

Create-your-own

World No Tobacco Day

Workshop



World No Tobacco Day (WNTD) 2020 aims to protect children and adolescents from industry manipulation and prevent them from nicotine and tobacco use. This campaign toolkit includes various activities that can be implemented by teachers in the classroom setting – whether virtual or in person – or by parents at home. These activities will serve to expose tobacco and related industry tactics to hook youth on nicotine and tobacco products and empower youth to refuse industry manipulation and join the tobacco-free generation.

Challenge

Adolescents are more likely to initiate tobacco use if they lack the awareness of tobacco and related industry tactics deliberately employed to hook them on nicotine and tobacco products and if they lack the skills to say no to nicotine and tobacco. Adolescents may try some form of tobacco or nicotine products when offered as a result of direct peer pressure, influenced by advertising, promotion and sponsorship, or simply as a result of not being equipped with the knowledge or skills to refuse it.

Objective

Give our target audience (boys and girls aged 13-17) the opportunity to expose industry tactics observed in their community, practice the act of refusing tobacco products, shisha or e-cigarettes in a safe environment using an entertaining medium, and develop advocacy plans for rejecting industry manipulation and creating a tobacco-free generation.

Approach

Workshop facilitators (e.g. teachers, parents) are encouraged to read the WNTD 2020 Q&A and WHO tobacco fact sheet prior to designing their WNTD workshop. Facilitators are encouraged to ‘Set the Scene’ for the workshop using the WNTD video and MythBuster quiz, and then to tailor the workshop using select activities from ‘Exposing Industry Tactics’ and ‘Empowering Youth to Reject Industry Manipulation’, based on preference. Once the activities of choice have been completed, take this opportunity to encourage the target audience to become youth tobacco control advocates and share examples of groups in your region working to create a tobacco-free generation!



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SETTING THE SCENE

Introduction to World No Tobacco Day theme



Watch the World No Tobacco Day video with your students.
You can click [here](#) or scan this QR code to be directed to the video:



Virtual adaptation:

Can be watched jointly using video conference software or watched in advance of the virtual class (homework assignment).



SETTING THE SCENE

Mythbuster quiz

To engage your students, use a polling system. Read out the question and then have students put their heads down. Read out the response options and have them raise their hand to vote. Tally up the votes and bust the myths!



Virtual adaptation:

Online voting tool (e.g. Slido) can be used for MythBuster activity.

Mythbuster quiz: Teacher copy (with answer key)

QUESTION 1

What's the more addictive substance - nicotine or cocaine?

- a. Nicotine
- b. Cocaine
- c. They're equally addictive

The answer is C!

While cocaine presents different health risks to nicotine, they are equally addictive for users.

QUESTION 2

Is smoking shisha/hookah harmful to your health?

Yes or No

The answer is YES!

Any form of tobacco use is harmful to your health. The use of waterpipes (commonly known as hookah or shisha) exposes you to very toxic chemicals.

QUESTION 3

Are e-cigarettes and other vaping products harmful to your health?

Yes or No

The answer is YES!

E-cigarettes are harmful to your health. Don't be duped by the sweet and fruity flavours. Most e-cigarettes contain nicotine, which is highly addictive, and other toxic chemicals, many of which are known to be harmful. The products may also increase the risk of heart disease, lung disorders and may damage developing brains.

Learn more: <https://www.who.int/news-room/q-a-detail/e-cigarettes-how-risky-are-they>



SETTING THE SCENE

Mythbuster quiz

Mythbuster quiz continued...

QUESTION 4

Which of these shows has the highest number of tobacco incidents on screen?

- a. The Walking Dead
- b. Stranger Things
- c. Making a Murderer

The answer is B!

Stranger Things has almost twice the number of tobacco incidents (182) than The Walking Dead. This attempts to make the use of tobacco cool for audiences and attract a new set of tobacco users.

QUESTION 5

Smokers are more likely to develop severe disease with COVID-19, compared to non-smokers.

True or false

The correct answer is TRUE!

