



# “Don’t Buy The Lie”

Kaiser Permanente  
Tobacco Use Prevention Program  
Call for Entries

Kaiser Permanente will host the 17<sup>th</sup> Annual “Don’t Buy the Lie” Tobacco Use Prevention Program February 22 – March 19, 2010 in all middle and high schools in the Greater Sacramento Valley and Central Valley.

Teachers and students must submit entries to their Principal’s office no later than Friday, March 19, 2010 by 4:00 pm.

Entries will be reviewed by a panel of judges, including physicians, health educators, advertising professionals and community leaders, and will be judged primarily on message content, rather than artwork.

#### Guidelines:

- The theme of your poster should communicate a message that discourages tobacco use, using up to a maximum of 10 words.
- Poster entries should be created using colored pencils, graphite pencils, markers, watercolors, etc. on the official contest entry. This entry can be picked up in your Principal’s office or downloaded from [www.kpdontbuythelie.org](http://www.kpdontbuythelie.org)
- Only original artwork, including original computer graphics and original photographs, may be used.
- Do not use copyrighted cartoon or comic characters (i.e., Mickey Mouse, Joe Camel, etc.)
- Works should not be framed or mounted.
- Each entry is required have student information completely and legibly filled out (please print).
- Incomplete or illegible entries will be automatically disqualified.

Artwork will be picked up by Kaiser Permanente or school district personnel between Monday, March 22 and Wednesday, March 24. **Artwork must be in the Principal’s office no later than Monday, March 22 at 9 a.m. for pick up.** Teachers must also attach and submit the inventory list. Entries become the property of Kaiser Permanente and will not be returned. Winning entrants grant the rights for their poster to be used in Kaiser Permanente advertising. The artwork of the winning poster is subject to change by advertising design professionals before appearing in advertisements.

One grand prize winner will be selected in the middle school category and one grand prize winner will be selected in the high school category in the Greater Sacramento Valley. One grand prize winner will be selected in the high school category in the Central Valley. The grand prize winners will have their posters used to create a professional advertisement that will run on billboards the months of May and June 2010, and each will receive a \$1,000 gift card. One runner-up winner will be selected from each school that participates in the “Don’t Buy The Lie” program and will receive a \$50 gift card. An awards ceremony will be held in May of 2010 for all winners.

If you have any questions, please call the “Don’t Buy The Lie” message line at (916) 474-6245 in the Greater Sacramento Valley or (209) 476-3775 in the Central Valley.



# “Don’t Buy The Lie”

## Kaiser Permanente Tobacco Use Prevention Program Teacher Guide

### Purpose:

To make students aware of the ways advertisers try to influence them by providing schools with educational materials and sponsoring an anti-tobacco advertising message poster contest.

### Main Points:

- In the United States, the tobacco industry spends more than \$13 billion every year to promote its products.
- Understanding advertising techniques helps students evaluate tobacco advertisements.
- Almost 90 percent of adult smokers started when they were 18 or younger.
- Smokers develop strong brand loyalty during their childhood. Most adults continue to smoke the brands they used as kids.
- If tobacco companies do not recruit kids to smoking, they cannot stay in business.
- Give students opportunity to create their own anti-tobacco message which will be featured in a professional advertisement.

### Background:

Tobacco use is the leading cause of preventable death in the United States. Smoking and spit tobacco kill more than 400,000 people each year – more than murders, suicides, illegal drugs, alcohol, AIDS, and car accidents *combined*.

Almost all adult smokers developed the tobacco habit in their teens. Every day some 4,000 kids try their first cigarette. And every day another 1,000 kids become daily cigarette smokers.

**A major driver of teen smoking is tobacco advertising. Research shows tobacco ads are *more likely* to get young people to smoke than pressure from peers.**

The cigarette companies claim they’ve stopped marketing to kids. But studies indicate the tobacco industry is spending more money each year on marketing efforts, many directed at those under 18.

Following the 1998 Master Settlement Agreement, which banned billboards and advertising directed to youth, tobacco companies dramatically increased in-store advertising. One study found that half of these ads are placed at kid’s-eye level. A quarter are displayed next to candy.

Tobacco companies were also aggressively marketing candy-flavored cigarettes in many youth-oriented magazines until recently forced to stop by government legal action.

