

*Resources For*

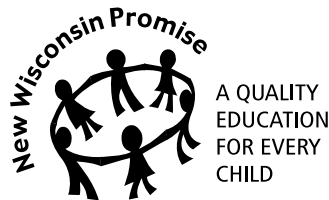


**School  
Tobacco  
Programs:**  
A Selected List

*2007*

# Resources for School Tobacco Programs: A Selected List

Student Services Prevention and Wellness Team  
Division for Learning Support: Equity and Advocacy



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## Introduction

This descriptive list of resources and programs is designed to help Wisconsin school communities select materials that will assist them in implementing effective programs and policies to reduce tobacco use among youth. It is part of Wisconsin's strategic plan to reduce tobacco use. School tobacco programs and policies are recommended by the Centers for Disease Control and Prevention and other experts as necessary parts of a comprehensive plan to prevent and reduce use. School-based tobacco prevention has proven most effective when coordinated with community-wide efforts and media campaigns.

The *CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction* (<http://www.cdc.gov/mmwr/preview/mmwrhtml/00026213.htm>) offer guidance for implementing effective programs and policies. These guidelines recommended that schools:

1. *Develop and enforce a school policy on tobacco use.*
2. *Provide instruction about the short- and long-term negative physiological and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and refusal skills.*
3. *Provide tobacco-use prevention education in grades K-12.*
4. *Provide program-specific training for teachers.*
5. *Involve parents or families in supporting school-based programs to prevent tobacco use.*
6. *Support cessation efforts among students and school staff who use tobacco.*
7. *Assess the tobacco-use prevention program at regular intervals.*

These guidelines are consistent with the *Wisconsin Framework for Comprehensive School Health Programs*, which provides guidance for a wide variety of effective school-based health, safety, and youth development programs and initiatives.

## Methods

Staff searched for evidence of effectiveness for school-based tobacco programs using first the Substance Abuse and Mental Health Services Administration's (SAMHSA) previous Model Programs list as well as the new National Registry of Effective and Promising Programs (NREPP) database. Although this newer NREPP list is replacing the previous one, it is still in the formative process. For this reason, it was decided to utilize both lists for this review. School programs initially selected for the evidence-based programs section were those readily available whose evaluations demonstrated significant positive findings regarding tobacco use for middle or high school students.

Staff also identified other school tobacco resources that were consistent with the CDC guidelines, had multiple activities, and were readily available despite a lack of evidence of impact on tobacco use in isolation from other strategies or programs.

A panel of reviewers was chosen with established expertise in tobacco prevention and intervention. These panelists represented schools as well as state and community agencies and organizations. For the first time youth joined the review process, adding their valuable insights to the process. The actual resources and the evaluation evidence of the chosen research-based programs were reviewed by the panelists who made the final recommendations of programs and resources for inclusion in this list. In some instances, the lead researchers or developers of the programs were contacted directly as a part of this review.

## Review Criteria for School Tobacco Resources

**The following criteria were used by the review committee to help determine if a resource would be included in this document.** If five or six criteria [A-F] were met, the program was chosen for inclusion. If only four of the six were met, serious consideration was given to disapproval. Three or less criteria met required disapproval.

Committees reviewing tobacco materials locally may find it helpful to use an established set of criteria such as this.

- A.** Accurate and up-to-date information
  - Information is less than 5 years old. (*Automatic sanctioning of any curricular materials if information is inaccurate, incomplete, or outdated*)
- B.** Developmentally appropriate for intended age
  - Language, concepts, and tone (emotional message) appropriate for age and audience.
- C.** Clear and consistent messages
  - A consistent no tobacco use message is emphasized throughout the materials.
- D.** Non-biased
  - Representation of communities of color in actors in materials; recognizing and respecting ranges in cultural/community norms, language, and beliefs about tobacco. Equal and appropriate representation of males and females.
- E.** Consistency with CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction
  - Policy
  - Curriculum and instruction
  - Teacher training
  - Family and community involvement
  - Tobacco cessation
  - Assessment/evaluation
- F.** Resource quality
  - The visual quality, acting, sound, and/or narration are of a high standard and do not detract from the overall quality of the resource.



## Icon Key

**Cessation**



**Multi-Media**



**Not Youth Approved**



**Peer Educators**



**Spit Tobacco**



**Youth Approved**



## **A. Model Scientifically-based School Programs with Significant Evidence of Impact on Tobacco Use**

The following resources are offered as examples of programs that have strong evidence of effectiveness. Each program:

- has a well-designed evaluation that had significant positive findings for students in preventing or reducing tobacco use, and
- is readily available for use by schools.

Most programs have a significant focus on tobacco, though they may be part of broader substance abuse or health programs.

Programs are listed in four categories: Curriculum and Instruction, Parent Training, Youth Cessation, and Experiential Learning.

Some programs listed on the NREPP list as model programs have not been endorsed by the panel of reviewers. These programs are designated as model programs on the “Resources Reviewed That Did Not Meet All Review Criteria” list (Section D).

*Inclusion of a program in this book does not imply endorsement by the Wisconsin Department of Public Instruction (DPI). Use of these programs is not a requirement of DPI grant programs. School communities are, however, encouraged to select or develop effective programs consistent with CDC guidelines and local needs and values.*

### **Caution Regarding Up-to-Date Factual Information**

Some resources under review were found to be valuable with the exception of their outdated factual information sheets. Recent research demonstrating the strength of social norms education as a prevention strategy confirms the necessity of providing only the most current incidence and attitude information to students. Please note Section C of this booklet listing websites where regularly updated fact sheets are available to supplement any other materials.

## Curriculum and Instruction

<b>LifeSkills</b>	
<i>Target</i>	Grades 6-9
<i>Length</i>	15 class periods in Year 1; 10 class periods in Year 2; 5 class periods in Year 3
<i>Cost</i>	\$625 for Year 1, \$625 for Year 2, \$625 for Year 3
<i>Key Tobacco-related Findings</i>	Reduced initiation of cigarettes (also alcohol and marijuana) after 3 and 6 years over control group. Six-year reduction of 44% over controls.
<i>Objectives</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Describe self-image formation, its relationship to behavior and how to improve it</li> <li>➤ Identify myths and misconceptions about tobacco, alcohol and marijuana use</li> <li>➤ Describe physiological effects of smoking</li> <li>➤ Demonstrate effective communications, coping and relationships skills</li> <li>➤ Evaluate advertising techniques used to manipulate behavior</li> </ul>
<i>Theory</i>	Three major components cover the critical domains found to promote drug use: drug resistance skills, personal self-management skills, and general social skills. Research has shown that students who develop skills in these three domains are far less likely to engage in a wide range of high-risk behaviors.
<i>Materials Description</i>	Teacher's manual with lessons and background material; student guide with skills guidelines, information, activities for classroom and home; relaxation audiotape.
<i>Cultural Versions</i>	Spanish
<i>Training</i>	Developers recommend two days of training. Information on Wisconsin training sources is available from DPI Student Services, Prevention and Wellness Team: 608-266-8960 or the local CESAs.
<i>Date</i>	2002
<i>Source</i>	Princeton Health Press 1-800-636-3415 <a href="http://www.lifeskillstraining.com">http://www.lifeskillstraining.com</a>
<i>Source of Information</i>	SAMHSA and curriculum introduction
<i>Evaluator Comment</i>	Some concerns about recruiting a smoker to present to students.

<b>Lions Quest: Skills for Adolescence</b>	
<i>Target</i>	Grades 6-8
<i>Length</i>	102 45-minute lessons, divided into 8 sequential thematic units and a service-learning unit that extends through the curriculum. Can be delivered as a 9-week mini-course, or a 3-year program.
<i>Cost</i>	\$120 for 6 <sup>th</sup> grade kit; \$120 for 7 <sup>th</sup> grade kit; \$120 for 8 <sup>th</sup> grade kit
<i>Key Tobacco-related Findings</i>	<ul style="list-style-type: none"> <li>➤ Knowledge of risks associated with use improved 43%</li> <li>➤ Significantly lower self-reported rates of using chewing tobacco</li> <li>➤ Deters initiation of regular cigarette smoking</li> </ul>
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Essential social and emotional competencies</li> <li>➤ Good citizenship skills</li> <li>➤ Strong, positive character</li> <li>➤ Skills and attitudes consistent with a drug-free lifestyle</li> <li>➤ An ethic of service to others within a caring and consistent environment</li> </ul>
<i>Theory</i>	A nurturing external environment, in which children learn critical life skills, influences and supports the internal conditions that encourages pro-social behavior and decreases risk behavior.
<i>Materials Description</i>	Five-component structure for addressing protective factors: Classroom Curriculum, Parent and Family Involvement, Positive School Climate, Community Involvement, and Professional Development.
<i>Training</i>	An introductory 2 to 3 day workshop is necessary to receive materials.
<i>Date</i>	2003
<i>Source</i>	Lions-Quest 1-800-446-2700 <a href="http://www.lions-quest.org">www.lions-quest.org</a>
<i>Source of Information</i>	SAMHSA and curriculum
<i>Evaluator Comment</i>	Addresses the laws and cost related to tobacco, but does not have enough information on the influence wielded by the tobacco industry.

