

AUDIENCE LEVELS OF
MEDIA RESOURCES

P-PRIMARY K-3

I-INTERMEDIATE 4-6

J-JUNIOR HIGH 7-8

H-HIGH SCHOOL 9-12

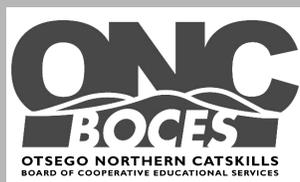
A-ADULT



SMOKING/TOBACCO

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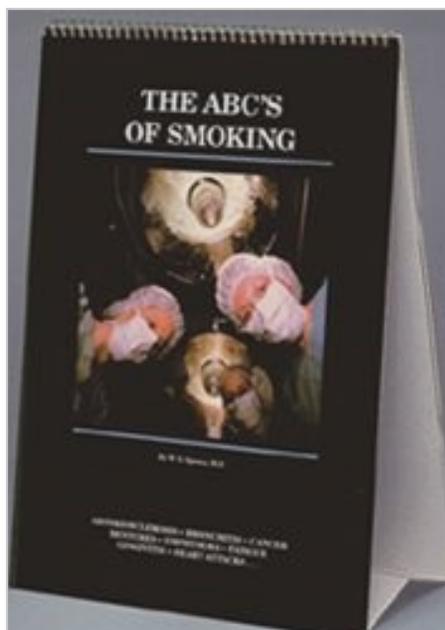
JUNE 2017



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ADVERTISING, THE MEDIA AND YOUR HEALTH DV 911, DM20262, DVD, JH, 20 min., *Human Relations Media*

Today's teens are often labeled as Generation M because of the extent that the media saturates their lives. This program examines how different forms of media encourage young consumers to smoke more, drink more, eat more unhealthy foods, and take greater risks with sexual behavior. Teens will learn to look critically at media tricks that are used to encourage them to buy unhealthy products and understand how to become more savvy media consumers. Includes teacher's resource book.

ANATOMY OF A PUFF DV 1523, DM20840, DVD, IJS, 15 min., *Human Relations Media*

Using scientific facts and targeted humor, program alerts viewers to the variety of toxic, carcinogenic and addictive substances found in every puff of cigarette smoke. A young host describes how nicotine is by some measures more addictive than cocaine and heroin, and how tar contributes to lung diseases such as emphysema, chronic bronchitis, and lung cancer.

CONSEQUENCES OF SMOKING SK 543, *Study Kit, IJH*

Consequences of smoking 3D Display features hand-painted, 3-D model that shows the diseases and conditions that can result from smoking: cancer, heart disease, emphysema and more. Contains two flip charts: The ABC's of Smoking: shows medical photography and detailed text combine to describe dozens of conditions and diseases associated with tobacco use. Includes teaching notes on reverse panel. The Secondhand Smoke chart: fact filled chart covers the health problems caused by secondhand smoke. Includes discussion of ten common myths and one Secondhand Smoke booklet. Also includes 30 student books of The ABC's of Smoking: 16 page booklet can be used with the flip chart or separately.

THE DANGER ZONE: STEERING CLEAR OF DRUGS DV 238, DVD, PI, 15 min. *Human Relations Media*

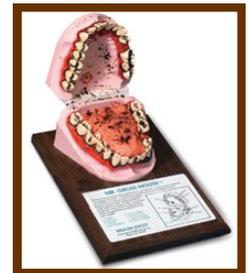
Includes three titles: ALCOHOL, TOBACCO AND MARIJUANA, - using animation as well as dramatic vignettes, shows that illegal substances damage the growing and developing brain and the body; DANGERS IN YOUR HOUSE - points out the differences between a doctor's prescribed medication for another family member and the dangerous consequences of taking other people's medication; THE POWER OF NO - focuses on 4 short dramas in which elementary children are confronted with a decision on whether to try a substance or choose not to try it and get help from an adult. Scenarios involve alcohol, tobacco, cough syrup and air freshener. Learning refusal skills can save your health as well as your life.

LIFESTYLE DISEASE AND HOW TO AVOID THEM DV 1450, DM20767, DVD, JH, 18 MIN., *Human Relations Media*

This program provides the latest information about certain lifestyle behaviors and how these behaviors can increase a person's risk for a variety of diseases. Two teen hosts explore how the choices made by young people today about *smoking*, alcohol use, their diet, inadequate sleep, how they deal with stress can have consequences 40 or 50 years into their future. The last segment of the program focuses on the many ways that students can take control of their life and decrease their own personal risks of lifestyle diseases. Includes guide.

