

NO MORE BUTTS!



Buddy Handbook

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No More Butts! is sponsored by the Nova Scotia Department of Health, and Public Health Services and Addiction Services within the District Health Authorities, as well as interested high schools.

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Welcome to No More Butts!

You've decided you want to help a friend to stop using tobacco. Great. Having support from a friend or buddy is one of the most important factors in successfully quitting smoking and staying smoke free. This handbook is designed to help you help your friend, your buddy.

Quitting isn't easy, but what the activities and information in this handbook will do is to help you work with your buddy as they learn more about themselves. You will learn why they smoke. You will learn what they need to do to get through their days without having a smoke. And you will learn how to help them do this.

It's great you are the kind of person who is willing to give your time and effort to help a friend.

In the first year of *No More Butts!*, 95% of buddies wrote that they would recommend being a buddy to other people. Why? Buddies said

- “you get to help a friend”
- “it makes you feel good being able to help someone”
- “for your friend's health”
- “it's a lot of fun”
- “you learn lots of useful information”
- “it makes you never want to smoke”
- “it made me a more patient person”

You make a difference.

Let's get started.

No More Butts! Program Outline

What is it?

No More Butts! is a peer-led, stop smoking program for students in grades 10–12. In its first year, *No More Butts!* helped 81% of the people in the program on Quit Day: 43% were smoke free and 38% had cut down by half or more by the end of the program.

Is it for you?

No More Butts! is open to grade 10–12 students who

- smoke at least one cigarette a day
- smoked daily for at least the last 3 months
- have not started quitting before the start of the program
- are not using nicotine replacement therapy—the patch, gum, inhaler, spray, or pill

Can you make it?

There are 15 meetings at lunch for 7½ weeks.

Meetings will be held ons ands, at,
starting on , in room
(DAY) (DAY) (TIME) (DATE)

Meetings are up to 40 minutes long. If you must miss some class time because of the meeting, it will be an excused absence as long as you give an attendance ticket to your teacher.

What it's like

Meetings are lead by high school students who have been trained as group facilitators.

The meetings consist of activities focused just on you—in a booklet you keep—and activities and discussion with your buddy, or with small and large groups.

What you need

If you want to quit, you will need to find a friend who is willing to be your buddy and support you by coming to all 15 meetings. The friend you chose cannot smoke, has to have been smoke free for at least 6 months, and must be able to support you outside the school day.

In the first year, participants said “my buddy” was very helpful, and kept me coming to the meetings. And don’t be afraid to ask someone to be your buddy—95% of the buddies said they would recommend to others that they be a buddy. Their reasons?

- “you get to help a friend”
- “it makes you feel good”
- “for your friend’s health”
- “it’s a lot of fun”
- “you learn lots of useful information”

We have booklets, activities, participation awards, and prizes for buddies too.

You could win

Everyone who quits is already a winner, but we also have some prizes for extra incentive. To be eligible for a draw to win one personal CD player per school, you must quit on Quit Day (Meeting 7) and must be absolutely smoke free for at least four weeks. If you win the CD player, then your buddy wins a \$20 music store gift certificate. We may ask buddies, staff advisers, and fellow participants to verify your smoking status before the CD draw. If a peer leader or staff adviser has seen you smoke, you will not be eligible for the draw.

A slip or relapse will disqualify you from the CD player draw, but not from the program. Staying smoke free for any length of time is a big success and we want you to continue to be part of the group as long as it’s meeting your needs. Participation and effort are important. Everyone who stays with the program will be rewarded at Meeting 7 and 15.

Continued on the next page

Anyone smoke free for at least two weeks, and any buddy who participates in 12 or more meetings, will be eligible for a draw to win one of four \$20 music store gift certificates per school.

What we will cover

To give you an idea of the kinds of things in the meetings, here are the meeting titles:

1. Getting It Together as a Group
2. Why I Smoke
3. Pros and Cons of Smoking
4. Triggers to Smoke and How to Cope
5. Signs of Recovery and Dealing with the Nic Fits
6. Quit Day Preparation
7. Good-bye to Smoking—It's Quit Day!
8. Freedom 24 and Tips to Keep Not Smoking
9. Stress Busters
10. Learning from a Slip
11. Benefits of Being Smoke Free
12. Media Watch
13. The Truth About Smoking
14. Celebration Preparation
15. Farewell Celebration

The Role of a Buddy

Having a buddy to give support is a very important part of the program.

