a literary, dramatic, musical, cinematographic, scientific, educational or artistic works, productions or performances – as long as the tobacco company is not paying for the inclusion of the tobacco product or brand (section 18).

Sponsorship

Traditionally, sponsoring sporting, arts, and cultural events were an effective way for tobacco companies to build brand recognition and reach consumers. But in 1998, amendments to the *Tobacco Act* placed restrictions on tobacco sponsorship and promotion.

For more information on advertising and the *Tobacco Act*, see the following link:

http://www.media-awareness.ca/english/resources/legislation/canadian_law/federal/tobacco_act/tobacco_act.cfm

Background Information

Tobacco and The Law

Saskatchewan's Tobacco Control Act



The goal of Saskatchewan's legislation is to reduce youth access to tobacco and protect Saskatchewan residents from the harms associated with environmental tobacco smoke. The sale of tobacco to people under the age of 18 is prohibited and there are a number of restrictions on tobacco advertising. The *Tobacco Control Act* also prohibits smoking in enclosed public places and a few other areas. The *Act* was first put into place in 2002 and has since been amended, most significantly in 2005 and 2010.

According to Saskatchewan's *Tobacco Control Act*, in any place or premises where tobacco or tobacco-related products are sold; any advertising or promotion of these products is prohibited if persons under the age of 18 years are allowed to enter.

Tobacco and tobacco-related products, such as cigarettes, cigarette papers, little cigars, etc. must be covered up if someone under the age of 18 is allowed in the store. If the store only permits people over the age of 18 to enter, then the tobacco and tobacco-related products must not be visible to the public from outside of the store.

Background Information

Tobacco and The Law

Saskatchewan's Tobacco Control Act



In 2010, the amendments to the *Tobacco Control Act* included:

- Prohibiting smoking in a vehicle carrying children under the age of 16;
- Prohibiting tobacco use on school grounds;
- Prohibiting smoking in enclosed common spaces of apartments and condominiums;
- Prohibiting smoking three meters from doorways, air intakes and windows of public buildings;
- Prohibiting outdoor signs that promote tobacco products;
- Prohibiting the sale of little cigars in packages less than twenty;
- Prohibiting the sale of tobacco and tobacco-related products in pharmacies.

For more information on the *Tobacco Control Act*, see the following link:

<http://www.health.gov.sk.ca/tobacco-legislation>

Background Information

Tobacco

Tobacco use is the single most preventable cause of death worldwide!

- World Health Organization

Tobacco

Tobacco is grown, dried and then manufactured into tobacco products. Tobacco is a plant that contains a drug called nicotine. Nicotine makes these tobacco products extremely addictive.



Tobacco Leaves



Dried Tobacco Leaves



Smokeless Tobacco Form



Cigarette Form

Smoking

When tobacco is burned, it is very harmful to the body and lungs. Cigarettes, pipes, and cigars are some of the tobacco products that are burned and smoked. Tobacco smoke contains over 4,000 harmful chemicals. All of these chemicals mix together to form a sticky tar. It is the tar that gives the cigarette smoke its smell and colour. Tar sticks to clothing and skin. It also builds up in the lungs causing damage.

For more information on tobacco's harmful health effects, see the following link:

http://www.lung.ca/children/grades4_6/tobacco/smoking_and_your_health.html

For the most updated Canadian tobacco statistics, go to the
Tobacco Information Monitoring Survey (TIMS) website at:

<http://www.health.gov.sk.ca/smoking-and-your-health>

KNOW TOBACCO...

Think. Learn. Live.

Grades
6-8

Background Information

Tobacco Addiction



It can be difficult to quit a tobacco addiction. You do not have to quit alone. If you use tobacco...get help and quit today!

Addiction

"[...] an unhealthy relationship between a person and a mood or mind-altering substance, experience, event or activity, which contributes to life problems and their recurrence."