## Project ALERT




<i>Target</i>	Middle School
<i>Length</i>	11 sessions in Year 1; 3 sessions in Year 2
<i>Cost</i>	\$150 per educator
<i>Key Tobacco-related Findings</i>	<ul style="list-style-type: none"> <li>➤ Current and occasional cigarette use was 20 to 25% lower among baseline experimenters.</li> <li>➤ Regular and heavy cigarette use was one-third to 55% lower among baseline experimenters.</li> </ul>
<i>Objectives</i>	Aims to reverse a pro-drug way of thinking and empower teens to resist social pressures to use harmful substances.
<i>Theory</i>	Research demonstrates that teens have a mindset about drugs. Project ALERT shifts this pro-drug mindset by motivating students against drug use, providing skills and strategies to resist drugs, and by establishing new non-use attitudes and beliefs.
<i>Materials Description</i>	Classroom guided small group activities, role playing, 8 real life videos (VHS or DVD), guided classroom discussions. The curriculum focuses on consequences, perceptions, resistance and expectations.
<i>Training</i>	One day training required, either individually online or locally for 25 or more teachers. Includes lesson plans, supporting videos and posters, updates, toll-free help with implementation, access to online resources.
<i>Date</i>	2004
<i>Source</i>	ETR Associates 1-800-321-4407 <a href="http://pub.etr.org">http://pub.etr.org</a>
<i>Source of Information</i>	SAMHSA and curriculum introduction
<i>Note</i>	Not reviewed in 2007 due to date of publication and model program status.

<b>Project TNT: Towards No Tobacco Use</b>	
<i>Target</i>	Grades 7-8
<i>Length</i>	10 sessions, 40-50 minutes each in 7 <sup>th</sup> grade; 2 sessions in 8 <sup>th</sup> grades
<i>Cost</i>	\$45 for teacher guide; \$18.95 for set of 5 student workbooks
<i>Key Tobacco-related Findings</i>	<ul style="list-style-type: none"> <li>➤ Initiation of cigarette smoking was reduced by 26% (average 1 and 2 year follow-up) over control group</li> <li>➤ Initiation of smokeless tobacco was reduced by 60%</li> <li>➤ Weekly/frequent smoking was reduced by 30%</li> <li>➤ Weekly/frequent smokeless use was eliminated</li> </ul>
<i>Objectives</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Describe addiction, disease, consequences of use, prevalence of use among peers</li> <li>➤ Demonstrate effective communication, refusal and coping skills</li> <li>➤ Identify media/advertising influences on teens to use tobacco</li> <li>➤ Identify methods for building self-esteem</li> <li>➤ Describe strategies for advocating for no tobacco use</li> </ul>
<i>Theory</i>	In order to resist tobacco use, students need: awareness of misleading social information promoting tobacco use; skills to counteract social pressures; knowledge of physical consequences that tobacco use can have in their own lives.
<i>Materials Description</i>	Implementation manual with lessons and background material, two videos, student workbook, optional kit with posters and other instructional materials.
<i>Cultural Versions</i>	Spanish
<i>Training</i>	Developers recommend two days of training. Current information on Wisconsin training sources is available from DPI Student Services, Prevention and Wellness Team, 608-266-8960 or the local CESAs.
<i>Date</i>	2004
<i>Source</i>	ETR Associates 1-800-321-4407 <a href="http://pub.etr.org">http://pub.etr.org</a>
<i>Source of Information</i>	Center for Chronic Disease Prevention and Health Promotion (CDC)
<i>Note</i>	Not reviewed in 2007 due to date of publication and model program status.


## Parent Training

<b>Family Matters</b>	
<i>Warning: Should not replace prevention education on the dangers of tobacco use.</i>	
<i>Target</i>	Grades 6-8 and their families
<i>Length</i>	Various lengths, minimum of 8 weeks
<i>Cost</i>	\$140 per family
<i>Key Tobacco-related Findings</i>	16.4% fewer adolescents initiated smoking than in the control group
<i>Objectives</i>	The program will encourage communication between family members on family dynamics and the family rules about substance use.
<i>Materials Description</i>	Four booklets are individually mailed to the families. The booklets contain activities for the family as a whole to complete. Two weeks after the booklet has been received, a health educator calls the family to determine if all of the objectives of the booklet have been met. If so, the subsequent booklet is mailed.
<i>Training</i>	None
<i>Date</i>	2001
<i>Source</i>	Karl E. Bauman, Ph.D. 116 Nolen Lane Chapel Hill, NC 27516 <a href="mailto:kbauman@mindspring.com">kbauman@mindspring.com</a> <a href="http://familymatters.sph.unc.edu/index.htm">http://familymatters.sph.unc.edu/index.htm</a>
<i>Source of Information</i>	NREPP
<i>Evaluator Comment</i>	This is a convenient strategy to reach younger families with tough/full schedules. Needs updated information/fact sheets.

## Youth Cessation

<b>N-O-T: Not on Tobacco</b>	
	
<i>Target</i>	Grades 6-12
<i>Length</i>	Ten sessions with four booster sessions
<i>Cost</i>	Training is \$45 per facilitator, materials are provided with the training
<i>Key Tobacco-related Findings</i>	Post-program evaluation shows a 21% quit rate among teens. Of those who continued to smoke, 76% reduced the number of cigarettes smoked during weekdays, 71% reduced the number of cigarettes smoked on weekends. These results were self-reported by the teens and were chemically validated. 2004-05 school year results for Wisconsin indicate a 37.1% quit rate.
<i>Objectives</i>	A total health approach to help adolescents: <ul style="list-style-type: none"> <li>➤ Stop smoking or reduce the number of cigarettes smoked</li> <li>➤ Increase healthy lifestyle behaviors</li> <li>➤ Improved life management skills</li> </ul>
<i>Theory</i>	Based on social cognitive theory, the program trains youth in self-management and stimulus control, social skills and social influence, stress management, relapse prevention, techniques to manage nicotine withdrawal, weight management, and peer pressure
<i>Materials Description</i>	N-O-T is a voluntary rather than punitive program. It is gender-sensitive and separates participants by gender in small groups using diverse instructional methods. Materials are in the form of a teacher manual, student manuals, and weekly incentives.
<i>Training</i>	To become certified, facilitators are required to attend an eight-hour training available through the American Lung Association of Wisconsin. The curriculum is not available for purchase only.
<i>Date</i>	2003
<i>Source</i>	American Lung Association of Wisconsin 1-262-782-7833 <a href="http://www.lungusa.org">www.lungusa.org</a>
<i>Source of Information</i>	SAMHSA and curriculum introduction
<i>Note</i>	Not reviewed in 2007 due to date of publication and model program status.



<b>Project EX</b>	
	
<i>Target</i>	Ages 14-19
<i>Length</i>	8 sessions delivered over a 6 week period
<i>Cost</i>	Training: \$1,100 to \$2,000; \$60 for teacher's guide, \$35 for 5 student workbooks, \$2.50 each for three articles
<i>Key Tobacco-related Findings</i>	Project EX participants maintained a 17 percent quit rate 5 months after the program's quit day, compared to 8 percent of the control group.
<i>Objectives</i>	The program builds interpersonal, coping, commitment, and decision-making skills, and provides training in self-control, all in an effort to facilitate tobacco cessation.
<i>Materials Description</i>	Project EX is delivered in a <i>clinic</i> setting and involves enjoyable, motivating activities, including games, talk shows, and alternative exercises such as yoga. It has been implemented with African American, Asian American, Hispanic/Latino and White youth, in suburban and urban settings and has been replicated in an alternative school setting.
<i>Cultural Versions</i>	Spanish
<i>Training</i>	Not required, but available upon request.
<i>Date</i>	2004
<i>Source</i>	Institute for Health Promotion and Disease Prevention Research 1000 S. Fremont Avenue, Unit 8, Building A-4, Room 6129 University of Southern California Alhambra, CA 91803 Phone: (626) 457-6635 Fax: (626) 376-0389 <a href="mailto:ssussma@usc.edu">ssussma@usc.edu</a>
<i>Source of Information</i>	SAMHSA and curriculum introduction
<i>Note</i>	Not reviewed in 2007 due to date of publication and model program status.