### We Know:

When students are aware of how tobacco companies promote their products to young people they are better able to resist advertising pressures and make choices that protect their health. Kaiser Permanente would like to invite you and your students to

participate in our “Don’t Buy The Lie” tobacco use prevention program. Our internal studies have shown that students who participate in this program are less likely to begin tobacco use.

Included in this packet are the following materials:

- A lesson plan, including three exercises to educate your students on tobacco company marketing practices.
- Tobacco Quiz and Answer Fact Sheet.
- Details on Kaiser Permanente’s “Don’t Buy The Lie” anti-tobacco advertisement for students.
- Student handouts.



# “Don’t Buy The Lie”

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Teacher Guide

## Teacher/Student Preparation

- One day prior to beginning the lesson, have students document the number and kinds of tobacco advertisements in their environment.
- Have each student bring in at least one (1) magazine advertisement. Have several tobacco advertisements ready that you have collected from magazines, as well.

## Exercise #1: Slam the Slogan

Read each advertising slogan below and ask students to guess the product or company each of these slogans is selling.

- |   |                     |
|---|---------------------|
| 1. Taste the rainbow                    | (Skittles)          |
| 2. Can you hear me now?                 | (Verizon Wireless)  |
| 3. The last honest pizza                | (Round Table Pizza) |
| 4. Beat that                            | (Hot Wheels)        |
| 5. The little dog with the big attitude | (Idog)              |
| 6. I’m lovin’ it                        | (McDonalds)         |
| 7. The snack that smiles back           | (Goldfish)          |
| 8. Mmm-mmm-mmm-mmm-mmm                  | (Sonic)             |
| 9. Eat fresh                            | (Subway)            |
| 10. When you’re here, you’re family     | (Olive Garden)      |

Have students brainstorm other slogans they are familiar with.

## Exercise #2: Selling Strategies

Review the “Selling Strategies” handout with the students. Ask if anyone has an example of a selling strategy in the advertisements they brought from home.

- Divide students into small groups.
- Distribute individual tobacco ads to each small group.
- Have each group complete the “Tobacco for Sale” handout. Groups share answers with the class.

### Exercise #3: The “Anti-Ad”

- Pass out the “Tobacco Facts” student handout. Review individually or as a class.
- Encourage students to create their own anti-tobacco advertisement.
- Anti-tobacco ad posters are due to your principal’s office no later than Friday, March 7, 2008.
- See document “Call for Entries” that is included within this packet.

### Optional Exercise #4: Tobacco Quiz

The quiz can be used during the lesson plan, or as a pre- and post- assessment.

### Optional Exercise #5: Effects of Lung Disease

**Teacher preparation:** Bring one regular drinking straw and one thin “coffee-stirrer” straw for each student.

Begin the lesson by giving each student a drinking straw. Ask them to place the straws in their mouths and breathe only through the straw for 30 seconds. You will time them. It may help students to hold their noses. Be sure to let them know they can stop the activity if breathing becomes very difficult or if they feel dizzy. After the exercise, have students write down their reactions. Some students may say breathing felt normal; others may say it was difficult.

Now hand out the thinner straw. Repeat the activity, having each student breathe through this straw for 20 seconds. This may be difficult for some students, so encourage them to stop if necessary. Ask students to write down how this activity made them feel.

Ask students if they know what these activities illustrate. The first simulates breathing for a smoker, and it affects people in different ways. The second simulates what it feels like to breathe with chronic disease. Explain that chronic lung disease is one of several dangerous effects of smoking (others include heart disease, lung cancer, cancers.) Define the two types of chronic lung disease:

- *Chronic bronchitis.* There are many bronchial tubes in the lungs that branch out like an upside-down tree. In a smoker’s lungs, the chemicals from tobacco build up in these tubes, blocking or thinning the airways. This makes it difficult to breathe and get oxygen into the lungs.
- *Emphysema.* At the end of these tubes are alveoli, or tiny air sacs, that look like bundles of grapes. When you breathe, air fills these sacs and releases oxygen into your blood. The same dangerous tobacco chemicals that block the bronchial tubes can also destroy the alveoli. With fewer sacs to fill, your lungs do not get enough oxygen.