Recent research indicates that smokers run a higher risk of getting a more severe case of COVID-19 as their lung function is impaired from smoking. Quit today to reduce these risks and start living a healthier life.

QUESTION 6

The tobacco industry brings financial gain by providing millions of jobs and taxes that governments and people depend on.

True or False

The correct answer is FALSE!

Tobacco use causes health problems that can be very costly for both governments and individuals. The cost of hospital bills, health systems, and the fact that illness detracts from job productivity far outweighs the economic benefit from the tobacco industry.



World No Tobacco Day Mythbuster quiz

QUESTION 1

What's the more addictive substance - nicotine or cocaine?

- Nicotine
- Cocaine
- They're equally addictive

QUESTION 2

Is smoking shisha/hookah harmful to your health?

- Yes
- No

QUESTION 3

Are e-cigarettes and other vaping products harmful to your health?

- Yes
- No

QUESTION 4

Which of these shows has the highest number of tobacco incidents on screen?

- The Walking Dead
- Stranger Things
- Making a Murderer

QUESTION 5

Smokers are more likely to develop severe disease with COVID-19, compared to non-smokers.

- True
- False

QUESTION 6

The tobacco industry brings financial gain by providing millions of jobs and taxes that governments and people depend on.

- True
- False



EXPOSING INDUSTRY TACTICS

Tobacco industry tactics in my community

Homework assignment prior to lesson: Familiarize students with industry tactics by referring sharing copies of the WNTD Q&A or referring them to the campaign materials available online. Then, invite students to take pictures of different industry tactics they observe in their community. These tactics may be observed outdoors, around their schools (billboards, point-of-sale advertising, etc.) or at home (in movies and television, online, etc.).

The tactics can also be split into local tactics (billboards, point-of-sale advertising, free products, etc.) and population-level tactics (social media advertising, product placement in movies and television, promotion through influencers, etc.)

You can click [here](#) or scan this QR code to be directed to the campaign materials:



Ask the students to share different industry tactics they've seen in their community. Have them categorize these different tactics under 'advertising', 'promotion', 'sponsorship' and 'other marketing tactics'. The WNTD Q&A will help distinguish between these different tactic types.

Close the activity by asking students to work in groups and create advocacy materials (slogans, flyers, etc.) to expose these tactics. These materials can then be displayed around the classroom or in the school corridors.



Virtual adaptation:

Could be done on video conferencing platform or on a digital classroom discussion board.



EXPOSING INDUSTRY TACTICS

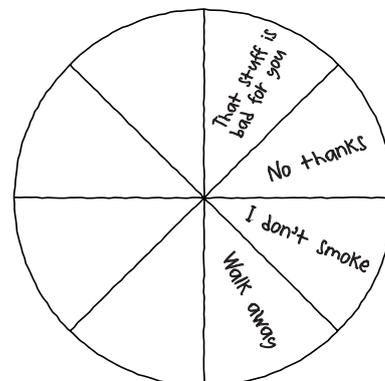
How to sell death

1. Split the class in two – ask each group to put themselves in the mind of the tobacco industry
2. Task the two groups to come up with different “tactics” to sell their tobacco products, keeping in mind that the product they are trying to sell will inevitably kill half of its users.
3. Students can refer back to the WNTD MythBuster quiz, which should provide them with some inspiration.
4. The two groups will take turns presenting their devious plans to hook children and adolescents on tobacco.
5. Once both groups have presented, ask students to reflect on how it made them feel to market product known to be deadly.
6. Ask the students to break back into two groups and to fill out the statement:
“The tobacco industry is _____ #SpeakOut #TobaccoExposed” and invite them to share these statements on social media and tag @WHO.



EMPOWERING YOUTH TO REJECT INDUSTRY MANIPULATION Roleplay

1. Instruct students to draw a wheel with 8 equal pie pieces on a blank piece of paper
2. Allow students 3-5 minutes to fill out **half** of the wheel with strategies/ways to 'say no' or refuse any tobacco product, shisha or e-cigarette
3. For 5-10 minutes, students can walk around the classroom and ask other students for additional strategies to complete their wheel
4. Reconvene the class. Students are now invited to come up and play the role of the 'persuader' and the 'refuser'. Suggestions from other audience members are taken to help the refuser successfully refuse tobacco products, shisha or e-cigarettes. The aim is to get the class cheering for their peer, who is forcefully refusing a tobacco product, shisha or e-cigarette.