MR. GROSS MOUTH SK 180, *Study Kit, PIJHA*

This hinged model of the teeth, tongue, and oral cavity show the effects of smokeless tobacco use - oral cancer, gum disease, cavities and loss of teeth. Also includes video - SPIT TOBACCO EXPOSED - Using interviews with users, former users and cancer patients, the video reveals that chewing tobacco is a disgusting habit that often causes serious health problems and put young people at great risk to early disease and death. Stark footage shows some of the devastating damage that spit tobacco or "snuff" does to teeth, gums and mouth. This straight forward presentation of the real dangers of tobacco chewing will discourage students from ever taking their first dip. ADULT SUPERVISION - KIT CONTAINS BOTTLE WITH TOBACCO PRODUCT FOR DEMONSTRATION PURPOSES.



SECONDHAND SMOKE: A MATTER OF LIFE AND BREATH DV01936

Streaming video, JH, 11 min., HUMAN RELATIONS MEDIA, 2003

This powerful video takes a hard look at secondhand *smoke*, also called passive *smoke*, and its continued impact upon non-smokers. Today, secondhand *smoke* is the third leading cause of preventable death in the United States, causing the deaths of 53,000 Americans each year. The video helps viewers learn more about this dangerous health concern. Viewers are offered information about two different kinds of secondhand *smoke*: mainstream *smoke*, which has been inhaled and filtered by the smokers lungs, and sidestream *smoke*, which rises directly from the tip of a burning cigarette. Sidestream *smoke* is 20 times more toxic than mainstream *smoke*. Students learn that secondhand *smoke* can cause serious diseases such as asthma, bronchitis, emphysema, heart disease, pneumonia and cancer. Includes Guide.

SMOKING: TRUTH OR DARE? (SCHOOL VERSION) DV 2131, DVD, IJH, 34 min., *AIMS MULTIMEDIA*,

This program supports Health and Life Skills units on behavioral choices and personal health, tobacco education, and may be used as ancillary support in family life and alcohol and drug education classes. Students' understanding of the risks of tobacco use is reinforced as they learn that smoking kills more people each year than AIDS, drug abuse, car accidents and murder-combined. A graphic media complement to live classroom activities, the program demonstrates to teens who use tobacco exactly what this deadly habit is doing to their bodies-it's not just something intangible that they might have to face forty or more years down the road.



SMOKING EXPOSED

Grade level: 5-9 18 min.

Despite all the attempts to educate young people about the dangers of smoking, millions of teens and preteens take up the habit every year. This program presents straightforward facts about virtually every harmful effect that smoking can cause in an effort to get teens to stop smoking before they start. Through hard-hitting interviews and information packed narration, student get an unblinking look at how smoking causes heart disease and cancers of the lungs, throat and mouth. They'll see that smoking can lead to serious physical debilitation, damage to one's appearance and ability to perform tasks as well as result in an addiction that is extremely difficult to break. Teens will also understand that billions of dollars are spent on advertising cigarettes and that teens are targeted in insidious and subtle ways. Program also exposes the new danger to teens of herbal cigarettes and bidis. Includes teacher's resource book, student handouts and pre/post tests in digital format.

SPIT TOBACCO EXPOSED DV 2151 18 MIN., IJ Guide, Grades 5-9

This program presents a strong and memorable message that the use of "smokeless" or spit tobacco can kill and kill quickly. Using interviews with users, former users, and cancer patients, the video reveals that chewing tobacco is a disgusting habit that often causes serious health problems and puts young people at great risk to early disease and death. Stark footage shows some of the devastating damage that spit tobacco or "snuff" does to teeth, gums, and mouth. This straight forward presentation of the real dangers of tobacco chewing will discourage students from ever taking their first dip.

SPIT THIS! THE HAZARDS OF SMOKELESS TOBACCO DV 1586/ DM 20950

Give your students the facts to counter the recent 30% rise in male adolescent smokeless *tobacco* use. Follow a group of high school students as they work on a school video project to persuade their peers to steer clear of all forms of smokeless *tobacco*. Program offers facts about the hazards of chewing *tobacco* and the immensely addictive properties of nicotine. Pays special attention to the up-and-coming generation of spitless *tobacco* products now promoted by *tobacco* companies eager to rev up sales.

TEEN FILES FLIPPED: TOBACCO DV 2133 DVD, IJH, 21 min., AIMS MULTIMEDIA, 2002

In this program, *The Teen Files Flipped: Tobacco* we explore the themes of addiction and the dangers of *tobacco* through the lives of two ambitious teenagers. Kyle, a self-proclaimed "nicotine freak" dependent on smokeless *tobacco*, hopes to become a professional baseball player, while Ashlee, a chronic cigarette smoker, hopes to make it as an actress in Hollywood. Each of them is unconcerned about their virulent habit, declaring themselves to be "invincible". For 24 hours, reality is controlled and belief is suspended as these two teenagers find their worlds up-ended and "flipped". Believing they've won an opportunity to live out their fantasies, they instead discover the destructive realities of *tobacco* as they watch their lives go up in smoke. This reality-based program brings a new twist to teaching students about the dangers of *tobacco*.