## Experiential Learning

<b>Project Venture</b>	
<i>Warning: Should not replace prevention education on the dangers of tobacco use.</i>	
<i>Target</i>	Grades 5-9
<i>Length</i>	About 20 hourly in-school sessions per year, one 2-3 hour after-school session per week and one day-long weekend/vacation-time activity per month, 4 community service-learning projects plus 4 family events per year, 7 day leadership camp in the summer
<i>Cost</i>	The cost for serving 100 youth, including salaries for personnel to implement the program, purchase of equipment if needed, rental of camp facilities, is as much as \$100,000. This cost could be greatly reduced if staff and facilities are already in place.
<i>Key Tobacco-related Findings</i>	<ul style="list-style-type: none"> <li>➤ Lifetime tobacco use was significantly reduced</li> <li>➤ Frequency of tobacco use was significantly reduced</li> </ul> Designed for and tested with high-risk, rural, low-income American Indian populations, but replicated with urban American Indians, Alaska Natives, Hispanics/Latinos, and Native Hawaiians.
<i>Objectives</i>	Project Venture aims to prevent substance use and related problems through: <ul style="list-style-type: none"> <li>➤ Classroom-based problem-solving activities</li> <li>➤ Outdoor experiential activities</li> <li>➤ Adventure camps and treks</li> <li>➤ Community-oriented service learning</li> </ul>
<i>Theory</i>	Built on the concept of “Habilitation” which emphasizes specific problem-solving and leadership skills that are nurtured in young people through interaction in the community and the natural world. Inspired by Native American values.
<i>Materials Description</i>	Comprehensive planning, curriculum and activity guide
<i>Training</i>	Curriculum guide may not be purchased without also contracting for a minimum of two trainings—one at the new program site and a second training in New Mexico at the National Indian Youth Leadership Project’s Sacred Mountain Learning Center.
<i>Date</i>	2005
<i>Source</i>	National Indian Youth Leadership Project 1-505-722-9176 <a href="http://www.niylp.org">www.niylp.org</a>
<i>Source of Information</i>	SAMHSA and program introduction
<i>Evaluator Comment</i>	Teaches personal skills that raise self-awareness and competence. Does not specifically address tobacco or any other substances. Good for Native American populations.

## B. Other Suggested Programs and Resources for Developing Comprehensive School Programs to Reduce Tobacco Use


The following resources, while not model programs, still follow best practice strategies for tobacco prevention. School communities may find these helpful in developing effective programs, policies, and practices consistent with the *CDC Guidelines for School Programs to Prevent Tobacco Use and Addiction*. These include resources for: **curriculum and instruction, youth advocacy and peer education, youth tobacco cessation and intervention programs, and supplemental materials**. Some resources can also be of assistance with teacher training, family and community involvement, and evaluation.



*Inclusion of a program or resource does not imply endorsement by the Wisconsin Department of Public Instruction.* Use of these resources is not a requirement of DPI grant programs. School communities are encouraged to select or develop effective programs consistent with CDC guidelines and local needs and values.

<b>Caution Regarding Up-to-Date Factual Information</b>	
Some resources under review were found to be valuable with the exception of their outdated factual information sheets. Recent research demonstrating the strength of social norms education as a prevention strategy confirms the necessity of providing only the most current incidence and attitude information to students. Please note Section C of this booklet listing websites where regularly updated fact sheets are available to supplement any other materials.	

### Curriculum and Instruction

<b>Alcohol, Tobacco and Other Drug Prevention II eField trip</b>	
<b>(ATODII eField trip)</b>	
<i>Target</i>	Grades 6-9
<i>Length</i>	12 weeks (12-15 classroom hours)
<i>Cost</i>	\$12 per student (up to 99 students)
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Substance abuse prevention</li> <li>➤ Understand the role of the media in decision-making</li> </ul>
<i>Materials Description</i>	The program covers a wide variety of ATODA prevention content in an interactive manner, with 38 interactive learning activities and games, pre- and post-test, mini-lessons, and videos.
<i>Format</i>	Web-based
<i>Date</i>	Unknown
<i>Source</i>	Children’s Health Education Center 1533 North RiverCenter Drive Milwaukee, WI 53212 414-765-9355 <a href="http://www.bluekids.org">www.bluekids.org</a>
<i>Source of Information</i>	Children’s Health Education Center sales representative
<i>Evaluator Comment</i>	Experienced some difficulties/confusion with the game.

<b>B-Force</b>	
	
<i>Target</i>	Grades 5-6
<i>Length</i>	45 minutes to complete book and accompanying activities
<i>Cost</i>	Provided free of charge to every fifth grader in Wisconsin annually
<i>Objectives</i>	Students will not initiate spit tobacco use
<i>Theory</i>	Research demonstrates that when students find they are in the majority related to positive health behaviors, they are more likely to continue those positive behaviors.
<i>Materials Description</i>	Fifth grade comic book and supporting lessons designed to introduce students to the health problems caused by spit tobacco.
<i>Date</i>	2007
<i>Source</i>	Developed in cooperation with the Milwaukee Brewers, Wisconsin Dental Association, and DPI. Sent to all school districts in the spring in numbers for all fifth graders. Not available for order.
<i>Source of Information</i>	Comic book description

<b>Get Real About Tobacco</b>	
	 
<i>Target</i>	Grades K-12
<i>Length</i>	Ten lessons with four follow-up sessions.
<i>Cost</i>	\$2,200 for all 4 kits, or \$525-575 for each of the kits
<i>Objectives</i>	The program will: <ul style="list-style-type: none"> <li>➤ Reduce the risk of using tobacco</li> <li>➤ Encourage users to quit</li> <li>➤ Promote a message against tobacco use</li> </ul>
<i>Materials Description</i>	Multi-strategy curriculum that addresses student vulnerability, student influences to use, and alternatives to use. Includes references, fact sheets and resources.
<i>Format</i>	Separate kits for grades K-3, 4-6, 6-9, and 9-12. Each contains teacher's guide and 2 or more videos. Some include posters. Age appropriate manipulatives included in K-3 kit.
<i>Date</i>	2004
<i>Source</i>	United Learning 1-800-323-9084 <a href="http://teacherstore.discovery.com/stores/servlet/StoreCatalogDisplay?catalogId=10003&amp;storeId=10003&amp;langId=-1">http://teacherstore.discovery.com/stores/servlet/StoreCatalogDisplay?catalogId=10003&amp;storeId=10003&amp;langId=-1</a>
<i>Source of Information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	Follows CDC guidelines closely and addresses cultural diversity effectively.
<i>Note</i>	Not reviewed in 2007 due to date of publication

<b>Health Smart: Tobacco, Alcohol and Other Drug Prevention</b>	
<i>Target</i>	Grades 6-8 & 9-12
<i>Length</i>	Middle school: 4 lessons with 12 activities; high school: 4 lessons with 13 activities
<i>Cost</i>	\$54.95 for teacher guide, 1 copy of the student activity book and 2 facts books for middle school and the same for high school materials. \$53.50 for classroom set of student activity books. Teacher supplemental book is additional.
<i>Objectives</i>	Students learn to think, choose, and act to remain tobacco, alcohol and marijuana free.
<i>Materials Description</i>	The workbooks encourage students to think about the consequences of use, the ways to avoid use, and how the industry is trying to trick them into using, through a variety of activities. There is a strong assessment component as well. The supplemental books list the consequences of use and offer teachers additional suggestions on prevention techniques that work.
<i>Format</i>	Middle school and high school teacher guides and student workbooks, additional teacher resource book, Tobacco Health Facts book.
<i>Date</i>	2004
<i>Source</i>	ETR Associates 4 Carbonero Way Scotts Valley, CA 95066-4200 <a href="http://pub.etr.org/">http://pub.etr.org/</a> 1-800-321-4407
<i>Source of Information</i>	Teacher Manual
<i>Evaluator Comment</i>	Excellent materials. Very good. Very cost effective.

<b>Healthy Hearts</b>	
<i>Target</i>	All Ages
<i>Length</i>	Various Lengths
<i>Cost</i>	Free, although photocopy costs may be assessed
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Help students to be healthy and successful in school</li> <li>➤ Reduce the risk of cardiovascular disease throughout the lives of students and their families by providing educational opportunities in four areas critical to good health: nutrition, physical activity, blood pressure health, and awareness of risks associated with tobacco use</li> <li>➤ Reduce the disparity in the incidence of cardiovascular disease among minorities compared to the population as a whole</li> <li>➤ Establish school and community partnerships that will work now and in the future to further good health among the students and families</li> </ul>
<i>Materials Description</i>	The program contains a wide array of activities for children of all ages, designed to increase healthy behaviors. Many of the activities for students are intended to be used outside of the school setting. There are also newsletters for parents/guardians and families.
<i>Format</i>	Binder with reproducibles
<i>Date</i>	2000
<i>Source</i>	Milwaukee Public Schools Judy Gerity 1-414-475-8396
<i>Source of Information</i>	Introduction and binder
<i>Evaluator Comment</i>	Some of the fact sheets are outdated. Replacing them with current data is strongly recommended. Has good potential.