- Addictions Foundation of Manitoba

To make an educated choice on how to lead a tobacco-free life, please refer to The Lung Association's website at www.gotlungs.ca

For more information on addiction, see the following link:
<http://www.afm.mb.ca/pdf/BPS-FINAL.pdf>

www.gotlungs.ca/knowtobacco

Background Information

Harmful Effects of Smoking

Tobacco products have short-term health effects (things that happen right away) and long-term health effects (things that happen over a long period of time). Smoking has many negative health effects on the body including:

Illness refers to poor health or sickness from disease of the body and/or mind. If a disease or illness is on-going, it is considered to be chronic. Some illnesses such as a cold or flu, with treatment or care, usually heal over time. They are referred to as short-term illnesses. Research has shown that those who smoke are more susceptible to flu and colds, and they tend to last longer.

For more information on tobacco and illness, see the following link:

http://kidshealth.org/teen/infections/bacterial_viral/colds.html

Chronic Obstructive Pulmonary Disease (COPD) is a long-term lung disease mainly caused by smoking. COPD includes chronic bronchitis and emphysema. COPD slowly damages the airways, making them swollen and partly blocked by mucus. It also damages the tiny air sacs at the tips of the airways called alveoli. This makes it hard to move air in and out of the lungs. The main symptoms of COPD include; a long-lasting cough, fatigue, coughing up mucus, and being short of breath.

For more information on COPD, see the following link:

http://www.lung.ca/diseases-maladies/copd-mpoc/what-quoi/index_e.php

Asthma is a long-term disease that makes it difficult to breathe. Asthma cannot be cured, but it can be managed. (Chances are, every classroom will have a student with asthma, as one child out of ten have it!) With asthma, the airways are extra sensitive. When exposed to certain triggers (irritants) the airways become red and swollen, and fill up with mucus. This makes the airways narrow, so it's harder for the air to pass through. The muscles around the airways also spasm causing the airways to squeeze together and tighten. Being exposed to cigarette smoke often makes it difficult to manage asthma symptoms. Smoking and second-hand smoke can also lead to asthma.

For more information on asthma, see the following link:

http://www.lung.ca/diseases-maladies/asthma-asthme/what-quoi/index_e.php

Background Information

Harmful Effects of Smoking

A **stroke** is a sudden loss of brain function. It is caused by an interruption of blood flow to the brain. The effects of a stroke depend on where the brain is injured, and how much damage has occurred. A stroke can impact the ability to move, see, remember, speak, reason, read and write. Smoking causes an increase in blood pressure and lowers oxygen levels in the blood which increases the risk of developing a stroke.

For more information on strokes, see the following links:

http://www.heartandstroke.sk.ca/site/c.inKMILNIEmG/b.3657421/k.7212/Stroke_What_is_Stroke.htm

Cancer is a disease that starts in the body's cells. Smoking increases the likeliness of getting certain types of cancers such as lung, esophageal, laryngeal, bladder, oral (mouth), nasal cavity, stomach, pancreatic, kidney, and the cervix, to name a few.

For more information on cancers related to tobacco, see the following link:

<http://www.cancer.gov/cancertopics/tobacco/smoking>

Heart disease consists of many different conditions that are harmful to the heart (e.g., heart attack, angina, arrhythmia, etc.). Using tobacco causes the blood vessels to narrow, the heart to beat faster and increases blood pressure.

For more information on heart disease, see the following links:

<http://www.health.gov.sk.ca/smokeless-tobacco-facts>
www.heartandstroke.sk.ca

Ulcers are a break on the skin/organ, and/or from cells of tissue that have become inflamed, have died or shed. Studies have shown an increase in ulcers among those who smoke.

For more information on ulcers and tobacco use, see the following link:

http://kidshealth.org/teen/diseases_conditions/digestive/ulcers.html

Background Information

Harmful Effects of Smoking

Other harmful effects of smoking:

- Cataracts
- Gum disease
- Second-hand smoke
- Tooth decay
- Ear infections
- Early aging
- Decreased athletic endurance
- Slower healing time from acne and sores
- Loss of taste
- Loss of smell
- Unpopular - 8 out of 10 people are tobacco-free!
- Bad breath
- Yellow teeth
- Yellow fingers
- Wrinkles
- Dry skin
- Phlegm
- Persistent cough
- Pneumonia
- Expensive
- Addictive

...plus many others!



