

KLA Project 2003

Kick Butts: Kick the Habit Before it Kicks You

Presented April 2nd, 2003

Edgewood Middle School, Warsaw, Indiana

Introduction

The Kick Butts team consisted of Stacey Shepherd, Jolene Morrow, Trish Jenks, Maleata Hall, and Monika Gibson. Our goal was to complete a project involving an anti-smoking campaign. During one research meeting with the Kosciusko Tobacco Coalition, we discovered April 2nd was National Kick Butts Day. National Kick Butts focuses efforts toward elementary and high school students with the goal of tobacco education and cessation. Further research showed in Kosciusko County, the elementary schools have active D.A.R.E. (Drug Abuse Resistance Education) programs, which are spearheaded by Officers Hawn and Polston of the Warsaw Police Department. However, once students move into the middle schools these substance abuse education programs no longer exist. Therefore we saw a need to reach the 7th and 8th grade classes with an anti-smoking message, before they entered high school where peer pressure can be a major influence in the decisions our youth make. On April 2nd, 2003, our KLA team, along with Officers Hawn and Polston, spent the day at Edgewood Middle School presenting to more than 400 middle school students in seven class periods –encouraging them to kick the habit of smoking before it could take control of their lives.

Objective

Our objective was to reinforce what students have already learned through their health programs about the consequences of smoking, by utilizing an interactive and fun educational session. We incorporated fashionable reminders including zipper pulls, key chains and D.A.R.E. t-shirts that promoted an anti-smoking campaign to drive home our message.

Method

To implement our program we worked closely with the principal and PE director at Edgewood Middle School. In order to reach every 7th and 8th grade student, the Health and Physical Education classes combined during each class period and met in a common area, such as the cafeteria or gymnasium. With groups ranging from 30 to 80 students we created a competitive team environment in which to test their knowledge of the

consequences of smoking, using a quiz bowl style game. Each KLA team member had the opportunity to:

- Present an introduction to KLA, our project goal, and the team members presenting
- Proctor a jeopardy-style quiz game using a PowerPoint format
 - Students were divided in teams of 6 per table.
 - To promote creativity, ownership, and teamwork each group chose a name for themselves as well as a team captain – We went around the room so they could identify both.
 - Each question, along with four multiple-choice answers, was projected onto the screen. Teams who worked together to figure out the answer and were recognized first were rewarded with candy.
 - The presenter and the officers gave discussion at various points during the game.
- Administer a Student survey
- Distribute T-shirts
- Present personal, real-life stories of how smoking can adversely affect your health. Officers Hawn and Polston led this discussion

Budget

Item	Cost Per Each	Quantity	Total
D.A.R.E T-shirts	\$5.00	460	\$2300.00
Gadgets (Anti-smoking Campaign)			\$1219.00
Zipper Pulls	---	35 packs	
Key Chains	---	45 packs	
Miscellaneous Supplies & Services	---	---	\$612.45
Lamination Material	\$23.95	1	(\$23.95)
Pens and Markers	\$0.25	48	(\$12.00)
Xerox Copies	\$0.10	560	(\$56.00)
Data CD's	\$2.00	3	(\$6.00)
LCD Projector	\$250 per day	1	(\$250.00)
Projector Screen	\$150 per day	1	(\$150.00)
Laptop computer	\$75 per day	1	(\$75.00)
Candy for Rewards	\$3.95	10 bags	(\$39.50)
Grand Total			\$ 4131.45

Survey Results

Of the surveys distributed, we received 411 completed. The questions focused on students' exposure to tobacco products, personal interest in use of tobacco products, influences on their decision whether or not to try or use tobacco products, and a general

assessment of the Anti-tobacco smoking program, presented by our KLA team and the D.A.R.E officers.

From the results, the following quantitative data was concluded:

- 82% of the students surveyed had never tried cigarette smoking. (by either the seventh or eight grade level)
- 10% of students surveyed had tried cigarette smoking, but will not use is again
- 7% of students surveyed had tried cigarette smoking and will continue to use tobacco products.
- 1% of students surveyed had not tried cigarette smoking, but have intentions to do so.

These numbers indicate that approximately 18% of the students surveyed are still vulnerable to make decisions about the use of tobacco related products that could negatively affect their health.

From the results, the following qualitative data was concluded.

The students indicated that the following group of individuals have been the most influential in their exposure to and/or personal use of tobacco products friends, parents, curiosity, emotions (i.e. anger), and family

The students enjoyed these things most about the program presented by KLA: interaction with familiar D.A.R.E officers, Jeopardy style game, statistical information presented (i.e knowing that tobacco industry top executives are not personally tobacco users), candy, T-shirts, and the friendly and informal setting.

Summary

The interaction during the game was very positive. Students seemed to have fun and listened to the information that was presented. We kept their attention!

By the end of the day, the principal and the Health and PE teachers asked if we would come back next year – we all had a blast and hope we get the opportunity to go back in years to come. Officers Hawn and Polston were excited about the possibility of being able to take the program to Lakeview Middle School in the future. In this manner we would be able to reach all of the local Middle school students in the Warsaw area. The program that we have developed is also of the nature that it can be adopted by other Kosciusko area Middle Schools and used in their health education curriculum. Project “Kick Butts” –a smoking consequences event for Warsaw middle school students was a big success this year!

Acknowledgements

Special Thanks to the following individuals from Edgewood Middle School, who were instrumental in making this event happen:

JoElla Smyth; Principal

Vivian Eidemiller; Director, Physical Education Department

Graham Clark; Physical Education Instructor

Tracy Horrell; Health Education Instructor

Special Thanks to the following companies and organizations from the Warsaw community, for their contributions which were instrumental in making this event happen.