<b>Learning Modules in Social Norms in Youth Tobacco</b>	
<i>Target</i>	Middle school/high school
<i>Length</i>	Various lengths of time
<i>Cost</i>	Free
<i>Objectives</i>	Students will: <ul style="list-style-type: none"> <li>➤ Understand that tobacco use is not widespread among Wisconsin youth and</li> <li>➤ Subsequently choose not to use tobacco</li> </ul>
<i>Materials Description</i>	Using the most recent Wisconsin Youth Risk Behaviors and Youth Tobacco Survey results, students analyze data and predict trends in adolescent risk behaviors. Lessons are closely connected with the Wisconsin Health Education Standards and divided into middle school, high school and combined grade level sections.
<i>Format</i>	Binder-ready teacher manual
<i>Date</i>	2007
<i>Source</i>	Wisconsin Department of Public Instruction 1-608-266-8960 <a href="http://dpi.wi.gov/sspw/pdf/tobacnorms.pdf">http://dpi.wi.gov/sspw/pdf/tobacnorms.pdf</a>
<i>Source of Information</i>	Introduction to the document
<i>Note</i>	Not reviewed in 2007 due to date of publication

## The Minnesota Smoking Prevention Program



<i>Target</i>	Grades 4-8, plus high school booster session
<i>Length</i>	Six lessons, 45-60 minutes each
<i>Cost</i>	\$299
<i>Objectives</i>	Students will: <ul style="list-style-type: none"> <li>➤ Identify the reasons youth start smoking</li> <li>➤ Practice skills to resist</li> <li>➤ Emphasize peer leadership in facilitating classroom activities so students experience social support for resistance</li> </ul>
<i>Materials Description</i>	This curriculum explores the major social influences that encourage and support youth tobacco use. An integral part of this curriculum is the peer leader component, which incorporates same age group leaders to facilitate many of the classroom activities. New booster session has been added for grades 9-12 (not reviewed).
<i>Format</i>	Kit includes 1 facilitator's guide, set of 5 posters, 1 Smokefree TV DVD, and 30 Talking about Tobacco booklets
<i>Training</i>	7 day training is available, but not required.
<i>Date</i>	2004
<i>Source</i>	Hazelden 1-800-257-7810 <a href="http://www.hazelden.org">http://www.hazelden.org</a>
<i>Cultural Versions</i>	Spanish
<i>Source of Information</i>	Introduction to the curriculum and web-site
<i>Evaluator Comment</i>	Interactive and to the point. Concern about lack of booster sessions expressed by 2005 reviewers, but this has now been alleviated.
<i>Note</i>	Not reviewed in 2007 due to date of publication



## No Ifs Ands or Butts: Smoking Kills



<i>Target</i>	Grades 6-12
<i>Length</i>	24-minute video and 9 activities of various lengths
<i>Cost</i>	\$139.95
<i>Objectives</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Recognize that tobacco is an extremely addictive substance in all its forms-whether it is smoked or chewed</li> <li>➤ Be able to define “addiction” and explain the typical symptoms of addiction</li> <li>➤ Hear from young people who wish they had never begun their addiction to nicotine</li> <li>➤ Understand that tobacco causes serious damage to many areas of the body</li> <li>➤ Realize that tobacco is an expensive and unattractive habit</li> <li>➤ Understand that smoking is not something that can be easily given up, once begun</li> <li>➤ Identify the signs of nicotine withdrawal</li> <li>➤ Identify a number of practical ways to deal with nicotine withdrawal</li> <li>➤ Be able to explain the many benefits of quitting tobacco use</li> <li>➤ Appreciate how many dangerous chemicals exist in both mainstream tobacco smoke and in sidestream tobacco smoke</li> <li>➤ Identify reasons to be smoke-free</li> </ul>
<i>Materials Description</i>	The video graphically depicts the negative consequences of smoking. The activity and fact sheets further underscore that smoking is very expensive, highly addictive, and can destroy your life. There are also several activities designed to show students how the tobacco industry has targeted them as its future customers.
<i>Format</i>	Video and binder-ready activity sheets
<i>Date</i>	2002
<i>Source</i>	Human Relations Media 41 Kensico Drive Mount Kisco, NY 10549 1-800-431-2050 <a href="http://www.hrmvideo.com">www.hrmvideo.com</a>
<i>Source of Information</i>	Introduction to the curriculum and program overview
<i>Evaluator Comment</i>	Very graphic. Use with caution with young viewers. Binder needs updating. Good educational materials.
<i>Youth Comments</i>	Not really grabbing. Video was made for upper classmen, but younger students (grades 6-9) would accept it better. Could be inspired by the teacher if she or he is knowledgeable.

<b>Project Breathe</b>	
<i>Target</i>	Grades 6-12 (per reviewers), K-12 (according to website)
<i>Length</i>	Various
<i>Cost</i>	\$1496 for one set of materials and 5-year license (Note: Separate license necessary for each building in a district)
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Understanding the implications and impact of tobacco use on the lungs and heart</li> <li>➤ Use of the scientific method to solve problems</li> </ul>
<i>Materials Description</i>	Project Breathe is an interactive, evidence-based curriculum that focuses on respiratory health, tobacco prevention education and smoking cessation for students. This web-based program supports a school's health, physical education and science curricula. It is also an effective program for enrichment activities, student assistance programs, and school nurses.
<i>Format</i>	Web-based
<i>Date</i>	2006
<i>Source</i>	InnerLink, Inc. 1-866-522-5487 <a href="mailto:Marketing@InnerLinkIT.com">Marketing@InnerLinkIT.com</a> <a href="http://www.TheInnerLink.com">www.TheInnerLink.com</a>
<i>Source of Information</i>	Promotional flyer from promoter, pre-demo materials
<i>Evaluator Comment</i>	Expensive. Not appropriate for students under grade six.

<b>Tar Wars</b>	
<i>Target</i>	Grades 4-5
<i>Length</i>	One hour presentation
<i>Cost</i>	Free
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Educate and motivate students to be tobacco-free</li> <li>➤ Mobilize health care professionals to become proactive in their community's health education</li> <li>➤ Encourage community involvement in support of the Tar Wars program</li> </ul>
<i>Materials Description</i>	The program utilizes local medical providers to present in the classroom. It focuses on the short-term, image-based consequences of tobacco use and how to think critically about tobacco advertising. A follow-up poster contest at the school, state, and national levels is conducted to reinforce the Tar Wars message.
<i>Format</i>	Downloadable Program Guide includes instructions and other information for teachers and presenters, a scripted Lesson Plan, classroom worksheets, and poster contest guidelines.
<i>Cultural Versions</i>	Spanish
<i>Date</i>	2007
<i>Source</i>	<a href="http://www.tarwars.org">www.tarwars.org</a>
<i>Source of Information</i>	Program Overview and Mission Statement
<i>Evaluator Comment</i>	One component of comprehensive program. Partnership with medical community is a positive.

**Targeted!**



<i>Target</i>	Grades 6-12
<i>Length</i>	24-minute video and activities of various lengths
<i>Cost</i>	\$139.95
<i>Objectives</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Recognize general marketing techniques used to make products seem appealing to young people</li> <li>➤ Identify marketing ploys used by alcohol and tobacco companies to increase sales in the youth markets</li> <li>➤ Better understand how specific products, like alco-pops and flavored cigarettes, are aimed at kids</li> <li>➤ Understand the restrictions placed on tobacco companies and how those restrictions are being fought “under the table”</li> <li>➤ Improve decision-making skills about alcohol and tobacco</li> <li>➤ Understand and discuss the increased risks created by smoking and drinking at a young age</li> <li>➤ Learn how to speak comfortably and confidently about their options</li> <li>➤ Recognize that tobacco and alcohol are given “free” advertising time on television shows and in movies</li> <li>➤ Discuss the power of money and big corporations and how that power can be yielded</li> <li>➤ Explore the ethics of marketing and selling products that cause disease and death</li> </ul>
<i>Materials Description</i>	The video has two narrators who discuss the main purpose of specific tobacco and alcohol advertising: to entice young people to buy their products thus increasing company profits regardless of the impact on consumers. The activities in the binder help students further understand the advertising process and develop decision-making skills.
<i>Format</i>	Video and binder
<i>Date</i>	2003
<i>Source</i>	Human Relations Media 41 Kensico Drive Mount Kisco, NY 10549 1-800-431-2050 <a href="http://www.hrmvideo.com">www.hrmvideo.com</a>
<i>Source of Information</i>	Introduction, Learning Objectives, and Program Summary of the curriculum
<i>Evaluator Comment</i>	Incorporates Big Tobacco. Use more up-to-date fact sheets than those provided.

<b>Teach and Talk: Tobacco Free</b>	
<i>Target</i>	Grades K-4
<i>Length</i>	32 classroom activities, many of which are hands-on. Nine family activities
<i>Cost</i>	\$19.95
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ To help children strengthen their commitment to stay tobacco-free</li> <li>➤ To help children find support and learn the skills that will keep them tobacco-free</li> <li>➤ To give children the guidance they need to manage and resolve their confusion about tobacco, especially in situations where family members are users</li> </ul>
<i>Materials Description</i>	Part of the Health Smart series, this set of activities uses students' values to support learning that is powerful and fun and encourages students to join with their peers to make strong commitments to remain tobacco free. Included are writing activities, reflection, family involvement, identifying a support system, advertising literacy, big tobacco's influence, and refusal skills. Contains a curriculum integration guide and extensive background information for teachers.
<i>Format</i>	Booklet containing all activities
<i>Date</i>	2001
<i>Source</i>	ETR Associates 4 Carbonero Way Scotts Valley, CA 95066-4200 <a href="http://pub.etr.org/">http://pub.etr.org/</a> 1-800-321-4407
<i>Source of Information</i>	Booklet
<i>Evaluator Comment</i>	Very good. Very cost effective.