Background Information

Chemicals

Nicotine is a powerful mood altering substance (drug) that is extremely addictive. Nicotine is what makes tobacco products addictive.

Carbon monoxide is a deadly poisonous gas that replaces the oxygen in red blood cells.

Carcinogens are cancer-causing agents. Tobacco smoke is considered to be a 'Group A' carcinogen. (When there is sufficient evidence of cancer-causing agents in a product, the 'Group A' carcinogen category is used.)

Tar is a dark sticky combination of hundreds of chemicals including poisons and cancer-causing substances. Tar from the cigarette is very dangerous inside our lungs. It sticks to the cilia in our lungs that are responsible for sweeping out germs and dirt. If the cilia are covered in tar they cannot move efficiently. Germs and dirt then stay in the lungs which can lead to disease. The damage tar does to the body's cilia is only the beginning. The tar and smoke are made up of many harmful chemicals that are known to cause diseases of the body.

Some of the chemicals in tobacco products include:

- **Acetone** - a chemical found in nail polish remover;
- **Benzene** - a flammable toxin found in gasoline, solvents and pesticides;
- **Cadmium** - a chemical used to coat batteries;
- **Carbon monoxide** - a chemical found in car exhaust;
- **Arsenic** - a chemical found in rat poison;
- **Ammonia** - a chemical found in toilet bowl cleaner;
- **Phenol** - a chemical found in disinfectants;
- **Formaldehyde** - a chemical used to preserve dead bodies;
- **Tar** - a mixture of chemicals used to build roads;
- **Nicotine** - a poison put into tobacco products to make them addictive.

Background Information

Second-Hand Smoke and Third-Hand Smoke

Second-Hand Smoke (SHS)

Second-hand smoke (also referred to as ETS: environmental tobacco smoke) is made up of the smoke from the burning end of a tobacco product such as a cigarette, cigarillo, pipe, etc., and the smoke that is blown into the air by the person smoking these products.

Second-hand smoke has over 4,000 chemicals; many of them cause disease. Two-thirds of the smoke from a cigarette is not inhaled by the person smoking, so it enters into the air. There is five times the amount of carbon monoxide and higher levels of ammonia and cadmium in SHS.

Second-hand smoke also has toxic levels of hydrogen cyanide (a poisonous gas that attacks the respiratory enzymes) and high amounts of nitrogen dioxide. People who do not smoke who breathe in SHS can develop many serious diseases. It can cause lung cancer, heart disease, chronic obstructive pulmonary disease (COPD, formerly known as emphysema and chronic bronchitis), and can lead to asthma. Regular exposure to second-hand smoke increases the risk of lung disease by 25% and heart disease by 10%.

For more information on second-hand smoke, see the following link:

http://www.lung.ca/protect-protegez/tobacco-tabagisme/second-secontaire/index_e.php

Third-Hand Smoke (THS)

Third-hand smoke is a new name for an old problem – it is the toxic chemicals in smoke that stick around even after the person has put out the cigarette, cigar, or pipe. Third-hand smoke gets trapped in hair, skin, fabric, carpet, furniture and toys. It builds up over time. Each time someone smokes, more smoke gets trapped in the things around them. The chemicals from the trapped smoke pollute the air and get into people's lungs and bodies.

For more information on third-hand smoke, see the following link:

http://www.lung.ca/protect-protegez/tobacco-tabagisme/second-secontaire/thirdhand-tertiaire_e.php

Background Information

Smokeless Tobacco



Smokeless tobacco is tobacco that is used by the mouth or nose. These tobacco products are chewed, sucked or snorted, and not burned.

Forms of Smokeless Tobacco

Snuff is a pinch of ground-up moist tobacco usually placed between the bottom lip and gum. This action is known as ‘dipping’.

Chew is shredded tobacco leaves that are placed between the cheek and gum. This is known as a ‘wad’.

A **plug** is shredded tobacco leaves that are pressed into a hard block and placed between the cheek and gum.

Snus is tobacco that comes in a pouch or pinch form. It is placed between the lip and gum.

A **tablet** is dissolvable tobacco that sits inside the mouth.