THE TOTALLY DISGUSTING TOBACCO GROSS OUT VIDEO DV 920, DM 20271, DVD, IJ, 18 min.

This program revolves around Josie, a middle school student who is preparing a video on the dangers of tobacco use for a health class assignment. Her presentation includes clips of hairy tongues, yellow teeth, dripping phlegm, oozing tar, diseased lungs, laryngotomies (neck breathers), wrinkled skin, cancerous tumors and more. This program brings these side effects of smoking home for young people, graphically illustrating how tobacco will change their appearance and their health while emphasizing the damage done to their lungs, heart and brain is even worse than the effects they can see. Includes teacher's resource book.

TOBACCO AND DEATH: PERFECT TOGETHER DV 2156 28 MIN., Grades 7-12,

Documentary interviews of real people whose lives have been ravaged by tobacco use are intertwined with actual images of diseased lungs, damaged hearts, and various cancers to give viewers a true picture of the effects of tobacco. Real victims deliver a powerful no-use message. This compelling program delivers an unflinching expose on the terrible toll of smoking—one that will linger in the minds of teens long after viewing it. Program opens with riveting photos, transforming a healthy Bryan Curtis into a diseased shadow of his former self. Bryan's widow tells her emotional story of losing her husband, and the father of their young child, only weeks after his cancer diagnosis. In each case depicted, viewers learn the terrible toll of smoking, chewing tobacco, and secondhand smoke exposure. Leading anti-tobacco experts weigh in with the latest statistics on morbidity and mortality rates, including the rising numbers of deaths of young adults due to tobacco use. In conclusion, real people speak about their own tobacco addictions, or those of beloved family members, and tobacco's eroding effects on health and family. Armed with a barrage of damaging testimony, pictures, facts and graphics, viewers will be "grossed out" into "tossing out" tobacco. Includes Teacher's resource book, student handouts and pre/post tests.





The Toxic Life Cycle of a Cigarette DV 2178, 17 MIN., 2015

In this program students hear from teenage farm workers who describe being exposed to harmful pesticides and nicotine poisoning. It details how around 600 chemical additives are added to tobacco and that the purpose of many of these chemicals is to make the experience of smoking more addictive. A leading scientist describes the hazards of secondhand smoke to nonsmokers and how they, too, are put at risk for cancer and heart disease. Students also learn how cigarette smoke can leave a toxic residue called third-hand smoke that coats furniture, carpets, drapery and clothing and poses a lingering health risk long after smoking has stopped. Finally they see how cigarette butts make up a large part of the world's litter and that the poisonous chemicals remaining in this litter threaten wildlife and our own health.

VAPING: MORE DANGEROUS THAN YOU THINK DV 2098, DM21062

DVD, JHA, 20 min., HUMAN RELATIONS MEDIA, 2014

This video and print curriculum addresses the new craze of *vaping* drugs (nicotine, alcohol, liquid marijuana and others). Through interviews with teen users and medical professionals, this program clearly demonstrates the serious health risks of *vaping*, including drug overdose, instant high or drunk, alcohol poisoning, and impaired thinking and decision making. Explains that *vaping* delivers an unknown dose of drugs or alcohol directly to the brain. *Vaping* nicotine carries the additional risk of accidental swallowing of liquid nicotine which has put hundreds of teens into ERs. *Vaping* pens make it easy to disguise marijuana use because there is little or no odor. Includes teacher resource book, student handouts and pre/post tests in digital format.

HOOKAH HOAX DV 2155 16 MIN., Grade 7-College

Hookahs, also known as water pipes, are at least as popular as cigarettes among high school students. This fact-based program refutes the widely believed myth that hookahs are a safe alternative to cigarette smoking. Using engaging graphics, the program shows how in a routine hookah session smokers typically inhale 100 times the amount of smoke inhaled smoking a cigarette. A leading scientist describes his research that shows that smoke from a hookah contains many of the same toxins found in cigarette smoke, including carbon monoxide that causes cardiovascular disease, and carcinogens that cause many of the cancers cigarette smokers die from. Viewers learn that shisha, the flavored tobacco used in hookahs, contains nicotine and is just as addictive as other forms of tobacco use. The program also debunks the myth that herbal or tobacco-free shisha is a healthy alternative. Students learn that it contains most of the disease-causing toxins that are present in tobacco shisha. Includes Teacher's resource book, student handouts and pre/post tests.