**Tobacco and Death: Perfect Together**



<i>Target</i>	Middle school/high school
<i>Length</i>	14 activities of various lengths
<i>Cost</i>	\$139.95
<i>Objectives</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Describe how tobacco causes damage to almost every organ of the body</li> <li>➤ Detail how tobacco is linked to fatal diseases like cancer, heart disease, stroke and chronic obstructive pulmonary disease</li> <li>➤ Describe the short-term health consequences of tobacco use</li> <li>➤ Understand the concepts of addiction and withdrawal</li> <li>➤ Identify ways tobacco companies target young people</li> <li>➤ Confidently deal with peer pressure to smoke</li> <li>➤ Understand how tobacco affects a smoker's quality of life</li> <li>➤ Describe the dangers of secondhand smoke</li> <li>➤ Realize that no form of tobacco-cigarettes, cigars, smokeless tobacco, bidis, kreteks or low-yield cigarettes-is safe</li> <li>➤ Take steps to quit or help a friend quit</li> <li>➤ Identify reasons to remain smoke-free</li> </ul>
<i>Materials Description</i>	The video focuses on the many health problems, including death, caused by tobacco and how easy it is to become addicted and how hard it is to quit. The activities help students think about the cost, both physical and fiscal, of using tobacco. There are also activities focused on understanding the nature of addiction through creative expression.
<i>Format</i>	DVD and binder with reproducible worksheets and fact sheets
<i>Date</i>	2006
<i>Source</i>	Human Relations Media 41 Kensico Drive Mount Kisco, NY 10549 1-800-431-2050 <a href="http://www.hrmvideo.com">www.hrmvideo.com</a>
<i>Source of Information</i>	Curriculum Introduction, Objectives and Summary
<i>Evaluator Comment</i>	Great and powerful video and program. Great resources to go with the DVD.

**Tobacco Use Prevention Health Literacy Performance Assessments:  
2004-05 Edition**



<i>Target</i>	Grades 1-12
<i>Length</i>	Lessons: 45 minutes; tasks: two to three days
<i>Cost</i>	Free
<i>Objectives</i>	Students will demonstrate tobacco knowledge and skills through the development of various products.
<i>Materials Description</i>	This is a set of 23 performance assessments intended to enhance the regular curriculum through extension activities assessing learning. It is packaged with 15 other content areas and 3 “Best of the Best” issues and organized by elementary, middle, and high school assessments.
<i>Format</i>	CD-ROM
<i>Date</i>	2004
<i>Source</i>	Wisconsin Department of Public Instruction 1-608-266-8960 <a href="http://www.dpi.wi.gov/sspw/tadocs.html">http://www.dpi.wi.gov/sspw/tadocs.html</a>
<i>Source of Information</i>	Introduction to the document
<i>Evaluator Comment</i>	Age-appropriate strategies that support a number of tobacco issues.
<i>Note</i>	Not reviewed in 2007 due to date of publication

## Tobacco World



<i>Target</i>	Grades 6-8
<i>Length</i>	Various lengths
<i>Cost</i>	\$59.95-individual; \$350-full instructional pack and classroom set of 35 CDs
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Learn about the dangers of second-hand smoke</li> <li>➤ Understand addiction and how to quit</li> <li>➤ Practice social skills</li> <li>➤ Realize the deceptive nature of tobacco advertisements</li> <li>➤ Be introduced to some of health consequences of spit (smokeless) tobacco</li> </ul>
<i>Materials Description</i>	Web-based program to help students learn and retain key tobacco-related concepts. There are nine game-like activities to engage students in interactive learning. Designed to be adjunct to traditional, classroom-based tobacco prevention.
<i>Format</i>	Web-based. Instructor's manual with reproducibles, vocabulary lists and lesson plan suggestions
<i>Date</i>	2007
<i>Source</i>	Applied Behavior Science Press 1-888-345-8744 <a href="http://www.appliedbehaviorscience.com">http://www.appliedbehaviorscience.com</a>
<i>Source of Information</i>	ABSP Online Catalogue and Tobacco World mailing
<i>Evaluator Comment</i>	Great images.
<i>Youth Comments</i>	Not good enough - doesn't display enough anti-tobacco information.



<b>Tobacco: A Smashing Curriculum</b>	
<i>Target</i>	Grades 5-9
<i>Length</i>	14 lessons, most 45-50 minutes in length
<i>Cost</i>	\$199
<i>Objectives</i>	The students will receive tobacco information in an interdisciplinary format.
<i>Materials Description</i>	This curriculum can be used by one teacher, multiple content teachers, or as a concentrated health convocation in which everyone in the school is a participant. Lessons are designed in 7 content areas: math, social studies, language arts, science, health, developmental guidance, reading and performing arts.
<i>Format</i>	Plastic tub containing a curriculum binder with lessons and 2 plays, 3 instructional aides (BIOQuest® Simulated Smoker's Lungs Demonstration Kit, Sponge Lungs Demonstration Kit, Emphysema Simulation Kit), and the Tobacco Disconnect Game.
<i>Date</i>	2004
<i>Source</i>	Nasco 1-800-558-9595 <a href="http://www.enasco.com">http://www.enasco.com</a>
<i>Source of Information</i>	Curriculum guide
<i>Note</i>	Not reviewed in 2007 due to date of publication

## Youth Advocacy and Peer Education

<b>TATU: Teens Against Tobacco Use</b>	
<i>Target</i>	Grades 7-12
<i>Length</i>	Five strategies plus numerous ancillary ideas
<i>Cost</i>	Training is \$45 per facilitator, materials are provided with the training
<i>Objectives</i>	The peer educators will: <ul style="list-style-type: none"> <li>➤ Incorporate accurate tobacco information in presentations with peers</li> <li>➤ Build effective teaching strategies to use with peers</li> </ul>
<i>Materials Description</i>	This curriculum explores the critical knowledge, skills, and attitudes needed to be an effective peer educator and includes multiple instructional strategies for them to use.
<i>Format</i>	Facilitator training materials and student training and activity manual
<i>Training</i>	To become certified, facilitators are required to attend an eight-hour training available through American Lung Association of Wisconsin. The curriculum is not available for purchase only. Facilitators then train their own teens.
<i>Date</i>	2003
<i>Source</i>	American Lung Association of Wisconsin 1-262-782-7837 <a href="http://www.lungusa.org">www.lungusa.org</a>
<i>Source of Information</i>	Introduction to the curriculum
<i>Evaluator Comment</i>	Well-organized tool to train peer educators that is consistent with CDC guidelines.
<i>Note</i>	Not reviewed in 2007 due to date of publication



## Tobacco-Free Sports Implementation Guide and Tool Kit (Milwaukee)



<i>Target</i>	Teens presenting to younger youth
<i>Length</i>	15 minutes weekly for 5 weeks
<i>Cost</i>	Free
<i>Objectives</i>	<p>Youth will understand and demonstrate knowledge of:</p> <ul style="list-style-type: none"> <li>➤ Health risks of tobacco use and second-hand smoke</li> <li>➤ Tobacco industry marketing tactics</li> <li>➤ Healthy choices for lifelong wellness</li> </ul> <p>Adults (coaches, athletic staff and parents/guardians) will understand:</p> <ul style="list-style-type: none"> <li>➤ How to support and promote tobacco-free lifestyles</li> </ul>
<i>Materials Description</i>	A youth-led, adult-guided initiative. Teens are trained as presenters to younger children in athletic programs. Outreach and educational efforts are conducted by the program coordinator for coaches, officials, and athletic staff prior to each sport's season. Supported by media events.
<i>Format</i>	Planning guide and curriculum for teen trainers
<i>Date</i>	2003
<i>Source</i>	<p>City of Milwaukee Health Department          Lisa Phillips          1-414-286-8891</p>
<i>Source of Information</i>	Introduction to the document
<i>Note</i>	Not reviewed in 2007 due to date of publication

## Youth Cessation and Intervention

<b>Alternatives to Suspension</b>	
<i>Target</i>	Grades 6-12
<i>Length</i>	Four 50-minute sessions
<i>Cost</i>	Free
<i>Objectives</i>	The program will increase students' motivation to quit smoking through: <ul style="list-style-type: none"> <li>➤ An understanding of the harmful effects of smoking</li> <li>➤ The development of strategies to cope</li> </ul>
<i>Materials Description</i>	This program is offered as an option to students who face suspension for violation of the school tobacco use policy. It is not a cessation program.
<i>Format</i>	Facilitator manual
<i>Training</i>	No formalized training, but technical assistance is available from American Lung of Wisconsin and training could be arranged if needed.
<i>Date</i>	2002
<i>Source</i>	American Lung Association 1-262-782-7833 <a href="http://www.lungusa.org">www.lungusa.org</a> Materials provided with N-O-T manual at N-O-T training, but may be ordered separately.
<i>Source of Information</i>	Introduction to the document
<i>Evaluator Comment</i>	Some middle school adaptations need to be developed.
<i>Note</i>	Not reviewed in 2007 due to date of publication