For more information on smokeless tobacco, see the following link:

<http://www.health.gov.sk.ca/smoking-and-your-health>

Background Information

Smokeless Tobacco



- Smokeless tobacco is not safe. It is addictive and contains many harmful chemicals. Twenty-eight carcinogens (cancer causing agents) have been found in smokeless tobacco products to-date.
- The makers of smokeless tobacco add gritty materials (abrasives) to wear down the surfaces of the teeth which cut the insides of the cheeks and gums so that the nicotine from the tobacco can get into the bloodstream.

For more information on smokeless tobacco and abrasives, see the following link:

<http://www.health.gov.sk.ca/smokless-tobacco-ingredients>

- One tin of snuff has approximately the same amount of nicotine as 60 cigarettes.

For more information on nicotine and smokeless tobacco, see the following link:

<http://www.health.gov.sk.ca/smokeless-tobacco-addiction>

- Smokeless tobacco contains many poisons and harmful chemicals. Some of these poisons and chemicals include nicotine, carcinogens, sweeteners, abrasives, salt and many other chemicals that are harmful to your health.

For more information on chemicals and smokeless tobacco, see the following link:

<http://www.health.gov.sk.ca/smokeless-tobacco-facts>

Background Information

Smokeless Tobacco

Some of the health effects from using smokeless tobacco include:

Cancer is a disease that starts in the cells of the body. Using smokeless tobacco products increases the likeliness of getting certain types of cancers such as cancer of the esophagus (the tube that takes water and food to the stomach), voice box, stomach, and mouth (throat, cheek, gum, lip and tongue). Treatment for these types of cancer involve surgery which often affects speech, the ability to eat, and can disfigure the face and body.

For more information on smokeless tobacco and cancer, see the following links:

http://www.cancer.ca/Saskatchewan/About%20cancer.aspx?sc_lang=en

http://kidshealth.org/teen/drug_alcohol/tobacco/smokeless.html

On average, half of all oral cancer victims die within five years.

For more information on oral cancer, see the following link:

<http://www.albertahealthservices.ca/2513.asp/>

Heart disease consists of many different conditions that are harmful to the heart (e.g., heart attack, angina, arrhythmia, etc.). Using tobacco causes the blood vessels to narrow, the heart to beat faster and an increases blood pressure.

For more information on heart disease, see the following links:

<http://www.health.gov.sk.ca/smokeless-tobacco-facts>

www.heartandstroke.sk.ca

Physical changes such as fatigue, muscle weakness, dizziness and a decline in physical performance has also been reported among tobacco users.

For more information on tobacco and physical changes, see the following link:

<http://www.health.gov.sk.ca/tobacco-health-risk>

Background Information

Smokeless Tobacco

A **stroke** is a sudden loss of brain function. It is caused by the interruption of blood flow to the brain. The effects of a stroke depend on where the brain is injured and how much damage has occurred. A stroke can impact the ability to move, see, remember, speak, reason, read and write. Smoking causes an increase in blood pressure and lowers oxygen levels in the blood which increases the risk of developing a stroke.

For more information on strokes, see the following links:

http://www.heartandstroke.sk.ca/site/c.inKMILNIEmG/b.3657421/k.7212/Stroke_www.What_is_Stroke.htm

Dental disease occurs from using smokeless tobacco products. The sugar added causes cavities. Coarse particles also harm the gums and create mouth sores. Smokeless tobacco causes leukoplakia, a white lump that appears in the mouth that can lead to cancer. Other negative health effects include stained teeth, gingivitis, bad breath, black hairy tongue and an increase in saliva causing drooling.

For more information on dental disease, see the following link:

<http://www.health.gov.sk.ca/adx/asp/adxGetMedia.aspx?DocID=f96feddc-8e78-4786-87dd-89496c243e2f&MediaID=4109&Filename=smokeless-tobacco-july-2010.pdf&l=English>

Stomach problems occur with the use of smokeless tobacco as the juice from the product is swallowed. This may lead to stomach ulcers (a break on the skin/organ, or cells from tissue that have become inflamed, have died or shed) and stomach cancer.

