



The tobacco-free education
program of the American
Academy of Family
Physicians

Can I Make A Difference?

" The first time that a doctor signs up is often from a sense of duty to help the lives of their patients. The second time they do Tar Wars is because of how much fun they had with the kids the first time.

Doing Tar Wars helps keep me fresh. Seeing and hearing the kids enthusiastically respond to the Tar Wars message helps bring energy back to my practice of medicine"

Jeff Cain, M.D., Co-author of Tar Wars

Program Objectives

- Increase knowledge of the short-term effects of tobacco use.
- Identify the reasons why people begin to use tobacco.
- Learn how advertising influences people to buy and use tobacco.

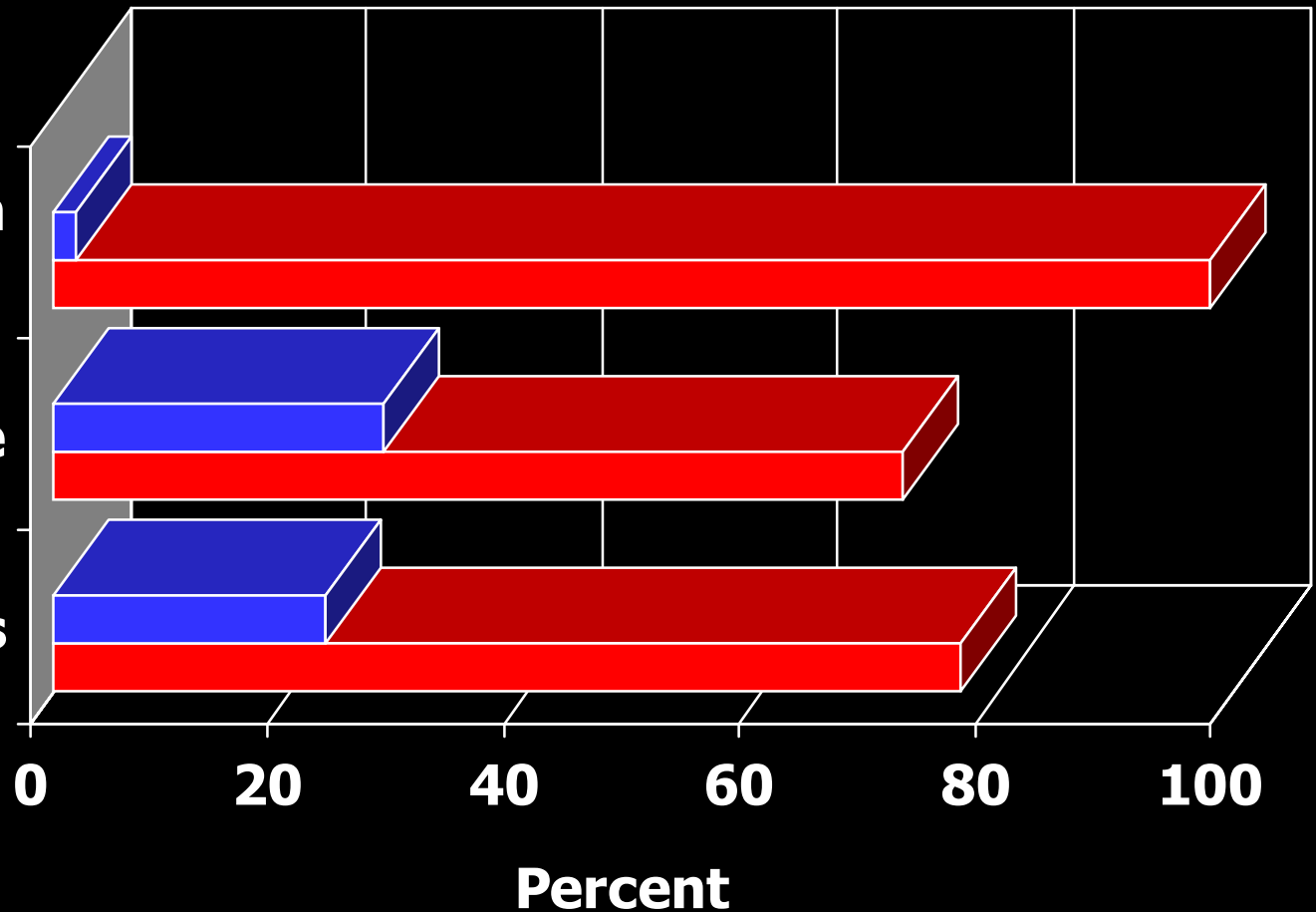
Classroom Pre-Activity

Estimate the % of people who use tobacco?