Listed below are donations and contributions made

Paid for by the Warsaw D.A.R.E council and officers:

- o DARE T-shirts
- o LCD Projector
- o Projector Screen

Paid for by the Kosciusko County Tobacco Control Alliance:

- o Anti-Smoking Campaign Paraphernalia
- o Zipper Pulls
- o Key chains

Paid for by the Bowen Center:

- o Candy for Rewards
- o Card Stock Paper
- o Display Board

Paid for by DePuy:

- o Xerox Copies
- o Candy for Rewards

Paid for by Helvey and Associates:

- o Xerox Copies
- o Meeting Space

Paid for by Mutual Federal Savings Bank:

- o Pens and Markers
- o Lamination Material

Paid for by Zimmer:

- o Laptop Computer Use

PROTECT

DEVELOPMENT

Program Layout

Edgewood Middle School

April 2, 2003

Logistics

Use the cafeteria for all groups except 5th period. We'll move into the gym during that time. As the students walk in we hand them a piece of paper with a color and number. We'll need to make enough for 80 total. Trish, can I get your help on this? I'll call you to explain.

- 1 Red, 2 Red, 3 Red, 4 Red, 5 Red
- 1 Green, 2 Green, 3 Green, 4 Green, 5 Green
- 1 Blue, 2 Blue, 3 Blue, 4 Blue, 5 Blue
- 1 Yellow, 2 Yellow, 3 Yellow, 4 Yellow, 5 Yellow
- 1 Orange, 2 Orange, 3 Orange, 4 Orange, 5 Orange

We'll have the tables identified as such too. I'll explain to Trish. We'll need numbers for the tables too.

(Viv will check on cafeteria availability and the projector. She will tell Steve we're coming at 7:00 a.m. on Wednesday. I have verified with Tammy (JoElla's assistant) that we can get into the school at 5:30 p.m. Tuesday to practice.)

Equipment

Cafeteria - project on the wall. Joe will bring projector and screen (for the gym period). Maleata will bring laptop. Mic will be set up in the cafeteria. Use gym mic for 5th period. DARE Music CD - Monika will bring the boom box.

Game

Go through the jeopardy board question by question. Read the questions out loud and then they can discuss the answers within the group. Move on to the next question. 25 seconds per question. As a group they will write their answers on a sheet provided. We can throw out candy bars for those who are working well as a team. Monika will buy candy bars.

After the game is over

Review the answers and talk briefly about each one. 15 seconds per questions/discussion.

DARE T-shirts

500 quantity

- 25 small
- 100 medium
- 300 large
- 75 x-large

Curriculum

Edgewood Middle School
April 2, 2003

Introduce ourselves and where we work (Including Police Officers)

1-KLA project-explain what that is and mention KYLA We attend meetings biweekly and we have talked about various topics such as city, county, and state government, education summit, leadership skill training, and orthopedic industry

2-We are required to complete a project that benefits the community We also decided that we wanted to do a project that was meaningful to us

3-In elementary school everyone had the DARE officers and programs We wanted to incorporate our project with them, and also incorporate it in the middle school level before students went on to high school and the added peer pressure they will be facing

(#1-3 Five (5) minutes for these)

4-Our hope is that by playing the Jeopardy Game that everyone will have a better understanding or knowledge of the following categories (six per category)

- A Financial Impact
- B Physical/Heath
- C Cosmetic/Chemicals
- D Legal/Social
- E Big Business Tobacco Industry

(20 minutes for the game)

5-Wrap up Ask the class if they would like to comment on anything that they learned from the class (5 minutes)

6-Survey This will be held confidential and we ask that they do not write their name on the survey This is for our information only (5 minutes to fill out, once complete they receive t-shirt and zipper pull)

SURGEON GENERAL WARNING:

SMOKING CAUSES LUNG CANCER, HEART DISEASE, EMPHYSEMA, AND MAY COMPLICATE PREGNANCY.

Edgewood Middle School
Warsaw, IN
Class Schedule

ANNOUNCEMENTS TIGER TIME	7 40-7 50	APPROX # OF STUDENTS
1ST	7 50-8 40	80
2ND	8 45-9 35	70
3RD	9 40-10 30	30
4TH	10 35-11 25	70
LUNCH	11 30-12.00	
5TH	12 25-12 55	80
6TH	1 00-1.50	70
7TH	1 55-2 45	60

GAME

Physical / Health Impact

\$200 - This causes an increased of risk various cancers (lung, mouth, larynx, pharynx, esophagus, kidney, pancreas, kidney, and bladder)

Answer - What is cigarette smoking?

\$400 - Smoking during this is associated with preterm delivery, low birthweight, premature rupture of membranes, placenta previa, miscarriage, and neonatal death

Answer - What is pregnancy?

\$600 - U S Army researchers have found the more soldiers smoked, the more likely they were to get these as they marched 100 miles carrying 80-pound packs

Answer - What are blisters?

\$800 - According to data from 45 countries, one person will die from tobacco-related illness every (blank) seconds

Answer - What is nine seconds?

\$1000 - An interesting calculation predicts that on average, each cigarette shortens the life of the smoker by around these many minutes?

Answer - What is seven to eleven (7-11) minutes?

\$1200 - Smoking also affects your looks smokers have thicker and rougher this

Answer - What is skin?

Social Consequences

\$200 – Smokers who do quit or attempt to quit may have this adverse effect

Answer – What is depression/anxiety?

\$400 – 3000-5000 deaths per year from lung cancer are a result of this

Answer – What is second hand smoke?

\$600 – Tobacco kills 50% of regular smokers within this many years

Answer – What is 40 years?

\$800 – Second hand-smoke rates here in the leading cause of preventable death

Answer – What is the 3rd leading cause of preventable death?

\$1000 – Mothers who smoke during pregnancy have a higher rate of

Answer – What is infant death?

\$1200 – Death rate from this disease is 70% higher in smokers than nonsmokers

Answer – What is heart disease?

Harmful Chemicals in Tobacco

\$200 – A colorless sharp smelling gas used in household toilet bowl cleaners

Answer – What is Ammonia?

\$400 – A deadly colorless odorless gas that deprives the blood cells of oxygen, and is also found in car exhaust

Answer – What is Carbon Monoxide?

\$600 – A poisonous dark and sticky substance that forms when tobacco is burned and is also used is asphalt

Answer – What is Tar?

\$800 – A poisonous colorless liquid also used in paint thinners

Answer – What is Methanol?

\$1000 – A deadly poison that prevents the body's cell from using oxygen and also a major ingredient in rat poisons

Answer – What is Cyanide?