WHAT'S UP WITH E-CIGARETTES? DV 2102, DM21066

DVD, JHA, 20 min., HUMAN RELATIONS MEDIA,

Teens' use of e-cigarettes and other electronic vaping devices has skyrocketed. Kids think e-cigarettes are a "safe" alternative to smoking. This program gives students the facts and urges extreme caution. Viewers learn the truth about nicotine addiction and its impact on health. They will understand that the supposedly "safe" water vapor contains other harmful chemicals as well. E-cigarettes are unregulated by the FDA and the amount of nicotine in each e-cigarette varies, so that the user never knows what's inside. E-cigarettes are not approved by the FDA for smoking cessation. Viewers also learn that big *tobacco* companies are using advertising techniques to lure in users and hook them for life. Includes teacher's resource book, student handouts and pre/post tests in digital format.



Additional Titles Available on Digital Streaming

Nicotine

Streaming video, 00:02:00, Films Media Group, 2013

Nicotine is the chemical in *cigarettes* that makes them addictive. About 85 percent of smokers are addicted to nicotine. Higher levels of nicotine in a *cigarette* can make it harder to quit smoking. The amount of nicotine in *cigarettes* has steadily increased in the past decade. Higher nicotine levels have been found in all *cigarette* categories, including "light" brands. Some researchers feel nicotine is as addictive as heroin. In fact, nicotine has actions similar to heroin and cocaine, and the chemical affects the same area of the brain. Depending on the amount taken in, nicotine can act as either a stimulant or a sedative. *Cigarette* smoking has definite immediate positive effects. For example, it can boost mood and relieve minor depression, suppress anger, enhance concentration and short-term memory, and produce a modest sense of well-being.

Smoking Out the Truth: Teens and Tobacco

Streaming video, Intermediate - Senior High, 00:24:00, Films Media Group, 2006

You can lecture until you're blue in the face about the horrible effects of cigarettes, but with *tobacco* companies spending tens of millions of dollars every day on marketing, even the most forceful teachers and counselors need all the help they can get. This video focuses on the illusions and misconceptions surrounding teen smoking, exposing the faulty reasoning that leads kids to start or continue the habit. It also offers several rock-solid motives to quit or abstain - and strategies for doing so. Taking a proactive, student-driven approach, the program features myth-busting classroom presentations delivered by smoking and nonsmoking students alike. Topics covered include the methods and mind-set behind teen-targeted cigarette advertising, the ways that nicotine and *tobacco* damage health and personal appearance, and the fallacy of claiming, "My parents don't care if I smoke" or "I can quit whenever I want to." Use this video to show teenagers - among the most vulnerable of media consumers - how to see through Big *Tobacco* marketing schemes and dead-end peer pressure. Correlates to National Health Education Standards.



Tobacco Road Dead End

Streaming video, Senior High - College/Adult, 00:29:00, Films Media Group, 2006

Hard-hitting, graphic footage and interviews with people stricken with *tobacco*-related illnesses-lung cancer, emphysema, heart disease, and vascular disease-stand in stark contrast to teen testimony that reflects dangerously blasphemous attitudes toward smoking. Explicit operating room scenes of portions of a lung being removed drive home the serious results of smoking and are bound to stir up emotions in teens who have so far refused to heed other warnings about the dangers of *tobacco*.

Tobacco Streaming video, Senior High - College/Adult, 00:50:00, Films Media Group, 2014

Growing up in the streets of Dundee, actor Brian Cox was surrounded by *tobacco*. His entire family either smoked it or chewed it and yet Brian reveals, he never took up the habit. To find out why not, Brian travels to Virginia in the US to discover how the habit of smoking kick-started the British Empire and created a global market of addicts. Brian discovers how manufacturers conspired to make cigarettes the optimal nicotine delivery system and that the Nazis were the first to make the link between smoking and lung cancer. Brian also takes a gene test which reveals just why he never took up the habit.

Women and Cigarettes A Fatal Attraction

video, Intermediate - College/Adult, 00:44:00, Films Media Group, 2013

Regardless of everything known about the dangers of smoking cigarettes, a young generation of American women is picking up the habit. In this program, ABC News correspondent Dr. Nancy Snyderman reports on not only how the *tobacco* industry has targeted women since the 1920s but how research indicates that women face twice the risks from smoking that men do. Experts such as Dr. Diane Stover of the Memorial Sloan-Kettering Medical Center discuss how smoking endangers a fetus and triples the risk of heart disease, the leading killer of women. Model and smoking opponent Christy Turlington talks about her experiences. At the end of the program, a group of teenage girls is interviewed who smoke despite the warnings and chilling facts presented.