For more information on stomach cancer, see the following link:

<http://www.mdanderson.org/patient-and-cancer-information/cancer-information/glossary-of-cancer-terms/u.htm>

Background Information

Traditional Use of Tobacco

First Nations and Métis Cultures

Sacred - Ways of life, rituals, and teachings that are important, respected, and valued.

Tradition - A story or custom that is passed down from generation to generation. There is no universal singular First Nations tradition.

Traditional - Anything that follows the customs that are passed down from generation to generation.

Traditional/Sacred Tobacco - The original tobacco plant used by First Nations peoples are considered traditional or sacred tobacco (e.g., kiniknik, kinnikinic).

There are protocols in some cultures for using these plants:

- Tobacco is placed onto Mother Earth in a quiet place where no one walks as acknowledgement for providing all the things that help sustain our physical beings (e.g., offering tobacco to water is an acknowledgement and appreciation for life).
- Offering sacred tobacco is a way of giving thanks in advance of a request. Whenever there is a request for guidance, advice, ceremonies or taking from the animal or spirit world, sacred tobacco is offered first.

For more information on sacred tobacco, see the following links:

<http://www.makeapact.ca/content/sacred-tobacco/sacred-tobacco-is-important>

http://www.nnapf.org/sites/default/files/pdf/en/tobacco_cessation/

[NNAPF_Keeping_Sacred_Tobacco.pdf](#)

Background Information

Traditional Use of Tobacco

First Nations and Métis Cultures

Who is an Elder?

There is no single definition of an Elder. In some First Nations and Métis cultures, Elders are people who are usually older, and are recognized by the community as having great wisdom and experience. Elders may be called upon as an authority to advise on important community matters.

In many cultures, Elders are respected and assume leadership roles within their communities. Elders may also be associated with the ability to communicate cultural heritage and language and in some cases, spiritual knowledge.

Note: Not all First Nations and Métis cultures use the term “Elder” (e.g., Cree).



For more information on Elder descriptions, see the following link:

<http://www.niichro.com/Elders/Elders7.html>


Background Information

Traditional Use of Tobacco First Nations and Métis Cultures

It is important to understand that there are variances and differences within every culture, including First Nations and Métis cultures. The following information is meant to reflect the way that some, not all, First Nations and Métis peoples, use tobacco culturally.

“Traditionally, for many First Nations and Métis cultures, tobacco was only to be used for ceremonies, prayer, and/or healing purposes. Tobacco was never meant to be taken into the body (e.g., use of commercial tobacco products such as cigarettes, smokeless tobacco, etc.). Many people who use tobacco for ceremonies, prayer, and/or healing purposes find the use of tobacco in a non-culturally traditional way to be disrespectful of the spiritual, medicinal, and traditional uses of tobacco. Tobacco was never meant to enter our bodies, and we must respect it and not abuse it: to do so endangers our lives and the lives of the future generations.”

- National Native Addictions Partnership Foundation, NNAPF, 2006



For more information on sacred tobacco, see the following link:
http://www.nnapf.org/sites/default/files/pdf/en/tobacco_cessation/NNAPF_Keeping_Sacred_Tobacco.pdf

For more information on First Nations and Métis cultural use of tobacco, see the following links:

<http://www.hc-sc.gc.ca/fniah-spnia/substan/tobac-tabac/index-eng.php>

http://www.niichro.com/Tobacco%202002/tob02_4.html

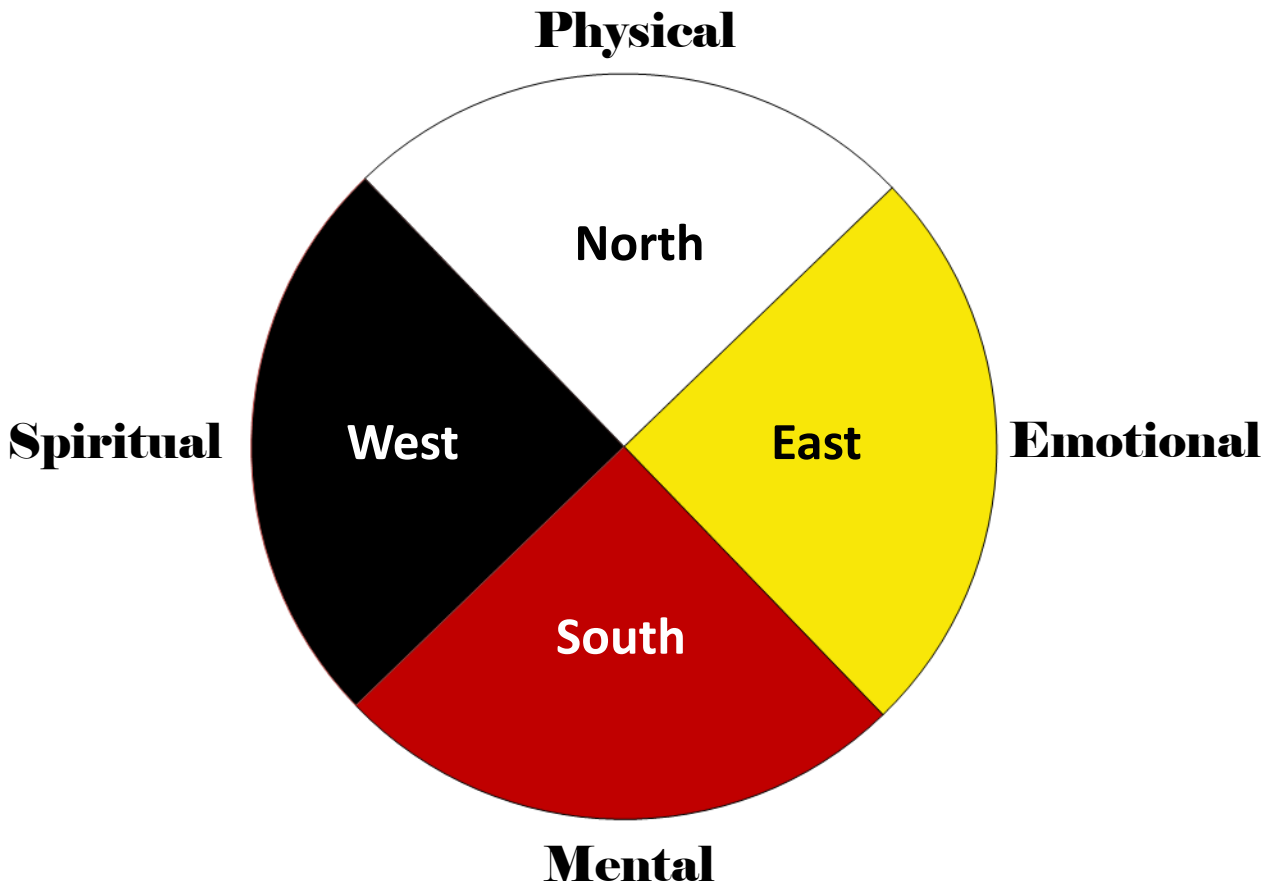


Background Information

Traditional Use of Tobacco

First Nations and Métis Cultures

Examining tobacco addiction through a holistic approach and/or what is known as the Four Directions or Medicine Wheel, can be beneficial for daily life events as well treating addictions. This allows one to explore the spiritual, emotional, mental, and physical aspects of their tobacco addiction while understanding the reasons for quitting. The wheel represents a state of balance in all aspects of life. If one aspect is out of balance, then harmony is not achieved.



For more information on traditional use of tobacco and the medicine wheel, see the following link:

<http://www.makeapact.ca/content/sacred-tobacco/sacred-tobacco-is-important>

Background Information

Marketing Methods

Advertising, through the use of mass media, delivers a persuasive message about a product, service, or idea to a large group of people at a single time. This message is intended to influence the attitudes and beliefs of those exposed to it with the hopes of resulting in a specific action. For advertising to be effective, it must be seen repeatedly and attract the attention of the target audience (The Centers for Disease Control and Prevention's Office on Smoking and Health, 1995).

Advertising encourages consumers to begin to use and continue to use a specific product. Advertisers use strategic marketing strategies to create an image of what the product represents and associates their products with positive experiences and personal appearances.