# “Don’t Buy The Lie”

## Kaiser Permanente Tobacco Use Prevention Program Teacher Guide

### Selling Strategies

Cigarette advertising rarely sells the product directly. Ads emphasize positive themes, and smokers are portrayed as happy exciting, attractive people. These ads may give the impression that nearly everyone smokes. They link smoking with success, love, the outdoors, adventure, beauty, glamour and fun. Smoking is often not depicted at all.

*The object of advertising is to sell products.* A good advertisement captures and holds attention, creates a desire and motivates people to take action. The following techniques are commonly used to sell products such as tobacco.

- **Bandwagon:** These ads suggest that everyone is doing it or using it. Buyers don’t want to be left out or appear to be out of it, so they buy the product.
- **Card Stacking:** Ads give one-sided views of their products. Only the beneficial aspects are mentioned, not the weaknesses.
- **Down-home Appeal:** These ads show average people recommending the product. Buyers identify with these people and follow their example.
- **Fact versus Opinion:** Statements that are opinions that can’t be or haven’t been proven seem like facts if the buyer is convinced the speaker knows what he or she is talking about.
- **Fantasy:** Unreal features and powers (giants, superhuman strength, athletic prowess) are part of the ad and become associated with the product.
- **Glittering Generality:** These ads use expressions such as “great”, “the best”, and “only.” The claims have no factual basis. However, because the buyer is bombarded with words that have positive associations, the buyer feels good about the product.
- **Humor:** The ad makes people laugh. When they remember the ad, they think of buying the product.
- **Sensory Appeal:** Images or sounds in the ad are appealing to the senses. Buyers imagine tasting or smelling the product and decide to buy it.
- **Statistics:** Buyers seem to be impressed by statistics, but these ads usually don’t explain what study or research was used, who conducted it or where it was done.
- **Testimonial:** Well-known people claim that they use the product and love it. These people, in fact, may have never used the product.
- **Transfer:** An attractive, sociable, sexy or well-dressed person sells the product. Buyers imagine that when they use the product, they will either meet or become like this person.



# “Don’t Buy The Lie”

Kaiser Permanente  
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## Quiz Answers : How much do you know about tobacco?

(all information from [www.tobaccofreekids.org](http://www.tobaccofreekids.org))

1. Smoking is harmful only if you smoke for a long time – 20 or 30 years or more.  
**(B) False.** Lung cancer, heart disease, and stroke caused by smoking, typically don’t occur until years after a person’s first cigarette. However, other kinds of damage set in much sooner, even within a year after you start smoking. Teen smokers cough and wheeze more, and smoking slows normal growth of lung function. Smokers perform worse in physical fitness tests. Their immune systems are weakened. Their risk of thrombosis (blood clots inside blood vessels) is increased, which is one reason sudden death is four times as likely to occur in young male cigarette smokers than in nonsmokers.
2. Addiction to nicotine occurs only after many months or years of use.  
**(B) False.** Nicotine is highly addictive, and symptoms of addiction—cravings, anxiety, irritability—can appear in teens within weeks or days after occasional smoking first begins. More than 70 percent of adolescent smokers have already tried to quit but failed: they were hooked. Another aspect of addiction is denial: only 3 percent of high-schoolers who are daily smokers think they will still be smoking in five years, but in fact seven or more years later more than 80 percent are still hooked and still smoking.
3. If you smoke a pack of cigarettes a day, it will cost you how much each year?  
**(C) \$2,000.** With cigarettes currently costing around \$5.50 a pack in California, a pack-a-day smoker will spend over \$150 a month and \$2,000 or more each year. Think about all the other ways you could spend that much money.
4. Spit tobacco is safe, non-addictive alternative to cigarettes.  
**(B) False.** Smokeless or “spit” tobacco leads to nicotine addiction and, often, smoking. It can also lead to cancers of the mouth, gum disease, dental cavities, and cancers of the esophagus, larynx, and stomach. These cancers can form within five years of regular use. Yet tobacco companies have aggressively marketed smokeless tobacco products to teens. Where these products were once used mostly by older men, they are now used predominantly by young men and boys.
5. How many kids in California become new daily smokers each year?  
**(B) 38,100.** Although youth smoking has declined dramatically since the mid-1990s, a 2005 survey found that the percentage of high-school students who reported they had tried cigarettes is on the increase. Kids may believe they’re just experimenting, but more than a third of kids who try smoking have become regular daily smokers by the time they leave high school. Tobacco companies count on this: almost 90 percent of adult smokers got hooked on smoking at or before age 19. On the bright side, if you make it through your teens tobacco-free, chances are great you’ll be tobacco-free for life!

