

Talking Points – Listen Up and Kick Butt

Slide 1: Listen Up and Kick Butt (title page)

Slide 2: What is Tobacco?

1. Tell students that tobacco is a plant that is grown on a farm. The large tobacco leaves are picked and dried. Once the leaves are dried, they are ground up and used in cigarettes, pipe tobacco, and chew tobacco. Tobacco manufacturers add many other ingredients to their products, many of which are harmful to your health.
2. Emphasize to students that there is a difference between commercial tobacco, traditional and ceremonial use of tobacco. Traditional tobacco is and has been used in sacred ways by Native Americans for centuries.

Slide 3: Warning: Tobacco is Harmful to Your Health

1. Tobacco contains a drug called nicotine. It is very addictive.
 - a. Ask the youth what addictive means: Addictive means that tobacco is habit-forming and can be very hard to quit once you start.
2. Emphasize to students that they can become addicted to tobacco and smoking after trying it just once.

Slide 4: Warning: Tobacco is Harmful to Your Health

1. Walk through Big Cigarette and explain the images in the item.

Slide 5: Death Toll From Tobacco

1. Before showing image, ask the youth if they know what that number looks like.

Slide 6: Cigarettes, Cigarillos, and Cigars

1. Walk through images.

Slide 7: Harmful Effects of Cigarettes, Cigarillos, and Cigars

1. Point out the healthy lungs on the left side of the diagram. Healthy lungs are pink and can expand and contract easily, making it easy to breathe.
2. Compare this with the lung on the right, which is a smoker's lung. Smoker's lungs are dark due to the tar deposits from smoking cigarettes. The lung is shriveled and does not expand and contract very well. This makes it a lot harder for smokers to breathe, especially during strenuous activity such as exercise.
 - a. Diseases of the lungs caused by smoking include bronchitis and emphysema. Both of these diseases affect a person's lungs for the rest of their life. They may have problems breathing and may experience shortness of breath.
 - b. Ask the students how they would feel if they were not being able to play sports or run around for the rest of their lives.

3. Discuss the harmful effects of smoking with students. Ask them if they would avoid smoking so that they could have healthy lungs and healthy teeth and gums.
4. What if these pictures of the harmful effects of smoking were on cigarette packages? Ask students if they would think twice before starting smoking.

Slide 8: Chew, Snus, and Dissolvable Tobacco

1. There are several forms of smokeless tobacco. Smokeless tobacco is just as dangerous and addictive as smoke tobacco.

Slide 9: Harmful Effects of Chew, Snus, and Dissolvable Tobacco

1. Smokeless tobacco has many harmful effects.
 - a. Yellowing of teeth and brown stains on teeth.
 - b. Receding gums.
 - c. Mouth sores and gum sores.
 - d. Oral cancer including cancer of the mouth, jaw, and throat.
2. When cancerous tumors are removed, doctors may have to remove large sections of the jaw and throat (like the persons shown on the slide).

Slide 10: E-cigarettes, Vaping, and Hookah

1. E-cigarettes are electric devices that heat up liquids containing nicotine, which means they can be addictive. The liquid used in e-cigarettes can contain some of the same chemicals used in cigarettes.
2. Mention popular types of e-cigarettes (Juuls, Sourins, etc.)

Slide 11: Harmful Effects of E-Cigarettes, Vaping, and Hookah

1. The vapor from e-cigs and hookah may contain fewer chemicals than tobacco smoke, but the vapor is not pure water vapor. E-cigarette vapor still contains many chemicals, some of which are the same as those found in cigarette smoke.
2. The vapor inhaled from e-cigarettes contains many chemicals and additives. The various properties of the vapor can cause permanent lesions in the lungs; resulting in shortness of breath, coughing, and can lead to the same health consequences as tobacco smoke.
3. Harm brain development – **Explain in simpler terms for youth**
 - a. Nicotine attaches to cells that release dopamine, the chemical responsible for pleasurable and calm feelings in the brain.
 - b. After a few minutes, the buzz fades and leaves the brain wanting more.
 - c. The more a person smokes or vapes, the more likely it is that their brain becomes numb to the effects of nicotine. The person is therefore inclined to increase their smoking/vaping habit to feel the dopamine effects from nicotine.

Slide 12: Tobacco Companies Are Targeting You

1. Tobacco companies target youth because they need to replace the older adult smokers who have died.
2. You are just a dollar sign to tobacco companies.
3. Candy-like flavors, colors, and packaging are used on products to entice you.

Slide 13: Tobacco Companies Are Targeting You

1. Ask the youth what they notice from the images on the left.
2. Ask the youth what they notice from the images on the right.
3. Compare them.

Slide 14: Be A Hero And Kick Some Butt!

1. Remind youth to stay away from all tobacco products, including vaping products, because they still contain addictive nicotine.
2. If students know of anyone who wants to quit smoking or using tobacco, they can have the smoker or tobacco user contact PCHD or ASHLine.

Slide 15: Thank You!