Advertising is about creating a relationship between subjects and objects. Messaging in advertising often promises that the product will improve some part of an individual's life (e.g., success, strength, masculinity, attractiveness, femininity) (Ad-Vantage, A Smoke Free Grad of 2000 Program, The Saskatchewan Lung Association, 2000).

Advertising can be effective and deceiving. Many companies portray unrealistic images related to appearances, body image and self-esteem. Tobacco companies have been deceiving consumers for years by claiming that tobacco products will make an individual healthy, attractive, successful, masculine, athletic, etc. Scientific and evidence-based research over the years has proven otherwise. Tobacco products cause disease and illness, as well as physical, emotional, social and financial consequences.

Note:

The Federal *Tobacco Act* restricts advertising and promotion in Canada.

Please refer to the background information on:

Tobacco and The Law – Canada's *Tobacco Act*

Background Information

Refusal Techniques

Refusal techniques are strategies to successfully 'say no'. These techniques are important for students to learn and practice when resisting pressure.

Possible Refusal Techniques:

Humour - Be creative and provide a quick, witty response that ends the conversation. (e.g., "Yellow teeth and wrinkles...no thanks!")

A Buddy - Plan with a good friend beforehand to stick to decisions previously agreed upon.

An Exit - Leave the situation. (e.g., say no and leave.)

An Excuse - Provide a reason or excuse why you do not want to say yes to tobacco. (e.g., "No, I do not want to smell like an ash tray.")

An Imagination - Think of creative ways to change the focus. (e.g., "No, I think the Rider game is on. Why don't we go check out the game and at half-time throw the football around?")

Broken Record - Do not argue; just keep repeating the same answer over and over again. (e.g., "No, I don't want to try anything that is unhealthy for my body," repeat as needed.)

Reverse the Pressure - Be creative and come up with a response that puts the pressure on the person offering. (e.g., "Why are you bothering me with something that is not good for me or you?")

Offer an Alternative - Encourage students to be creative and come up with other possibilities or healthier options. (e.g., "No, I like my lungs healthy so I can play sports. Let's go play a game of soccer instead.")

Background Information

Stress

Anxiety: *a generalized feeling of fear characterized by physical symptoms*
Stress: *any factor that threatens the health of the body or has an adverse effect on its functioning, such as injury, disease or worry*

What You Should Know About Stress

- Stress can be a positive motivator, or it can negatively interfere with our everyday life.
- Events in life that create stress are called stressors. Stressors can be brought on by people, events, or issues in life. (e.g., changing schools may be classified as a stressor).
- People are affected differently by stress. Everyone has a different personality and different ways of coping with life situations.
- Adopting healthy stress-management skills is important in order to learn how to cope with stress.
- Different people want and need different amounts of stress (e.g., some people perform better under stress or a tight time line, and others feel constrained when stressed).

Symptoms of Stress:

- Cold hands
- Anxiety
- Insomnia
- Dry mouth
- Over or under eating
- Indigestion
- Tiredness
- Chronic depression
- Headaches
- Constipation
- Low self-image
- Procrastination
- Performing reckless actions
- Body aches

Some Causes of Stress:

- Experiencing tensions about school or work
- Having to make an important decision
- Not having control over your surroundings
- Going through a major change in your life
- Use of unhealthy substances
- Having conflict with your family members
- Experiencing certain fears or thoughts

Background Information

Stress

Tobacco use (as well as the use of other substances) are unhealthy coping mechanisms for stress. It is important to reinforce that using tobacco is an unhealthy way of managing stress.

Positive Ways to Reduce Stress

- Talk about your stressors. Talk about how you are feeling and what you can do to manage stress.
- Do something that is healthy. (e.g., go for a walk)
- Use your imagination. (e.g., picture yourself in a place that makes you smile)
- Use humour - learn to laugh at yourself.
- Listen to music that either relaxes you, or makes you want to get up and dance.
- Practise deep breathing.
- Be physically active. (e.g., exercise)

When to Seek Professional Help

Seek help when you are experiencing one or more of the following:

- Distressing thoughts, behaviours or emotions that last more than three to four weeks;
- You continue to have difficulty functioning as you normally do at school, with family or in social/recreational activities;
- There are continuing physical symptoms that do not resolve themselves in one to two days;
- Use of alcohol, tobacco or other drugs to deal with your problems;
- At any time you feel a sense of hopelessness or are helpless about your emotions, behaviours and/or life.