<b>Enough Snuff</b>	
<i>Target</i>	Males age 15-adult
<i>Length</i>	Self-paced
<i>Cost</i>	\$11.95
<i>Objectives</i>	Smokeless tobacco cessation.
<i>Materials Description</i>	Self-help tobacco cessation program designed for smokeless tobacco users.
<i>Format</i>	Manual, 20 minute video, telephone counseling
<i>Cultural Versions</i>	Native American
<i>Date</i>	2005
<i>Source</i>	Applied Behavior Science Press 1-888-345-8744 <a href="http://www.appliedbehaviorscience.com">http://www.appliedbehaviorscience.com</a>
<i>Source of Information</i>	SAMHSA and introduction to the document
<i>Evaluator Comment</i>	SAMHSA Effective Program, although little research on youth.
<i>Note</i>	Not reviewed in 2007 due to date of publication



## Helping Teens Stop Using Tobacco (TAP)



<i>Target</i>	Grades 7-12
<i>Length</i>	Eight sessions 40-60 minutes, once a week
<i>Cost</i>	\$39.95 for facilitator's guide; \$3.95 per student workbook or free with training
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ To increase awareness of short- and long-term effects of tobacco use</li> <li>➤ To understand the addictive nature of nicotine</li> <li>➤ To increase awareness of the risk of becoming victims of tobacco use</li> <li>➤ To identify the individual best ways to quit using tobacco</li> <li>➤ To explain a variety of cessation methods including cold turkey, tapering, and postponing</li> <li>➤ To provide specific techniques to handle nicotine withdrawal symptoms</li> <li>➤ To teach skills to avoid the triggers, thoughts, feelings and physical cravings that lead to tobacco use, including stress management and refusal skills</li> <li>➤ To provide a supportive environment to encourage movement to the action and maintenance stages of change</li> </ul>
<i>Materials Description</i>	The program guides students to a personally selected quit date and gives them a variety of techniques to help them stay tobacco-free after that date.
<i>Training</i>	Highly recommended. Available at \$395 per person from Community Intervention, Inc.
<i>Format</i>	Facilitator's guide and student workbooks
<i>Date</i>	Facilitator guide dated 2000, but updated 2004 resources available with training
<i>Source</i>	Community Intervention, Inc. 1-800-328-0417 <a href="http://communityintervention.org/ShowView/category/s&amp;">http://communityintervention.org/ShowView/category/s&amp;</a>
<i>Source of Information</i>	Product descriptions from online catalogues, both NIMCO and <a href="http://www.communityintervention.org">www.communityintervention.org</a>

## Intervening with Teen Tobacco Users (TEG)



<i>Target</i>	Grades 6-12
<i>Length</i>	Eight 45-50 minute sessions
<i>Cost</i>	\$39.95 for facilitator's guide; \$3.95 for student handbook or free with training
<i>Objectives</i>	Participants will be provided: <ul style="list-style-type: none"> <li>➤ Information on tobacco effects</li> <li>➤ Skills to become tobacco-free and move into a cessation program</li> </ul>
<i>Materials Description</i>	This curriculum is designed as a tool to provide tobacco-related information to groups as an alternative to suspension after a tobacco-related violation. Some activities are designed to utilize peer educators.
<i>Training</i>	Highly recommended. Available at \$395 per person from Community Intervention, Inc.
<i>Format</i>	Facilitator's guide and student workbooks. Supplemental videos purchased separately.
<i>Date</i>	Facilitator guide dated 2000, but updated 2004 resources available with training
<i>Source</i>	Community Intervention, Inc. 1-800-328-0417 <a href="http://communityintervention.org/ShowView/category/s&amp;">http://communityintervention.org/ShowView/category/s&amp;</a>
<i>Source of Information</i>	Facilitator's Guide
<i>Evaluator Comment</i>	Very user friendly.

**Supplemental Materials**  
**(Not to be Used as Stand Alones)**

<b>Body Awareness Network (BARN)</b> <b>Series 1</b>	
<i>Target</i>	Grades 6-9
<i>Length</i>	19 activities of various lengths
<i>Cost</i>	\$295 for 4 CDS; \$1495 for license (required to put program on multiple computers); \$30 for 10 copies of the student portfolio
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Promote healthy lifestyles</li> <li>➤ Prevent or delay the initiation of risk behaviors</li> <li>➤ Promote conscious decision-making</li> <li>➤ Promote control over risks for those who do participate in risk-taking behaviors</li> </ul>
<i>Materials Description</i>	BARN is broad-based and multidisciplinary, with components addressing students' concerns about alcohol and other drugs, smoking, stress management, body management (weight and nutrition), human sexuality, and HIV/AIDS.
<i>Format</i>	4 CD-ROMs (one completely devoted to tobacco), 2 teacher guides with supplemental activities, 2 softbound Student Portfolios with worksheets
<i>Date</i>	2001
<i>Source</i>	Learning Multi-Systems, Inc. 320 Holtzman Road Madison, WI 53713 Fax: 608-273-8065 Phone: 1-800-362-7323 or 608-273-8060 <a href="http://www.lmssite.com">www.lmssite.com</a>
<i>Source of Information</i>	Overview of BARN
<i>Evaluator Comment</i>	Have youth speak youth pieces. Use as an activity, rather than a curriculum. Make more interactive.

**Clear the Air: Second-Hand Smoke Toolkit**



<i>Target</i>	Middle school/high school
<i>Length</i>	Numerous strategies with various lengths of time
<i>Cost</i>	Free
<i>Objectives</i>	To promote knowledge and skills to advocate for a healthy, smoke-free environment.
<i>Materials Description</i>	The DVD will increase students' understanding of the targeting of youth in tobacco advertising. The manual contains basic second-hand smoke facts, youth activities, research and extensive resources to support youth advocacy relative to smoke-free air.
<i>Format</i>	Manual and DVD
<i>Date</i>	2003
<i>Source</i>	Wisconsin Department of Public Instruction 1-608-266-8960 <a href="http://www.dpi.state.wi.us/sspw/tadocs.html">http://www.dpi.state.wi.us/sspw/tadocs.html</a>
<i>Source of Information</i>	Introduction to the document
<i>Evaluator Comment</i>	DVD is great.
<i>Note</i>	Not reviewed in 2007 due to date of publication



<b>Donnie Dinosaur's Tobacco Trouble</b>	
<i>Target</i>	K-2
<i>Length</i>	12 minute video, 40-50 minutes for discussion about video and completing workbook activities
<i>Cost</i>	Video \$145; packet of 100 workbooks \$69.95
<i>Objectives</i>	<p>From watching the video, students will learn:</p> <ul style="list-style-type: none"> <li>➤ Short- and long-term health effects</li> <li>➤ Dangers of second-hand smoke</li> <li>➤ The dangers of even one puff</li> <li>➤ That nicotine is addictive</li> <li>➤ Smoking makes you smell bad and your teeth turn yellow</li> <li>➤ About other forms of tobacco</li> <li>➤ Ways to fight peer pressure</li> <li>➤ That all drugs are bad and you should avoid them and help others do the same</li> </ul>
<i>Materials Description</i>	Donnie and his friends (all brightly colored puppets) use music and funny characters to teach children to keep a healthy body free of tobacco. Donnie shows two young children the dangers of tobacco and how to avoid peer pressure. The puppet format, along with the bright colors should appeal to young viewers. The activity/coloring book contains characters from the video to help children connect. Winner of the CINE Golden Eagle Award and the British Medical Association Bronze Award.
<i>Format</i>	Video, 10-page activity book
<i>Date</i>	1993
<i>Source</i>	Syndistar, Inc. 1-800-841-9532 <a href="http://www.foxpromedia.com/">http://www.foxpromedia.com/</a>
<i>Source of Information</i>	Syndistar online catalogue
<i>Evaluator Comment</i>	The video is appropriate for kindergarteners, but the activity/coloring book contains many activities more suited to older children.

<b>Environmental Strategies: Addressing Teen Tobacco &amp; Alcohol Use</b>	
<i>Target</i>	Administrators and policy-makers
<i>Length</i>	N/A
<i>Cost</i>	Free
<i>Objectives</i>	Help administrators and policy-makers design and implement an environmental change strategy geared towards preventing youth alcohol and tobacco use.
<i>Materials Description</i>	The toolkit begins with an overview of the theory behind environmental strategies, which highlights effective research-based approaches specific to youth alcohol and tobacco use along with implementation steps. Several sample tools such as: fact sheets, sample activities, a media guide and other resources have been included.
<i>Format</i>	CD-ROM features a PDF version of the toolkit to be printed to a binder and additional handouts and reading materials regarding environmental strategies.
<i>Date</i>	2004
<i>Source</i>	Tobacco Control Resource Center for Wisconsin 1552 University Avenue Madison, WI 53726 Fax: 608-262-6346 Phone: 1-800-248-9244 <a href="mailto:tcrcw@tobwis.org">tcrcw@tobwis.org</a> <a href="http://www.tobwis.org/">http://www.tobwis.org/</a>
<i>Source of Information</i>	Description of the toolkit
<i>Evaluator Comment</i>	Could be used as a partnership between the school and the local coalition. Binder is well-organized. Great partnership resource where school and community need resources. Strong focus on Native Americans.