\$1200 – An irritating acidic gas used to preserve dead tissue and specimens in laboratories

Answer – What is Formaldehyde?

Cosmetic Effects of Smoking

\$200 – The clouding of the lens or the eye, known as this, has be linked to cigarette smoking

Answer – What are cataracts?

\$400 – This creasing of the skin is an effect of pre-mature aging due to smoking in teens

Answer – What is wrinkling?

\$600 – Children exposed to this are at a higher risk of Sudden Infant Death Syndrome (SIDS) as well as other respiratory conditions

Answer – What is secondhand smoke?

\$800 – Leukoplakia, marked by sores and lesions of the cheeks and gums can lead to this fatal disease of the mouth

Answer – What is oral cancer?

\$1000 – This group is up to 50 times more likely to get oral cancer than non-smokers

Answer – What are smokeless tobacco users?

\$1200 – This condition also known as gum disease is an effect of “spit tobacco” use

Answer – What is gingivitis?

Financial Impact

\$200 – By smoking a pack of cigarettes a day, for the time frame of one month you could do this 14 times

Answer – What is go to the movies?

\$400 – By smoking a pack of cigarettes a day, you would spend over \$8000 in this many years

Answer – What is 48?

\$600 – By smoking a pack of cigarettes a day, you can buy this many snickers bars in a month

Answer – What is 203?

\$800 – By smoking a pack of cigarettes a day, in a year's period of time you could fill up your car this many times with gas

Answer – What is 60?

\$1000 – By smoking a pack of cigarettes a day, in a month's period of time you can buy this many cd's

Answer – What is 10?

\$1200 – By smoking a pack of cigarettes a day, in a year's period of time you could buy this many can of cokes/pepsi

Answer – What is 2438?

Tobacco Industry Impact

\$200 – The earlier the tobacco industry can get this group of people addicted to cigarette smoking, the deeper the addiction

Answer – What are teenagers

\$400 – If a person does not begin smoking by this age, chances are they will never begin smoking

Answer – What is 20

\$600 – The age range is the most important to the tobacco industry's future

Answer – What is 14 – 25

\$800 – The tobacco industry spends this amount of money a year on advertising and marketing

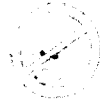
Answer – What is \$9.6 billion dollars

\$1000 – The chairman and CEO of Phillip Morris has stock options worth this much and his overall annual compensation is this



Answer – What is \$76 million and \$13 million


	Chemical/ Cosmetic	Financial	Tobacco Industry	Physical Health
	\$100	\$100	\$100	\$100
\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

Smokers who quit or attempt to quit may experience this adverse effect.

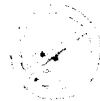


- 1) Drowsiness
- 2) Depression / Anxiety
- 3) Headache
- 4) Ridicule



No Smoking  No Smoking  No Smoking



Social/ Legal		Financial	Tobacco Industry	Physical Health
		\$100	\$100	\$100
\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

The clouding of the lens of the eye has been linked to cigarette smoking and is known as this.




- 1) Blindness
- 2) Far Sighted
- 3) Cataracts
- 4) Near Sighted



No Smoking  No Smoking  No Smoking

Social/ Legal	Chemical/ Cosmetic		Tobacco Industry	Physical Health
			\$100	\$100
\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

The cost of smoking a pack of cigarettes a day, for one month is equal to doing this 14 times.

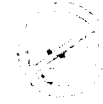


- 1) Play Video Games
- 2) Going to the Movies
- 3) Get a Manicure
- 4) Buying Pizza

No Smoking  No Smoking  No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial		Physical Health
				\$100
\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

The earlier the tobacco industry can get this group of people addicted to cigarette smoking, the deeper the addiction.

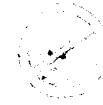


- 1) Those Over 20
- 2) Those Over 50
- 3) Toddlers
- 4) Teenagers

No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial	Tobacco Industry	
\$200	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

This causes an increased risk of various cancers such as lung, mouth, larynx, kidney, and bladder.

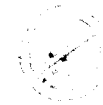


- 1) Cigarette Smoking
- 2) Chewing Gum
- 3) Drinking Alcohol
- 4) Sniffing Glue

No Smoking No Smoking No Smoking

	Chemical/ Cosmetic	Financial	Tobacco Industry	Physical Health
	\$200	\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

3000-5000 deaths per year from lung cancer are a result of this.

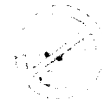


- 1) Drinking Alcohol
- 2) Second Hand Smoke
- 3) Chewing Gum
- 4) Air Pollution

No Smoking No Smoking No Smoking

Social/ Legal		Financial	Tobacco Industry	Physical Health
		\$200	\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

What is a creasing of the skin, which is an effect of pre-mature aging due to smoking in teens.

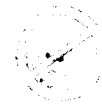


- 1) Dimples
- 2) Lesions
- 3) Wrinkling
- 4) Acne

No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic		Tobacco Industry	Physical Health
			\$200	\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

If you smoked a pack of cigarettes a day for 48 years you would have spent this much money.

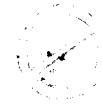


- 1) \$34,000
- 2) \$7,000
- 3) \$19,000
- 4) \$59,000

No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial		Physical Health
				\$200
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

If a person does not begin smoking by this age, chances are they will never begin smoking.




- 1) Age 20
- 2) Age 36
- 3) Age 15
- 4) Age 50



No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial	Tobacco Industry	
\$300	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

Participation in this while pregnant can cause pre-term delivery, low birth weight, miscarriage and neonatal death.

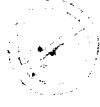


- 1) Bingeing
- 2) Smoking
- 3) Jogging
- 4) Dieting



No Smoking  No Smoking  No Smoking

	Chemical/ Cosmetic	Financial	Tobacco Industry	Physical Health
	\$300	\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

Second-hand smoke rates where as a leading cause of preventable death.




- 1) 10th
- 2) 5th
- 3) 3rd
- 4) 1st



No Smoking  No Smoking  No Smoking

Social/ Legal		Financial	Tobacco Industry	Physical Health
		\$300	\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

This is a deadly poison that prevents the body's cells from using oxygen and is also a major ingredient in rat poison.