## Quiz Answers : How much do you know about tobacco?

(all information from [www.tobaccofreekids.org](http://www.tobaccofreekids.org))

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6. How many California kids under 18 alive now will die prematurely from smoking?  
**(C) 596,000.** Every year, more than 37,000 adult Californians die because of smoking, from lung cancer, heart disease, or other health consequences. If current smoking rates are not decreased, almost 600,000 California kids—ten times the entire population of Walnut Creek—will take up smoking during their lifetime and die as a result. Nationwide, tobacco use kills over 400,000 Americans annually—more than the total killed by AIDS, alcohol, motor vehicles, homicide, illegal drugs, and suicide **combined**.
7. Which of these health problems are associated with tobacco use among young people?  
**(E) All of the above.** And the longer someone smokes, the greater the risk for ever more serious health problems. Heart disease, cancer, strokes, respiratory diseases are the best-known health harms. But smoking has also been linked to fertility problems, arthritis, hearing loss and vision problems, headaches, wrinkling of the skin, graying and loss of hair, gum disease and possible tooth loss.
8. When adults and kids aged 12 to 17 are exposed to tobacco advertising, which group is more likely to remember the ads?  
**(B) The kids.** In fact, studies indicate that kids are almost twice as likely to remember tobacco advertising and are three times as sensitive to such ads. And research shows the ads work. For example, one study found that teens who own tobacco promotional items (a cap, for example) and were able to name a cigarette brand whose advertising they noticed were twice as likely to become established smokers.
9. Once a smoker quits, how long before breathing becomes easier and senses of smell and taste improve?  
**(C) A few days.** The good news is that many of the health benefits of quitting smoking are immediate. Blood circulation increases, blood pressure and heart rate return to normal, and so do blood carbon monoxide and oxygen levels. One year after quitting, a former smoker's additional risk of heart disease is cut in half, and 10 years after quitting the risk of lung cancer is as much as half that of a person who's still smoking.
10. Secondhand smoke is estimated to result in at least 38,000 deaths every year, plus how many illnesses in children?  
**(B) 1,259,700.** The scientific evidence on the health risks associated with exposure to secondhand smoke is overwhelming. The thousands of chemicals in cigarette smoke affect everyone in the smoker's environment, particularly children. The toll on children includes an estimated 700,000 ear infections every year, 400,000 cases of exacerbated asthma, and almost 2,000 cases of Sudden Infant Death Syndrome.



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Student Handout

# Student Handouts



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## TOBACCO FACTS

### Smoking Tobacco – Who Uses It?

- About 21% of Americans over 18 smoke.
- About 23 percent of high school students currently smoke.
- In one nationwide survey, 28 percent of students had tried smoking by the 8<sup>th</sup> grade; 12 percent had first tried smoking in 5<sup>th</sup> grade.
- By the end of high school, nearly 60 percent of all students have tried smoking.
- Almost 4,000 children and youth begin smoking each day.

### Smokeless Tobacco – Who Uses It?

- According to the Centers for Disease Control, an estimated 3 percent of adults use chewing tobacco, snuff, or other smokeless tobacco products.
- Formerly used mostly by older men, smokeless tobacco is now predominantly marketed to and used by young men.
- Almost 10 percent of all boys in US high schools and 2.2 percent of girls use smokeless tobacco.

### All Forms Of Tobacco Are Harmful

- All tobacco products contain the dangerous drug nicotine.
- Nicotine is addictive. It changes the chemistry of the brain to cause a craving for more nicotine.
- Giving up the drug can result in withdrawal symptoms – nausea, headache, shakiness, drowsiness, irritability, difficulty in concentrating, and a generally miserable feeling.