**Fourth & Fifth
Grade**

Ninth Grade

Adults

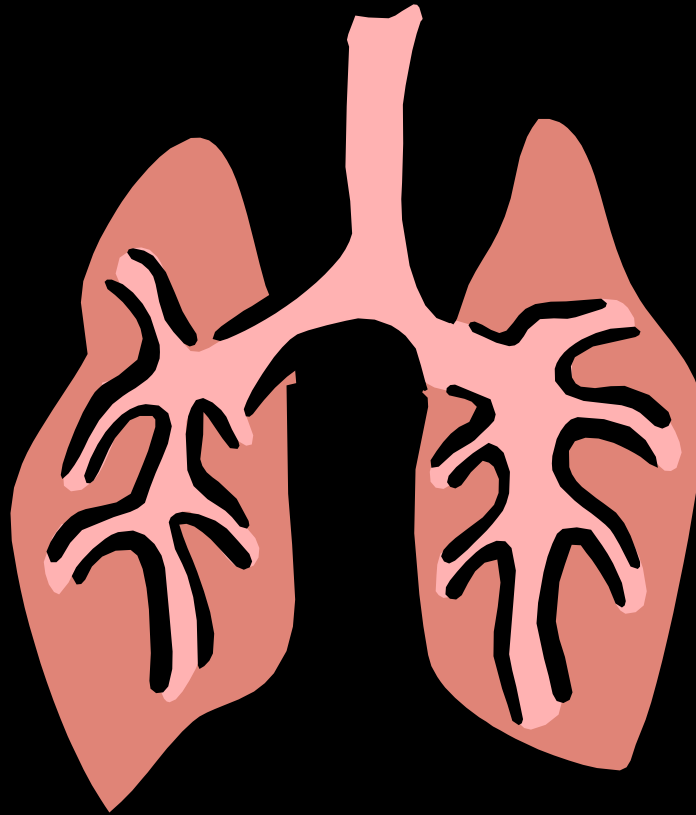


Short-term effects of tobacco

- Bad breath/zoo breath
- Yellow teeth and fingers
- Less money to spend
- Clothes smell
- Burn holes and chew stains
- Coughing/hacking/hurling phlegm
- Ashes and butts everywhere



BREATHING TIME!!!