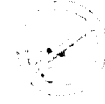


- 1) Cocaine
- 2) Baking Soda
- 3) Caffeine
- 4) Cyanide

No Smoking  No Smoking  No Smoking

Social/ Legal	Chemical/ Cosmetic		Tobacco Industry	Physical Health
			\$300	\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

By smoking a pack of cigarettes a day, you can buy this many snickers bars in a month.

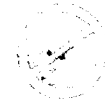


- 1) 75
- 2) 125
- 3) 200
- 4) 375

No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial		Physical Health
				\$300
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

This age range is the most important to the tobacco industry's future.

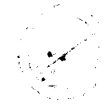


- 1) 20 - 25 years
- 2) 14 - 25 years
- 3) 18 - 30 years
- 4) 30 - 50 years

No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial	Tobacco Industry	
\$400	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

Researchers found the more U.S. soldiers smoked, the more likely the chances of this as they marched 100 miles carrying 80-lb packs.

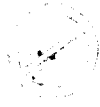


- 1) Sun Burns
- 2) Strokes
- 3) Seizures
- 4) Blisters

No Smoking No Smoking No Smoking

	Chemical/ Cosmetic	Financial	Tobacco Industry	Physical Health
	\$400	\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

Mothers who smoke during pregnancy have a higher rate of this.




- 1) Weight Gain
- 2) Insurance
- 3) Infant Death
- 4) Sickness

No Smoking No Smoking No Smoking

Social/ Legal		Financial	Tobacco Industry	Physical Health
		\$400	\$400	\$400
\$500	\$500	\$500	\$500	\$500

These types of tobacco users are 50 times more likely to get oral cancer than non-smokers.

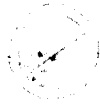


- 1) Smokeless Tobacco
- 2) Chronic
- 3) Casual
- 4) Second Hand

No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic		Tobacco Industry	Physical Health
			\$400	\$400
\$500	\$500	\$500	\$500	\$500

The cost of smoking a pack of cigarettes a day, for a month is equal to buying this many CDs.




- 1) 6 CDs
- 2) 12 CDs
- 3) 3 CDs
- 4) 20 CDs

No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial		Physical Health
				\$400
\$500	\$500	\$500	\$500	\$500

The tobacco industry spends this amount of money a year on advertising and marketing.

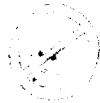


1) \$1.3 Trillion 3) \$9.6 Billion
2) \$10.2 Million 4) \$11 Thousand

No Smoking No Smoking No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial	Tobacco Industry	
\$500	\$500	\$500	\$500	\$500

An interesting calculation predicts that on average, each cigarette shortens the life of the smoker by roughly how many minutes.




1) 7 - 11 minutes 3) 30 - 40 minutes
2) 18 - 25 minutes 4) 3 - 5 minutes

No Smoking No Smoking No Smoking






















	Chemical/ Cosmetic	Financial	Tobacco Industry	Physical Health
	\$500	\$500	\$500	\$500

The death rate from this disease is 70% higher in smokers than non-smokers.

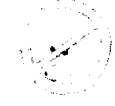


1) Pneumonia 3) Cancer
2) Heart Disease 4) Arthritis



No Smoking No Smoking No Smoking























Social/ Legal		Financial	Tobacco Industry	Physical Health
				
				
				
				
		\$500	\$500	\$500

What is a deadly colorless odorless gas that deprives the blood cells of oxygen and is also found in car exhaust.



- 1) Carbon Dioxide
- 2) Carbon Monoxide
- 3) Nitrogen
- 4) Methane



No Smoking  No Smoking  No Smoking
























Social/ Legal	Chemical/ Cosmetic		Tobacco Industry	Physical Health
				
				
				
				
			\$500	\$500

The cost of smoking a pack of cigarettes a day for one year could buy this many cans of Coke or Pepsi.



- 1) 2400 cans
- 2) 1500 cans
- 3) 900 cans
- 4) 200 cans



No Smoking  No Smoking  No Smoking


























Social/ Legal	Chemical/ Cosmetic	Financial		Physical Health
				
				
				
				
				\$500

The CEO of Phillip Morris has stock worth this, and earns this much annually.

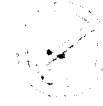


- 1) \$76 and \$13 Million
- 2) \$5 and \$2 Million
- 3) \$150 and \$70 Million
- 4) \$10 and \$5 Thousand

No Smoking  No Smoking  No Smoking

Social/ Legal	Chemical/ Cosmetic	Financial	Tobacco Industry	
				
				
				
				
				

Smoking also affects your looks:
smokers have thicker and rougher this.



1) Hair

3) Skin

2) Fingernails

4) Lips

No Smoking



No Smoking



No Smoking

SURVEY

**“KICK THE HABIT BEFORE IT KICKS YOU”
Consequences of Smoking Event Survey:**

1 Have you ever tried smoking a cigarette?

YES NO

2 What influenced you to try? Friends? Peer Pressure?
Parents smoke? Etc

3 If you *have* tried smoking, do you still smoke?
If yes, how many packs a week?

YES NO
_____ Packs per Week

4 If you *have not* already, do you think you will
try smoking at some point during high school?

YES NO

5 What would you say to someone who was
pressuring you to try a cigarette if you didn't want to?

6 Do you think smoking is addictive?

YES NO

7 What would influence you quit *or* not even try smoking?
(circle *all* that apply)

Physical / Health Consequences
Social / Legal Consequences
Cosmetic / Chemical Consequences
Financial Consequences
Tobacco Industry Facts
Other _____

8 What was most useful during our presentation?

THANK YOU FOR PARTICIPATING IN OUR EVENT!

PROTECT

PROUD

PRESENTATION

INTRODUCTION - (1 minute)

TRISH - (Gain Attention)

“Answer: According to data from 45 countries, one person will die from tobacco-related illness every blank seconds...”
(rest of team raises their hands) - “Monika?”

MONIKA - (Gain Attention)

“Question: What is every nine seconds?”

TRISH - (Gain Attention)

“That is correct.”