<b>I Quit!</b>	
<i>Target</i>	Grades 6-12
<i>Length</i>	Self-paced
<i>Cost</i>	Free
<i>Objectives</i>	Help those who use tobacco products to quit and stay tobacco-free.
<i>Materials Description</i>	This booklet guides users through the entire process of quitting: from setting a quit date, to handling nicotine withdrawal, and rewarding themselves for remaining tobacco-free.
<i>Format</i>	Small booklet available in hard copy or online.
<i>Date</i>	2007
<i>Source</i>	<a href="http://www.cdc.gov/tobacco/quit_smoking/how_to_quit/iQuit">www.cdc.gov/tobacco/quit_smoking/how_to_quit/iQuit</a>
<i>Source of Information</i>	CDC web site
<i>Evaluator Comment</i>	Use as supplemental piece, not stand-alone.

### Leader of the Pack



<i>Target</i>	Grades 2-6
<i>Length</i>	16 minute video and activities of various lengths
<i>Cost</i>	\$99.95
<i>Objectives</i>	<p>Students will:</p> <ul style="list-style-type: none"> <li>➤ Explore the harmful physical effects that tobacco has on the body</li> <li>➤ Learn to recognize peer pressure situations</li> <li>➤ Investigate and practice ways to refuse tobacco products</li> <li>➤ Discover how tobacco negatively affects appearance</li> <li>➤ Gain a clear understanding of tobacco advertising and its deceptive nature</li> <li>➤ Develop the skills needed to stand up for their own beliefs</li> <li>➤ Recognize how tobacco harms many individual systems of the body</li> <li>➤ Develop their own anti-tobacco message</li> <li>➤ Identify and practice healthy alternatives to using tobacco</li> </ul>
<i>Materials Description</i>	The animated story shown in the video presents some of the health consequences of smoking and the risk of addiction. The binder contains activity sheets with characters from the video to enhance students' understanding of the negative effects of smoking.
<i>Format</i>	Video and binder
<i>Date</i>	2003
<i>Source</i>	<p>Human Relations Media            41 Kensico Drive            Mount Kisco, NY 10549            1-800-431-2050  <a href="http://www.hrmvideo.com">www.hrmvideo.com</a></p>
<i>Source of Information</i>	Introduction and Program Summary
<i>Evaluator Comment</i>	Use with more comprehensive program. Most appropriate for grades 4-5. Excellent video. Perhaps high school kids could present it.

### 9 Inning Game Plan to Quit



<i>Target</i>	Baseball/Softball Players
<i>Length</i>	Self-paced
<i>Cost</i>	Free
<i>Objectives</i>	To help athletes quit their use of smokeless tobacco and remain tobacco-free.
<i>Materials Description</i>	There are the “9 Innings” to quit: 1) Decide to Quit, 2) Pick a Quit Date, 3) Cut Back Before You Quit, 4) Get Ready For Quit Day, 5) Quit Day, 6) Your First Week Off- Coping with Withdrawal, 7) Your Second Week Off -Dealing With Triggers, 8) Tips For Going the Distance, 9) Celebrate Your Success. Telephone assistance is also available.
<i>Format</i>	Printable pages from web-based resource
<i>Date</i>	Unknown
<i>Source</i>	<a href="http://www.gmu.edu/student/quitsmoking/smokelessnimestep.html">http://www.gmu.edu/student/quitsmoking/smokelessnimestep.html</a>
<i>Source of Information</i>	Opening page
<i>Evaluator Comment</i>	Good supplemental resource. Facilitators could add to other curriculum as a guide. Heavy on text-but good resource. Coaches could use. Loaded with resources. Seems up to date.

<b>No Puff Pals vs. Big Tobacco Inc.</b>	
<i>Target</i>	Grades K-3
<i>Length</i>	12 Minute video, various activities
<i>Cost</i>	Video \$145; starter kit \$225
<i>Objectives</i>	<p>Young children are educated in:</p> <ul style="list-style-type: none"> <li>➤ The different types of tobacco</li> <li>➤ The media hype around tobacco</li> <li>➤ Saying no if they are ever offered tobacco</li> <li>➤ The addictive properties of nicotine</li> <li>➤ The negative consequences of tobacco use</li> </ul>
<i>Materials Description</i>	The animated story contains three diverse young protagonists with whom children can identify. The messages that are constantly underscored are that no one who wants you to try tobacco products of any kind is your friend and that the ads that make tobacco products seem glamorous are lies. There are also references to additional resources on the web. The activity book uses a variety of different challenges to educate children on the types of tobacco, the hype around tobacco and to say no to tobacco.
<i>Format</i>	DVD and activity books with posters, stickers and tattoos
<i>Date</i>	2004
<i>Source</i>	<p>Wisconsin Clearinghouse for Prevention Resources  1552 University Avenue  Madison, WI 53726-4085  PO Box 1468  Madison, WI 53701-1468  Phone in Madison: (608) 262-9157  Toll Free in Wisconsin: (800) 248-9244  FAX: (608) 262-6346  <a href="http://wch.uhs.wisc.edu/">http://wch.uhs.wisc.edu/</a></p>
<i>Source of Information</i>	Syndistar online catalogue

<b>Science, Tobacco and You</b>	
<i>Target</i>	Grades 4-5
<i>Length</i>	Varying lengths
<i>Cost</i>	Teacher guide- \$200; workshop (optional) \$2,500 for up to 50 teachers; various costs depending on needs \$1,050 to \$2,100
<i>Objectives</i>	To promote scientific literacy by encouraging students to ask and answer questions through the medium of the issues of tobacco use and prevention.
<i>Materials Description</i>	A multidisciplinary, multimedia, science curriculum through which students explore the harmful effects of tobacco on their bodies, strategies for handling peer pressure to use tobacco products, and the role that advertising plays in promoting tobacco addiction.
<i>Format</i>	Each package contains a box of manipulatives (all the equipment necessary for up to 250 students to conduct over 22 activities), a student/teacher guidebook, an interactive CD-ROM, and the website with many of these and supplemental materials in downloadable format.
<i>Date</i>	2001
<i>Source</i>	Center for Integrating Research and Learning or United Learning 1-888-892-3484 or 1-888-686-2100 <a href="http://www.scienceu.fsu.edu/states/wi.html">http://www.scienceu.fsu.edu/states/wi.html</a>
<i>Source of Information</i>	Introductory packet and web-site
<i>Evaluator Comment</i>	Nice activities that would add to tobacco education through the science curriculum.

<b>Second-Hand Smoke: A Matter of Life and Breath</b>	
<i>Target</i>	Grades 7-12
<i>Length</i>	10 minute video, varying lengths of activities
<i>Cost</i>	\$139.95
<i>Objectives</i>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Recognize that tobacco is an extremely addictive and dangerous substance</li> <li>➤ Appreciate how many dangerous chemicals exists in both mainstream tobacco smoke and in sidestream tobacco smoke</li> <li>➤ Understand that cigarette smoke causes serious damage to many areas of the body for both smokers and non-smokers alike</li> <li>➤ Realize that smoking is an unattractive habit</li> <li>➤ See vivid proof of the ways that smoking can alter a person’s life and well-being</li> <li>➤ Be wary of the power of advertising to “hook” new smokers</li> <li>➤ Spread the message that tobacco kills</li> <li>➤ Identify reasons to be smoke-free</li> </ul>
<i>Materials Description</i>	The video provides startling medical facts along with teenagers’ thoughts and reflections on how it feels to associate with those who smoke, and how they view the billion-dollar tobacco industry and its manipulative tactics. Provides unique approaches on how to handle other people who smoke.
<i>Format</i>	Teacher manual and 12 student activities with video.
<i>Date</i>	2003
<i>Source</i>	Human Relations Media 1-800-431-2050 <a href="http://www.hrmvideo.com">http://www.hrmvideo.com</a>
<i>Source of Information</i>	Introduction to the materials
<i>Note</i>	Not reviewed in 2007 due to date of publication



<b>Smoking Damages Nearly Every Organ in the Human Body</b>	
<i>Target</i>	Grades 9-12
<i>Length</i>	N/A
<i>Cost</i>	Free
<i>Objectives</i>	Educate students about the damage that smoking can cause to nearly every organ, and to the many diseases that can result from this damage. Encourage current users to quit.
<i>Materials Description</i>	Based on the 2004 Surgeon General's Report: <i>The Health Consequences of Smoking on the Human Body</i> , this interactive web-based resource allows students to view complex images of the various organs. These images can be rotated so that students are able to see all sides of the human body. Also the kind of damage that smoking will inflict upon the organ viewed is described.
<i>Format</i>	Web-based
<i>Date</i>	2004
<i>Source</i>	Centers for Disease Control and Prevention <a href="http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/sgranimation/html/index.html">www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/sgranimation/html/index.html</a>
<i>Source of Information</i>	Introduction to web-site
<i>Evaluator Comment</i>	Use flash version. Terminology is very medical. Very advanced. Great visuals. Lots of reading. Great for projects.