## What's In Cigarette Smoke?

- Cigarette smoke is a toxic soup of more than 4,000 chemical compounds, including 69 known or probable carcinogens. The chemicals in each puff of smoke include:
  - Ammonia (a poisonous gas and powerful toilet cleaner)
  - Arsenic (a potent rat poison)
  - Butane (lighter fluid)
  - Cyanide (another deadly poison)
  - Formaldehyde (used to preserve dead frogs)

## Tobacco Use and Disease

- Tobacco use is the leading preventable cause of death in the United States. It kills more than 400,000 people each year.
- Half of all continuing smokers will die prematurely as a result of their habit.
- Heart disease is the nation's number-one killer, and a fifth of all heart disease deaths are due to smoking.
- Smoking causes lung cancer and cancer of the larynx, mouth, and esophagus. It also contributes to development of cancers of the bladder, pancreas, uterus, cervix, kidney, and stomach.
- More than a quarter of deaths caused by smoking involve emphysema and other respiratory diseases.
- Constant exposure to tobacco juice due to the use of smokeless tobacco can lead to oral cancer and gum disease, as well as increased risk of heart attack and other forms of cardiovascular disease.
- Tobacco use is also implicated in fertility problems, low birth weight, hearing loss, wrinkling of the skin, male impotence, increased susceptibility to influenza, headaches, and increased feelings of anxiety and stress.



# “Don’t Buy The Lie”

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Student Handout

## Selling Strategies

*The object of advertising is to sell products. A good advertisement captures and holds attention, creates a desire and motivates people to take action. The following techniques are commonly used to sell products such as tobacco.*

- **Bandwagon:** everyone is doing it
- **Card Stacking:** only tells you the good things about the product
- **Down-home Appeal:** people just like you use this product
- **Fact versus Opinion:** opinions are presented as facts
- **Fantasy:** unreal features or powers are associated with the product
- **Glittering Generality:** positive words with no factual basis
- **Humor:** makes people laugh
- **Sensory Appeal:** images or sounds that are appealing
- **Statistics:** presents data with no explanation
- **Testimonial:** famous people use and like the product
- **Transfer:** if I use this product, I’ll be as attractive as the person in the ad.



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## TOBACCO FOR SALE

**Directions:** Your group has been given an advertisement for a tobacco product. Use this ad to answer the following questions.

1. What is the name of the product?
2. What type of tobacco is being sold?
3. Is there a slogan? If so, what is it?
4. What are the selling strategies used in this ad?
5. Your advertisement may have a “warning”. Why do you think the tobacco company put the warning on the advertisement?
6. Who do you think is the audience for your advertisement? How can you tell?



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## How much do you know about tobacco?

(all information from [www.tobaccofreekids.org](http://www.tobaccofreekids.org))

1. Smoking is harmful only if you smoke for a long time – 20 – 30 years or more.
  - A. True
  - B. False
  
2. Addiction to nicotine occurs only after many months or years of use.
  - A. True
  - B. False
  
3. If you smoke a pack of cigarettes a day, it will cost you how much each year?
  - A. \$500
  - B. \$1,000
  - C. \$2,000
  
4. Spit tobacco is safe, non-addictive alternative to cigarettes.
  - A. True
  - B. False
  
5. How many kids in California become new daily smokers each year?
  - A. 12,100
  - B. 38,100
  - C. 50,100
  
6. How many California kids under 18 alive now will die prematurely from smoking?
  - A. 59,600
  - B. 259,000
  - C. 596,000

## How much do you know about tobacco?

(all information from [www.tobaccofreekids.org](http://www.tobaccofreekids.org))

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7. Which of these health problems are associated with tobacco use among young people?
  - A. Greater risk of sports injuries
  - B. Male impotence (erectile dysfunction)
  - C. Bad breath
  - D. Increased blood pressure
  - E. All of the above
  
8. When adults and kids aged 12 to 17 are exposed to tobacco advertising, which group is more likely to remember the ads?
  - A. The adults
  - B. The kids
  - C. No difference in recall
  
9. Once a smoker quits, how long before breathing becomes easier and senses of smell and taste improve?
  - A. A year
  - B. Several months
  - C. A few days
  
10. Secondhand smoke is estimated to result in at least 38,000 deaths every year, plus how many illnesses in children?
  - A. 59,700
  - B. 1,259,700
  - C. 259,700