STACEY - (Preview/Thesis)

“Our group’s project had 4 major objectives: Our goal was to *not only* to research and develop a project that would positively affect the health of residents of Kosciusko County, *but also* to implement and evaluate our project before the completion of our KLA experience.”

JOLENE - (Preview/Thesis)
(& Credibility)

“With assistance and credibility from the Kosciusko County Tobacco Control Alliance, the Kosciusko County D.A.R.E. Officers, and the National “Kick Butts” Day program (which was April 2nd, 2003), we decided our goal was to concentrate on educating middle school students about the many consequences of cigarette smoking.”

MALEATA -
(Relevance/Expectation)

“This is why our project matters to you. *Research shows if a person does not begin smoking by the age of 20, chances are they will never begin smoking* This community-based effort to educate teens about the consequences of smoking could prevent the premature death of one of *your* children, grandchildren, nieces, nephews, or friends.”

TRISH – (Gain Attention)

“Would those of you who received an anti-tobacco keychain at the beginning of our presentation please stand? -
-In the time it took us *just* to give this introduction, these many people in the world have died from tobacco-related illness.”

BODY - (8-9 minutes)

MONIKA - (Main Point 1)

“The first objective in reaching our goal was to research the current anti-smoking education provided to local middle school students.

Our research showed in Kosciusko County, the *elementary* schools have active D.A.R.E. programs, which are spearheaded by Officers Hawn and Polston of the Warsaw Police Department.

However, once students move into the *middle school*, those programs are no longer available. There appeared to be a need to reach the 7th and 8th grade classes, before they entered high school, with an anti-smoking message. On April 2nd, our team, along with Officers Hawn and Polston, spent the day at Edgewood Middle School and gave 7 consecutive presentations to more than 400 middle school students.”

TRISH - (Main Point 2)

“Our next objective was developing a program to educate and reinforce what students already knew about smoking by using an interactive and fun game-show format. The game-show included 5 ‘Tobacco Consequences’ categories: Financial, Physical/Health, Cosmetic/Chemical, Social/Legal, and Big Business/Tobacco Industry consequences. We acquired prizes to give-away including zipper pulls, key chains, candy bars, and D.A.R.E. t-shirts to drive home our message.”

STACY - (Main Point 3)

“Once we had researched and developed our program, we worked closely with Joella Smith, the Principal at Edgewood Middle School as well as Viv Eidemiller, the PE Director, to implement our program. In order to reach every 7th and 8th grade student, the Health and Physical Education classes combined during each class period and met in the student commons area.”

JOLENE - (Main Point 3)

“Each team member had the opportunity to lead one of the 7 presentations covering the following 5 points:

- 1- An introduction of who we were and why we were presenting
- 2- A jeopardy-style game using a PowerPoint format
 - Students were divided in teams of 6 per table.
 - In order to promote a fun & interactive environment, teams chose a name for themselves as well as a team captain
 - We went around the room so they could identify both.
 - Each question, along with four multiple-choice answers, was projected onto the screen. Teams who worked together

- to figure out the answer *and* raised their hands first were rewarded with candy.
- The presenter and the officers gave discussion at various points during the game
- 3- After the game, students were asked to complete a survey
 - 4- D.A.R.E. T-shirts were handed out
 - 5- In closing, Officers Hawn and Polston shared personal, real-life smoking consequences that have affected their own families.”

MAIEATA - (Main Point 4)

“Finally, to evaluate the program, we utilized both subjective and concrete feedback. The interaction during the game was very positive. Students seemed to have fun and listen to what we had to say. We really kept their attention! The Survey Results revealed:

- 82% of the students reported they *have never* tried smoking a cigarette and *never* plan to try it
- 10% reported they *have already* tried smoking , but *never* plan to try it again
- 7% reported they have tried smoking and plan to *continue* smoking in their future
- 1% reported they *have not* tried smoking yet, but plan to try it sometime in their future

These results show 18% of the middle school students are vulnerable to begin smoking or to continue smoking, inviting severe consequences onto themselves and their loved ones.”

STACY - (Main Point 4)

“When asked on the survey, ‘What influenced you most to try smoking (if you had already tried it)?’, the students listed the following answers:

- Friends
- Curiosity
- Parents (who smoke themselves)
- An uncle
- Feeling angry”

MONIKA - (Main Point 4)

“When asked on the survey, ‘What was the best part of our presentation?’, the students not only listed several obvious answers such as:

- The game
- The candy
- The free t-shirts

They also listed:

- ‘Our’ D.A.R.E Officers
 - The friendly & informal format
- AND
- Knowing the Tobacco Executives themselves don't smoke”

JOIENE - (Main Point 4),

“When asked on the survey, ‘What would you say to someone who was pressuring you to smoke if you didn't want to?’, we received a variety of answers from the students:

TRISH - (Main Point 4)

“Besides a few very *colorful* answers we received to that question, here are several of our favorite responses:”

MONIKA -

“I play too many sports to mess up my health ”

MALEATA -

“I have younger brothers & sisters *and* nieces & nephews who look up to me.”

TRISH -

“I already smell bad enough.”

STACY -

“No thanks- I’m allergic ”

MALEATA -

“You can go kill yourself without me ”

JOLENE -

“I’ve already tried it- and it’s not worth it.”

STACY -

“Cancer will not be a part of me.”

MONIKA -

“Back off, Jack.”

TRISH -

“I breathe better with both lungs.”

JOLENE -

“And our favorite: ‘Go away, you sick freak!’”

MONIKA - (Main Point 4)

“By the end of the day, the Principal and the Health and PE teachers asked if we would come back next year – we all had a blast and hope we get the opportunity to go back next year!”

CONCLUSION - (1 minute)

TRISH - (Conclusion)

“In conclusion, our KLA group researched a health-related need in our community. In cooperation with other county and national agencies, we developed a ‘Consequences-of-Smoking’ educational program for middle-schoolers. We implemented the program at Edgewood Middle School on April 2, 2003. We then evaluated the program with a student survey. The survey showed... 18% of the middle school students are vulnerable to begin smoking or to continue smoking, inviting severe consequences onto themselves and their loved ones.”