### Something Stinks in Hollywood



<i>Target</i>	Grades 6-12
<i>Length</i>	Various lengths
<i>Cost</i>	\$169
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ Make youth aware of the relationship, both past and present, between Big Tobacco and Hollywood</li> <li>➤ Help students recognize smoking in youth-rated movies</li> <li>➤ Advocate for an end to tobacco product placement in youth-rated movies</li> </ul>
<i>Materials Description</i>	The DVD has 50 clips from youth-rated movies that depict smoking, slides describing the history of smoking in the movies, comments from professionals in the movie industry and interactive activities. Also included is a downloadable discussion guide.
<i>Format</i>	DVD and downloadable discussion guide
<i>Date</i>	2005
<i>Source</i>	NIMCO, Inc. 1-800-962-6662 <a href="http://www.TobaccoFreeEarth.com">www.TobaccoFreeEarth.com</a> or <a href="http://www.nimcoinc.com">www.nimcoinc.com</a>
<i>Source of Information</i>	Pamphlet that comes with DVD and the discussion guide
<i>Evaluator Comment</i>	Recommended to be used as part of a more comprehensive curriculum, not as a stand-alone. Use as a training too or as pieces of a presentation. Too dry for straight use in the classroom.
<i>Youth Comments</i>	Parts of the DVD could be used at certain points of a presentation, but the whole thing is a no go. Although it has some good information, there are better ways to present the information given.

**Spit Tobacco:  
A Guide for Quitting**



<i>Target</i>	Grades 9-Adult
<i>Length</i>	Self-paced
<i>Cost</i>	Free
<i>Objectives</i>	Help spit tobacco users quit.
<i>Materials Description</i>	The booklet is focused on helping spit tobacco users quit their addiction. It has many tips to help substitute other activities for smokeless tobacco. It also gives advice for surviving the first two weeks and the withdrawal that comes with quitting.
<i>Format</i>	Booklet
<i>Date</i>	2006
<i>Source</i>	National Institute of Dental and Craniofacial Research National Oral Health Information Clearinghouse 1 NOHIC Way Bethesda, Maryland 20892-3500 301-402-7364 <a href="http://www.nidcr.nih.gov">www.nidcr.nih.gov</a>
<i>Source of Information</i>	Booklet
<i>Evaluator Comment</i>	Could be used as a supplemental piece in comprehensive youth treatment program. Adult facilitators could use it as a resource gathering piece. Doesn't really explain addiction. Nice book.

<b>The STOP Guide</b>	
<i>Target</i>	General Audience
<i>Length</i>	N/A
<i>Cost</i>	\$89.95
<i>Objectives</i>	Readers will gain an understanding of: <ul style="list-style-type: none"> <li>➤ The history of smokeless tobacco</li> <li>➤ The current usage</li> <li>➤ Some of the health risks of using smokeless tobacco</li> <li>➤ Various prevention and cessation techniques</li> </ul>
<i>Materials Description</i>	The binder contains a wide variety of information on all aspects of smokeless tobacco, including resources for further information and a brief list of prevention/cessation programs.
<i>Format</i>	Binder
<i>Date</i>	2006
<i>Source</i>	Applied Behavior Science Press 1-888-345-8744 <a href="http://www.appliedbehaviorscience.com">http://www.appliedbehaviorscience.com</a>
<i>Source of Information</i>	STOP Binder
<i>Evaluator Comment</i>	It is strongly recommended that users discard older versions and replace with this new version. Good resource guide. Not a curriculum.



<b>Tobacco Attention Grabber</b>	
<i>Target</i>	All ages
<i>Length</i>	Various lengths
<i>Cost</i>	\$29.95
<i>Objectives</i>	To assist with teaching or speaking about the adverse effects tobacco causes to all those who come in contact with this addictive drug.
<i>Materials Description</i>	A variety of creative activities designed to present analogies to smoking and its effects using visual aids (not included). All visuals are available for purchase at <a href="http://www.TobaccoFreeEarth.com">www.TobaccoFreeEarth.com</a>
<i>Format</i>	Binder
<i>Date</i>	2005
<i>Source</i>	NIMCO, Inc. 1-800-962-6662 <a href="http://www.TobaccoFreeEarth.com">www.TobaccoFreeEarth.com</a> or <a href="http://www.nimcoinc.com">www.nimcoinc.com</a>
<i>Source of Information</i>	Introduction to the binder
<i>Evaluator Comment</i>	Excellent resource for teachers and community programs.



**Unfiltered Facts-CD**

<i>Target</i>	Grades 5-7
<i>Length</i>	45-50 minutes
<i>Cost</i>	\$14.95
<i>Objectives</i>	<ul style="list-style-type: none"><li>➤ Inspire people never to use tobacco</li><li>➤ Motivate those who do use to quit</li></ul>
<i>Materials Description</i>	Music of several styles containing anti-tobacco messages that encourage the listener to avoid using tobacco or to quit if they do use. Some songs convey the negative consequences of tobacco use.
<i>Format</i>	CD
<i>Date</i>	2002
<i>Source</i>	Sterlen Barr Rapping About Prevention, Inc. PO Box 22355 Philadelphia, PA 19110 <a href="mailto:SterlenBarr@verizon.net">SterlenBarr@verizon.net</a>
<i>Source of Information</i>	CD jacket
<i>Youth Comments</i>	Some songs are out of date and would be laughed at. The songs should be played in a relaxed setting.

## Up to Snuff



<i>Target</i>	Grades 7-12
<i>Length</i>	Various lengths of time
<i>Cost</i>	\$24.95
<i>Objectives</i>	<ul style="list-style-type: none"> <li>➤ To help teachers, parents and adolescents become more aware of the health risks involved in using smokeless tobacco products</li> <li>➤ To help young people quit their use of snuff or chew if they are already using</li> </ul>
<i>Materials Description</i>	The workbook helps teachers educate young people and adults about the history, health risks, prevalence and legal issues of smokeless tobacco use. It includes 18 reproducible activities and a resource section on related materials and suggested readings.
<i>Format</i>	Teacher workbook
<i>Date</i>	2002
<i>Source</i>	Applied Behavior Science Press 1-888-345-8744 <a href="http://www.appliedbehaviorscience.com">http://www.appliedbehaviorscience.com</a>
<i>Source of Information</i>	Introduction to the workbook
<i>Evaluator Comment</i>	Good overall information on smokeless tobacco. Pharmacotherapy information and data related to prevalence are out of date. Supplement with more up-to-date information.

## **C. Fact Sheets**

For the most up-to-date data on tobacco usage and attitudes as well as current information on the effects of tobacco, visit these websites:

**Tobacco Control Resource Center, Wisconsin Clearinghouse for Prevention Resources**

<http://www.tobwis.org/>

**American Legacy Foundation**

<http://www.americanlegacy.org/>

**Campaign for Tobacco Free Kids**

<http://www.tobaccofreekids.org/>

**Wisconsin Youth Risk Behavior Survey**

<http://dpi.wi.gov/sspw/yrbsindx.html>

**Wisconsin Youth Tobacco Survey**

<http://dhfs.wisconsin.gov/tobacco/YTS.htm>

For up-to-date information on current medications to help people quit smoking

**University of Wisconsin Center for Tobacco Research and Intervention**

<http://www.ctri.wisc.edu/Smokers/smokers.htm>

## D. Resources Reviewed That Did Not Meet All Review Criteria

The resources listed below were reviewed at either the 2005 or 2007 Tobacco Resource Review, but were not included in either booklet because they failed to meet one or more of the required criteria.

Program Name	Date	Source
Ascent	2002	Hazeldon
Basement Bums	1998	NIMCO, Inc.
Chew Free	2004	ChewFree.com
Dusty the Dragon and Dr. Margie Hogan Talk About Tobacco	1990	ETR Associates/Network Publications
Fresh Air for Little Noses	2004	California Prevention Resources
How I Quit Smoking & Saved My Life	2002	Human Relations Media
How to Butt In!	1995	American Nonsmokers' Rights Foundation
Huffless Puffless Dragon	1964	Wisconsin Clearinghouse for Prevention Resources
It's Time to Think About Quitting	2002	Baccus and Gamma Fraternity
Let's Clear the Air: What Smoking Says About You	2002	Guidance Channel
* Michigan Model (4 & 5)	2006	University of Michigan
* Michigan Model (MS/HS)	2001	University of Michigan
Mr. Hakk 'N Koff	1995	NIMCO, Inc.
Pack It Up	1997	NIMCO, Inc.
Project Oz	Date unknown (probably early 1990s)	NIMCO, Inc.
* Project Towards No Drug Abuse	2001 and 2004	USC
Question Quest	2002	NASCO
STOP	2004	NIMCO, Inc.
Take 5	2006	Katie Boyd
Teens as Teachers	1992	American Nonsmokers' Rights Foundation
The Last Drag	2006	California Prevention Resources
Tobacco Free Teens	1998	American Lung Association of Minnesota
Tobacco Talk	1991	ETR Associates/Network Publications
Triumph Over Tobacco	Date unknown	NIMCO, Inc.
Uncovering the Smoke Scene	2002	<a href="http://www.be-free.org">www.be-free.org</a>
Youth Access to Tobacco	Date unknown	Department of Health and Family Services

\* Indicates a Model Program