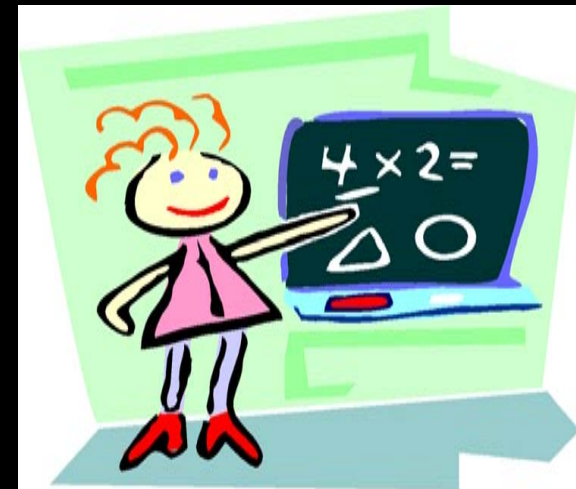


How much does tobacco cost

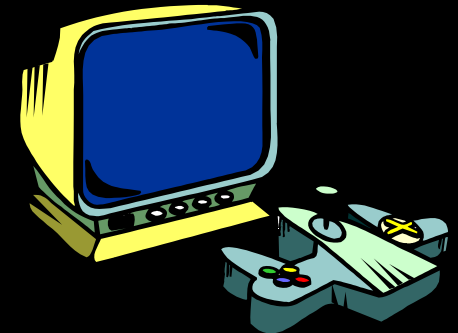
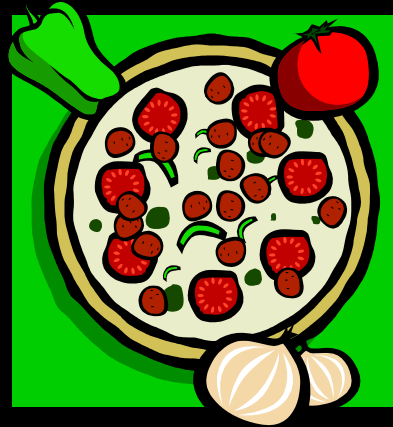
How many days in a week, a month, a year?

How much does a pack of cigarettes or a tin of chew cost?

Do the math!!!



Other ways to spend money



Reasons why people use tobacco

- Image
- Lose Weight
Stay Thin
- Relaxation
- Peer Pressure
- Advertising
- Look Older
- Be Grown Up