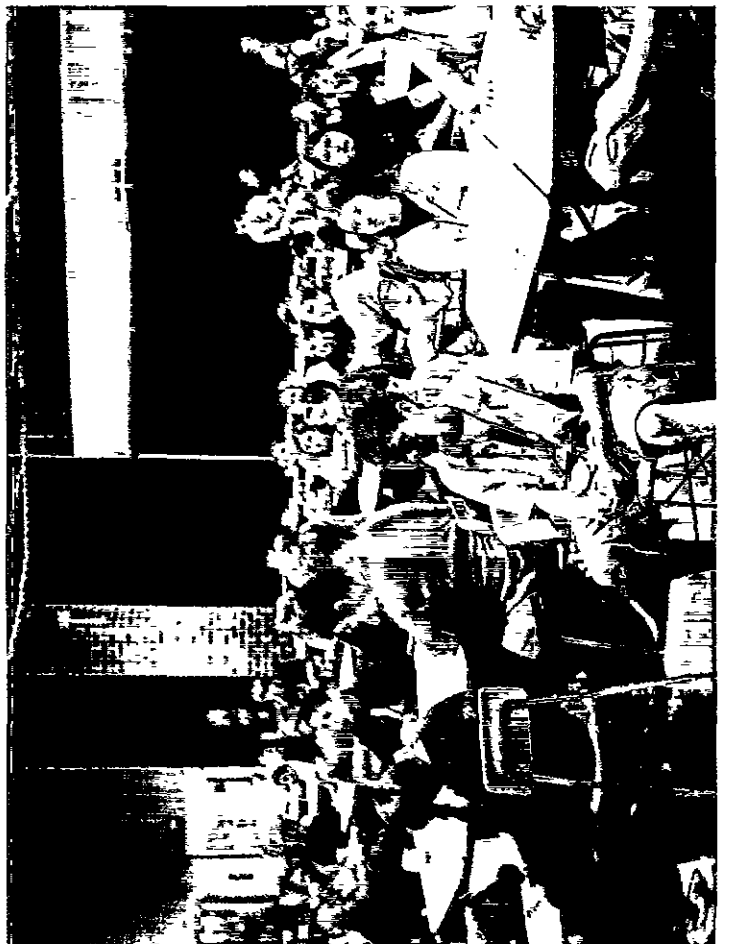
JOLENE - (Challenge)

