

Potential Integration:
ELA

Health
4.ATOD.1.1 Summarize short-term and long-term effects of cigarettes and smokeless tobacco products.
4.ATOD.1.2 Explain why tobacco is an addictive product

Resources:

<https://www.tobaccopreventionandcontrol.ncdhhs.gov/youth/Documents/TobaccoPreventionCesationProgramResources-for-YoungPeople.pdf>

Materials Needed:

Internet access, https://www.tobaccofreekids.org/problem/toll-us/north_carolina, the Toll of Tobacco in North Carolina
<https://kidshealth.org/en/kids/smoking.html?WT.ac=k-ra#catbody>, Seven Reasons to Be Smoke Free (1:38) and informational text
The Real Cost, FDA <https://www.fda.gov/tobacco-products/public-health-education/real-cost-campaign>
Appendix 1: scoring rubric Anti-Tobacco Ads

Focus Step:

Go to https://www.tobaccofreekids.org/problem/toll-us/north_carolina and share the Toll of Tobacco in North Carolina information. Compare it with the data from the nation. Ask students what they notice. Scroll down to the section Smoking-caused Monetary Costs in NC. Ask students if they can even comprehend an amount that large (\$3.81 billion). To provide a frame of reference tell students it’s roughly half of the world population (7.8 billion February 2021)

Statement of Objectives:

Did you know that according to the Center for Disease Control, tobacco smoke has over 7,000 chemicals? Many of those are poisonous. Today, we are going to learn why tobacco is so harmful and some of the effects of using tobacco products.

Teacher Input:

Smoking harms nearly every organ of the body, causing many diseases and health problems of smokers in general. Cigarettes and smokeless tobacco kill hundreds of thousands of Americans every year.

Go to <https://kidshealth.org/en/kids/smoking.html?WT.ac=k-ra#catbody> and play the video Seven Reasons to Be Smoke Free (1:38). Ask students to share the seven reasons identified in the video clip. Next have students read the informational text on the same page (also provided in Spanish). Ask students to share three additional facts or interesting information from the text.

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Assessment:

Go to the link from the FDA <https://www.fda.gov/tobacco-products/public-health-education/real-cost-campaign> and show the anti-tobacco ads from the Real Cost Campaign. Tell students they are going to create their own ads and these are the requirements:

- Identify the target audience: examples include teens, family members, or adults
- The product: what type of tobacco
- Possible effects (at least four)
- Appropriate visuals

Share the scoring rubric (Appendix 1) and tell students how much time they have to complete their assignment.

Closure:

You all did a great job with your anti-tobacco ads. I hope that you remember all of the short- and long-term effects of tobacco use so that you can choose never to use.

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Appendix 1

Anti-Tobacco Ad Rubric				
Name:				
CATEGORY	4	3	2	1
Required Elements	The ad includes all required elements as well as additional information.	All required elements are included.	All but 1 of the required elements are included.	Several required elements were missing.
Content Accuracy	All of the information is correct and factual.	One fact is incorrect.	Two facts are incorrect.	More than two facts are incorrect.
Graphics Relevance	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation.	All graphics relate to the topic. Most borrowed graphics have a source citation.	Graphics do not relate to the topic OR several borrowed graphics do not have a source citation.
Use of Class Time	Used time well during each class period. Focused on getting the project done. Never distracted others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others.