Virtual adaptation:

The wheel could be assigned as homework – students could be encouraged to reach out to their classmates via email or phone to fill out the wheel prior to class session. Role play activity could be carried out on video conferencing platform.



EMPOWERING YOUTH TO REJECT INDUSTRY MANIPULATION

Saying “no” to nicotine and tobacco products

Categorize different strategies to refuse the pressures to use tobacco, shisha or e-cigarettes and have the class contribute a few refusal statements. Students will then have a variety of statements to choose from should they encounter pressure to use tobacco, shisha or e-cigarettes in the future.

Say “No”

“No thanks.”

“I’m not interested.”

“Being athletic is too important to me.”

Change the subject

Tell the truth

“Smoking stinks, and it makes you stink too.”

“Tobacco use makes your teeth yellow.”

“Tobacco use makes you addicted, I want to be free and independent”

Use humour

“I can’t use tobacco. I’d never make it past my mom’s smoke detector: her nose!”

Give a reason

“I don’t want to use tobacco. Besides, it makes you smell bad.”

“I’m not going to smoke/vape. It’s bad for you.”

“I promised my sister that I’d never use tobacco in any form or vape.”

“I’m on the basketball team. I need all the air I can get.”

Provide other options

“I’d rather beat you at basketball!”

“How about seeing a movie instead?”

Leave

Tell a story

“No thanks, my brother got really sick on that stuff once. It was disgusting.”

“My grandma died from smoking. I don’t want that to happen to me or you!”



Virtual adaptation:

Could be done on video conferencing platform or on a digital classroom discussion board.



JOIN THE TOBACCO-FREE GENERATION Group activity

Youth groups around the globe are working hard to expose tobacco industry tactics and advocate for effective tobacco control measures to protect their communities. Invite students to work in groups to research advocacy work being done by local groups and ask them to come up with a plan to support these groups or to create their own.

Each group can present their advocacy plan to the class and get feedback from their peers and teachers. The class can vote, and a certificate can be awarded to the best advocacy plan! (Note: this could also be done creatively in the context of theatre or music classes, where students are invited to write plays or songs to expose industry tactics and advocate for a tobacco-free generation and perform.)

Students can draw inspiration from the following list of youth groups:

AFRICAN REGION

African Alliance of YMCA (AAYMCA)

<https://africaymca.org/>

Young African Leaders Initiative (YALI)

<https://yali.state.gov/>

REGION FOR THE AMERICAS

Florida Students Working Against Tobacco (SWAT) Youth Advisory Board, United States of America
World No Tobacco Day 2019 award winner

<http://seminole.floridahealth.gov/programs-and-services/wellness-programs/tobacco-prevention/swat.html>

EASTERN MEDITERRANEAN REGION

Rotaract District 2450, Christine Gabriel Arzoumanian, The Lebanese Republic

World No Tobacco Day 2010 award winner

EUROPEAN REGION

Limerick Comhairle (country-wide youth council), Ireland

World No Tobacco Day 2020 award winner

<https://www.comhairlenanog.ie/local-comhairle/limerick/>

No Excuse Slovenia – Youth Network, Republic of Slovenia

World No Tobacco Day 2019 award winner

<https://www.noexcuse.si/>

SOUTH-EAST ASIAN REGION

Gen Z Gen Strong, Thailand

<https://www.facebook.com/Gen-Z-Gen-Strong-%E0%B8%A5%E0%B8%99-968234439968734/>

Salaam Bombay Foundation, India

<https://www.salaambombay.org/>

WESTERN PACIFIC REGION

Balanga City Tobacco Free Generation, Philippines

<https://www.facebook.com/BalangaTFG/>