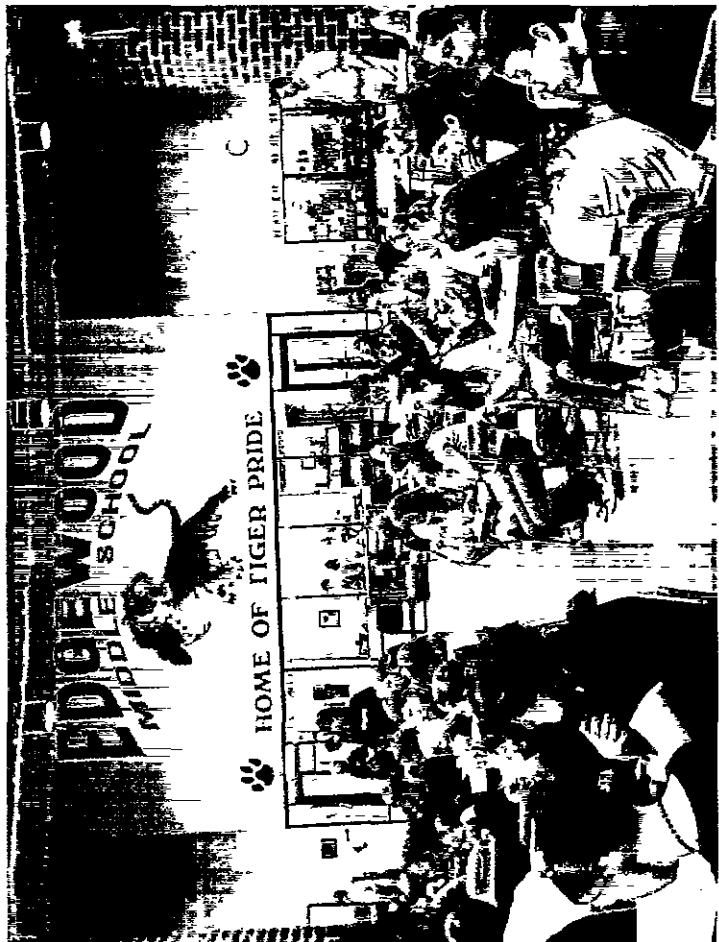
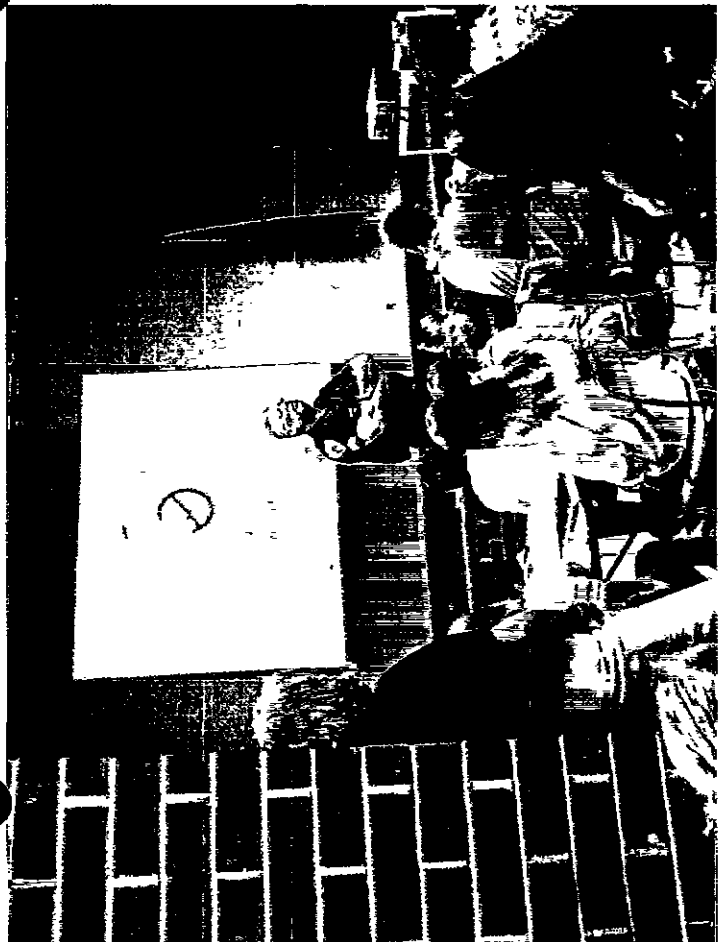
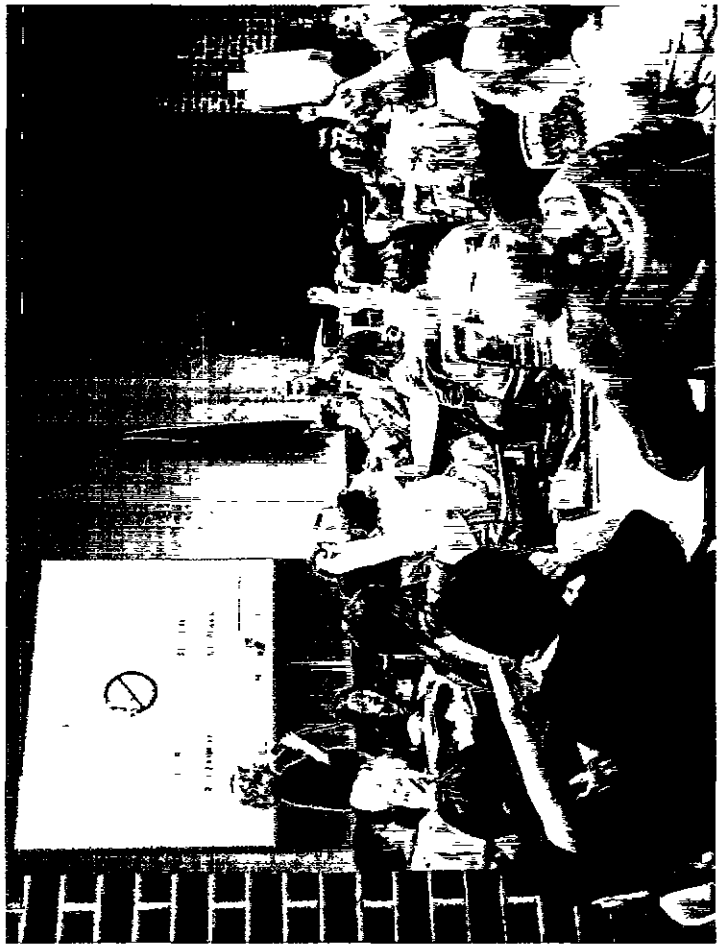
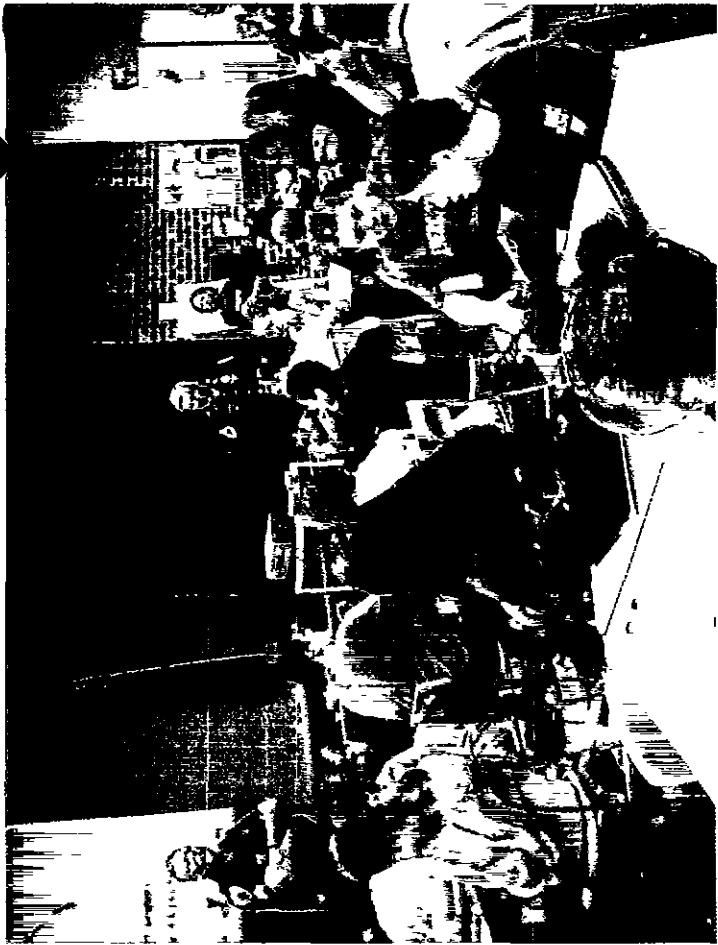
“In the time it took us just to give this presentation, the number of people in the world who have died from tobacco-related illness would be everyone in this room.