For more information on stress and when to seek professional help, see the following link:

<http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/life-vie/stress-eng.php>

Background Information

Methods for Quitting a Tobacco Addiction

**Tobacco dependence is an addiction.
Addictions are not lifestyle choices or habits!**

There are various methods of quitting tobacco use. Some of the methods include:

1. The 'Cold Turkey' Method
2. Nicotine Replacement Therapies
 - Nicotine Gum
 - Nicotine Lozenge
 - Nicotine Patch
 - Nicotine Inhaler
3. Prescription Drugs
 - Champix® (Varenicline)
 - Zyban® (Bupropion)

1. The 'Cold Turkey' Method

Quitting 'cold turkey' means that the person who smokes has stopped immediately, without the use of any medications. In the past, the majority of people have quit their tobacco addiction using this method. Quitting 'cold turkey' is free and does not require a prescription. The body begins to heal itself almost immediately.

However, when an individual quits suddenly, the amount of nicotine they have in their blood stream declines quickly. As a result, the body may experience some symptoms of withdrawal. How strong these symptoms are and how long they last can vary, but for most people they generally subside in a week or two.

Background Information

Methods for Quitting a Tobacco Addiction

Some people may find it helpful to use medications to stop using tobacco. Anyone wanting to quit should discuss their options with a health care provider.

2. Nicotine Replacement Therapies (NRTs)

NRTs available in Canada include the nicotine gum, patch, lozenge and inhaler. All forms can be purchased without a prescription at a pharmacy. They act to replace the nicotine that would be obtained from using tobacco products.

Nicotine is the addictive component in tobacco. Nicotine from NRTs will enter the blood stream after being absorbed through the layers of the mouth or skin. This differs from smoking where nicotine enters the body through the lungs. In order to minimize or avoid withdrawal symptoms, NRTs allow the body to continue to receive nicotine, but without all the harmful substances that come with tobacco use.

Studies indicate a better success rate of quitting by people using NRTs. The amount of nicotine in an NRT may be less than the amount normally derived from smoking. Recommended dosages can be adjusted and NRTs can be used in combination with each other to best fit the individual's needs. This may be important for those with greater nicotine dependence or for people who have experienced withdrawal symptoms during a previous quit attempt. A health care provider can assist and help individualize a treatment plan.

**To make an educated choice on how to lead a tobacco-free life,
see the following link:**

<http://www.sk.lung.ca/index.php/services-mainmenu/resources/printed-materials#tobacco>

Background Information

Methods for Quitting a Tobacco Addiction

3. Prescription Drugs

Zyban® and Champix® are both taken in pill form but act very differently in the body. These medications are prescribed, so a consultation with a health-care provider is needed. Champix® (Varenicline) and Zyban® (Bupropion) are some of the prescription drugs recommended for quitting smoking. These medications are listed on the provincial formulary which means that some of the costs may be covered.

For more information about these prescription drugs and drug plan benefits, see the following link:

<http://www.health.gov.sk.ca/drug-plan-benefits>

Champix® (Varenicline)

Champix® works by stimulating dopamine, in a similar fashion to nicotine. Dopamine is an important messenger in the brain. This results in reduced cravings and withdrawal symptoms. This drug also prevents the dopamine release that occurs with nicotine consumption. This means that the pleasure received from smoking is decreased. Champix® is not recommended for use in combination with nicotine replacement therapies (NRTs) or smoking because it competes with the nicotine for receptor sites in the brain, and may cause side effects.

Zyban® (Bupropion)

Zyban® is an anti-depressant that helps decrease nicotine withdrawal. Treatment should begin before the target quit date, since approximately one week of treatment is required to achieve a steady-state blood level of Zyban®. Individuals should set a target quit date and quit smoking sometime during the second week of treatment. Zyban® may be used in combination with NRTs.