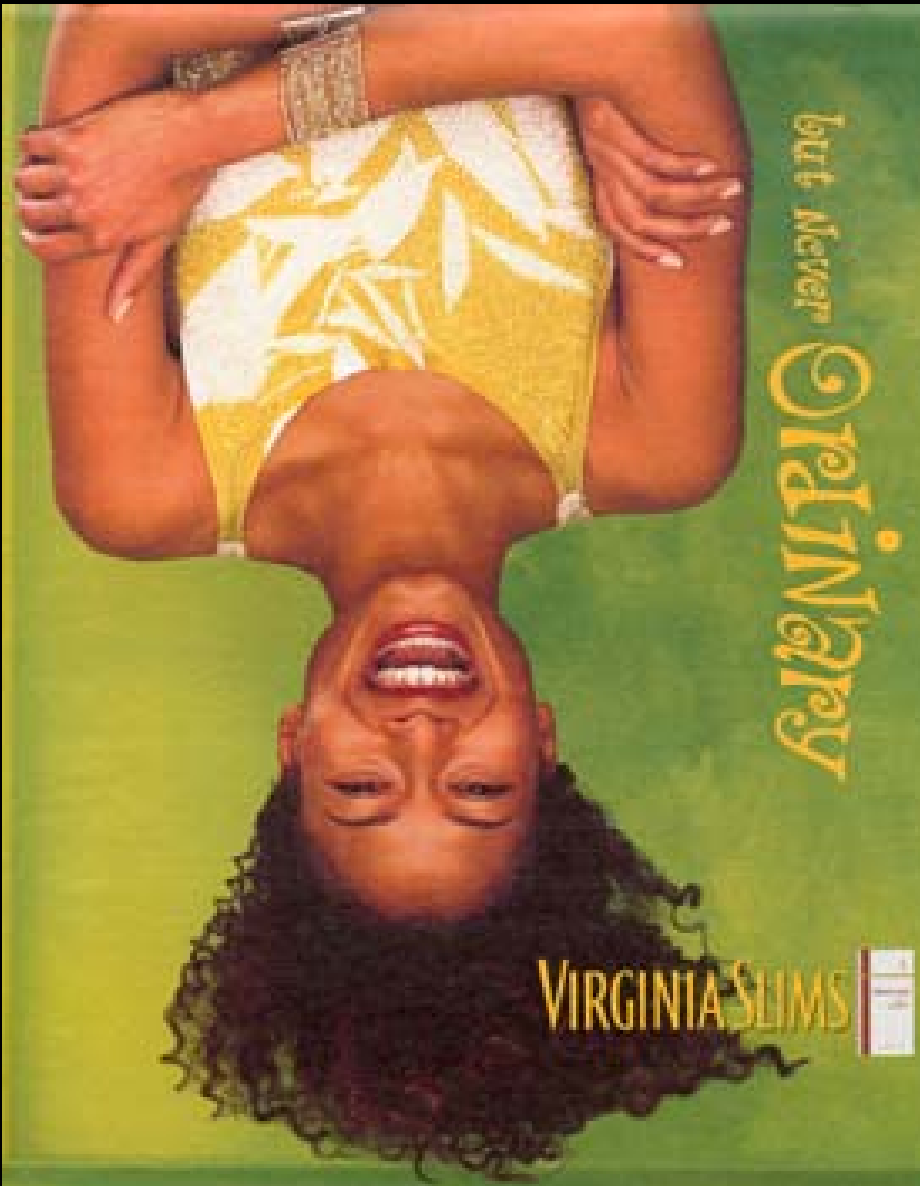
What are tobacco ads selling

- Cool Image
- Good looks/Glamour
- Tastes Good
- Low Tar/Light
- Hanging Out/Dating
- Friends/Popularity



Tobacco and Advertising

- What marketing strategies are used?
- Does it show the reality/truth?
- Who does this ad try to attract?
- What does the ad convey about people who use this brand of tobacco?



but never **OraInVary**

VIRGINIA SLIMS



**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

© 2004 Lorillard Inc. 100%
Tobacco. No "tar" or nicotine by weight. 100 mg. tar and 0.9 mg. nicotine av. per cigarette by FTC method.
The pleasure of "tar" and nicotine is what you want when you smoke. It's how you smoke that counts.
For more information about FDA tar and nicotine yields, visit www.cigarettes.gov or call 1-877-FDA-6088.

No additives in our tobacco
does **NOT** mean a safer cigarette.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Winston Lights Box

King "Soft" 11 mg. nicotine av.
per cigarette by FTC method.



UNTIL I FIND A REAL MAN,
I'LL TAKE A REAL SMOKE.



NO ADDITIVES. NO SHEET. NO BULL.



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

1 mg "tar," 0.4 mg nicotine av. per cigarette by FTC method.
© Philip Morris Inc. 1999

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Think light.



Lighten up with Merit.



THE PERFECT MILD



THE HOUSE OF MENTHOL™

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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A TASTE FOR THE

Casual



LOW TAR 100's
capri
SUPER SLIMS

tar 10 mg "tar", 0.7 mg nicotine av. per cig. by FTC method.
tar 10 mg "tar", 0.7 mg nicotine av. per cig. by FTC method.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

No additives in our tobacco
does **NOT** mean a safer cigarette.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Winston Lights Box

1 mg "tar", 0.7 mg nicotine av.
per cigarette by FTC method.



**NO FAKE SMILES.
NO HIDDEN AGENDAS. NO BULL.**



NO BULL

SOMETIMES
WE JUST
LAUGH
at the
PUNCHLINE
WITHOUT
EVEN
TELLING
THE JOKE

VIRGINIA SLIMS

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy

What Ads DON'T show

- Ash trays/cigarette butts/lit cigarettes
- Yellow teeth and fingers
- Breathing difficulties from smoking
- Spit stains from chewing tobacco
- Burn holes in clothes
- How tobacco REALLY tastes

Poster Contest!

- Reaffirm message from classroom
- Opportunity for student to “advertise”
- Local, state and national prizes
- Community involvement
- Public Relations dream



Poster Contest Guidelines



- Emphasize the positive effects of being tobacco-free.
- Be original and creative - not from other sources (cartoons, movies, characters).
- All media except computer generated artwork is allowed.
- 4th or 5th grade, individual submission

Presentation Summary

- REVIEW short-term effects, why people use tobacco, monthly/yearly cost.
- Ask students to paraphrase out-loud what they learned.
- Emphasize the deceptive marketing techniques used by tobacco companies.
- Parody what they “see” with reality.

Presentation cont..

- Urge students to create a poster “advertising” what it is like to live tobacco-free.
- Brainstorm poster ideas!
- Motivate students with state poster contest prizes available (call your coordinator).
- Complete presenter evaluation form

Getting Started

- Get a copy of the curriculum/presenter flash cards at www.tarwars.org
- Find your state coordinator on the web and call them BEFORE presenting.
- Call a school and ask for a time to present.
- Call 1-800-TAR-WARS if you get stuck!

You CAN Make A Difference!

"I believe that Amanda's experience with Tar Wars will help her make a wise decision when she is confronted with the issue of smoking."

Auria Natal, mother of New Jersey winner