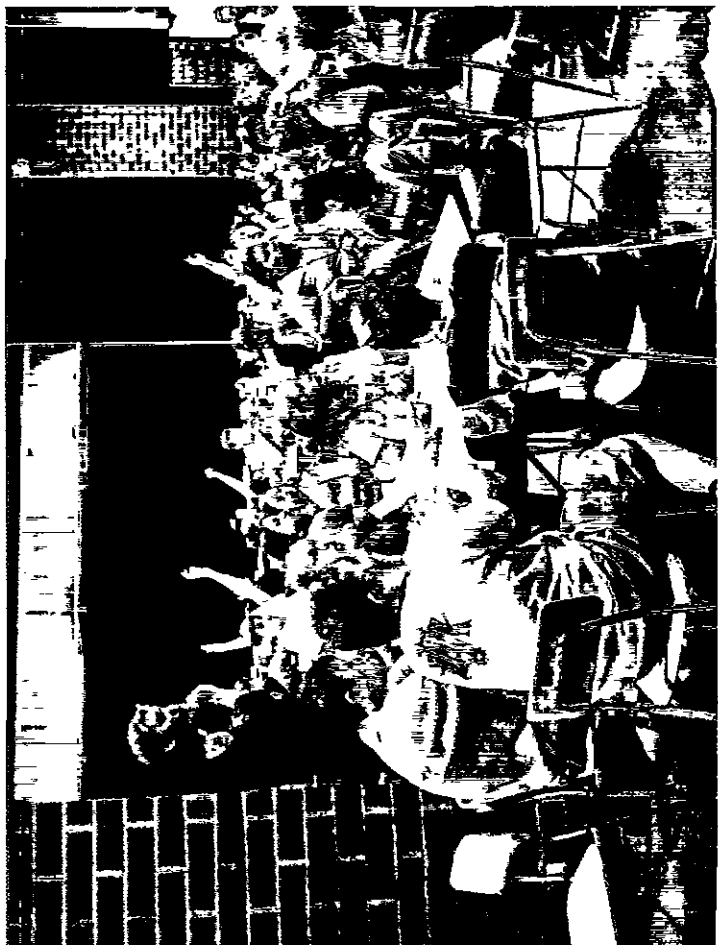
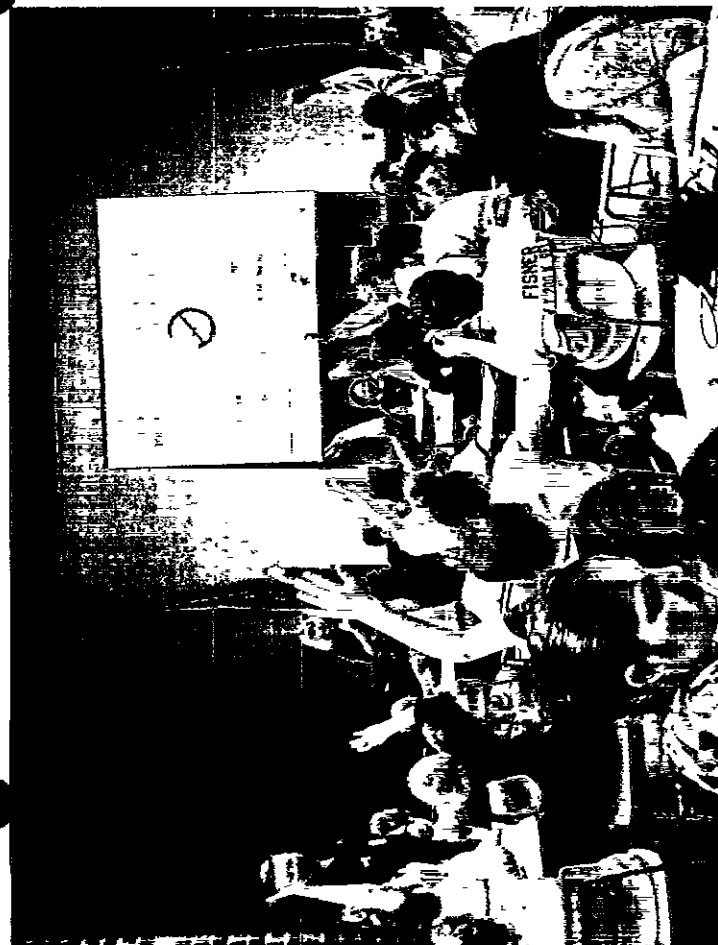
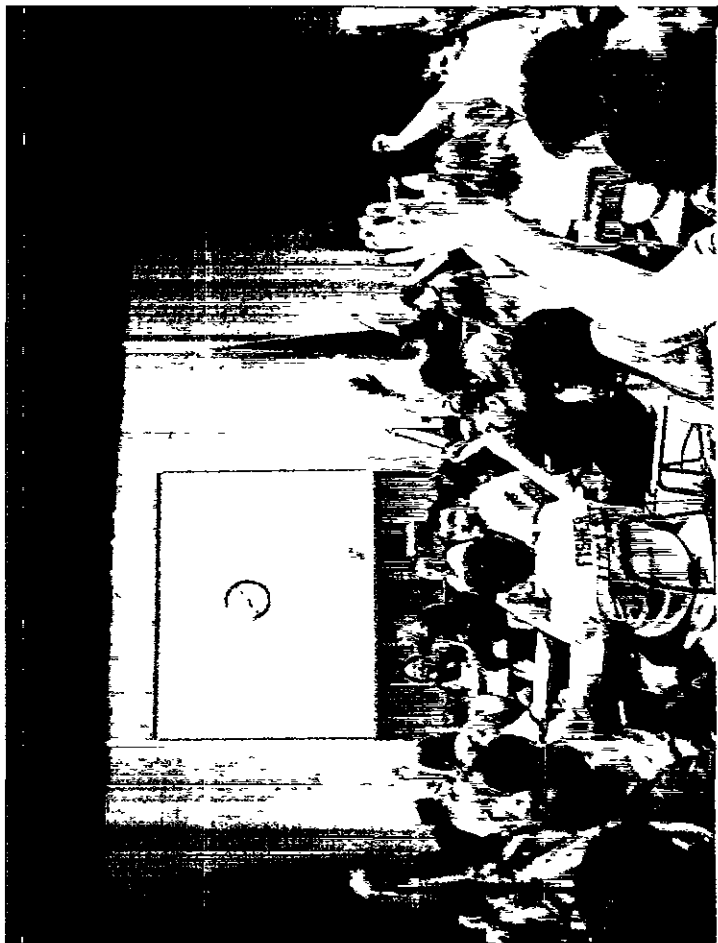
-Our challenge to you is this:

- Please support *any* and *all* Anti-Tobacco efforts in our community.
- Please consider the impact this project could have if this program could be supported and implemented in *all* of our county’s middle schools on an ongoing, annual basis.
- And please remember our motto: ‘Kick the Habit before it Kicks You!’ ”

PICTURES









KLA 2003

KICK BUTT
POWER POINT
PRESENTATION
AVAILABLE
ON CD