Did you know?

- Support is one of the most important factors in quitting smoking and not starting again (relapsing).
- Smokers who have support from others improve their chances of success.
- Relationships can be improved when friends help each other.
- People who give support to others trying to quit smoking reinforce their own belief in quitting.

What is a Buddy?

A Buddy is ...

caring and helpful
understanding
patient
respectful
positive
someone who believes in their partner

A Buddy does not ...

give advice or tell their partner what to do
criticize
nag
make you feel guilty
show impatience
brag

Continued on the next page

How to Be a Buddy

- __ Ask “How can I be most helpful?” and then follow through.
- __ Be available to listen and talk.
- __ Remind your friend of their reasons for wanting to quit.
- __ Talk about the benefits of quitting: extra money, freedom, and feeling good about themselves.
- __ Hang out with them in non-smoking areas and events.
- __ Practise deep breathing with your partner.
- __ Help plan for Quit Day—plan to do something together.
- __ Help avoid situations where your partner might be tempted to smoke.
- Be there for ongoing support.
- Don’t give advice or make the person feel guilty or ashamed. Turn slips into learning experiences. Focus on success not failure.
- Don’t offer them smokes.
- __ Help celebrate each week and month they are smoke free.

Write how you can be most helpful to your partner here:

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No More Butts! participants were asked “What parts of the program were very helpful?” and “What kept you coming to the meetings?”. Their top two answers to both questions included “my buddy” and “buddy support.” You make a difference.

Tobacco Facts

- 73% of Nova Scotians aged 15–19 *don't* smoke. (2001)
- “The base of our business is high school students.” (Lorillard tobacco company memo)
- 7 out of 10 teens who smoke want to quit.
- 8 out of 10 teens say that they would not date someone who smokes.
- Smoking can cause impotence in men and reduce fertility in women.
- Cigarette smoke contains 4,000 chemicals including those found in rat poison, rocket fuel, toilet bowl cleaner, and formaldehyde—more than 50 cause cancer.
- Nicotine is the most addictive drug in existence.
- “Very few consumers are aware of the effects of nicotine, its addictive nature and that nicotine is a poison.” (Brown and Williamson tobacco company memo)
- Cigarette manufactures added ammonia (window cleaner) to tobacco to enhance the effect of nicotine on the body.
- 3 out of 4 Marboro men died of cancer.
- Smoking while taking the pill makes it 10 times more likely that you could have a heart attack or stroke.
- By not smoking, you send a powerful message to younger people, which helps *them* make the decision to be smoke free.
- Why do smokers cough when they stop smoking? Because their lungs and air passages are cleaning themselves out.

Continued on the next page

Because second-hand smoke is harmful, many workplaces in Nova Scotia are smoke free, and many public places such as malls, restaurants, and airports are moving towards being completely smoke free.

Lee Iacocca drives a Chrysler, the chairman of Pepsi drinks Pepsi, the chairman of Nike wears Nike, but Michael Miles of Phillip Morris and Larry Tisch of Loews don't use the products they're pushing. They don't smoke any brand of tobacco.

When asked why R.J. Reynolds tobacco company executives did not smoke tobacco, an executive replied, "We don't smoke [it], we just sell it. We reserve that for the young, the poor, the black, and the stupid."

You asked for it—check out these websites for more effects of smoking and pictures of what smoking does to the body:

- http://www.smokingsucks.ca/gross_out/index.html
- <http://www.tobaccofacts.org/o2zone1.html>
- <http://www.tobaccofacts.org/media/pchild/poster-child-fullsize.jpg>
- <http://www.nobutts.ucsd.edu/interactive/default.asp>

Joe Chemo, Smoke Free Educational Services

Telling It Like It Is

Some Consequences of Smoking

Appearance

bad breath—many people don't like kissing smokers

stained teeth

stained fingers

dirty and damaged clothes—ashes and burn holes

wrinkles—smokers get wrinkles earlier and have deeper wrinkles

can cause eye problems—cataracts

Health and Performance

reduced sense of taste and smell
more colds, flu, and pneumonia

coughing, wheezing, and phlegm

short of breath—people who smoke a pack a day have $\frac{1}{2}$ a cup of tar deposited in their lungs per year. Can you imagine your lungs like balloons covered with tar? No wonder it's hard to get enough air... and because of the carbon monoxide from the smoke, your blood can't absorb as much oxygen from the air as a non-smoker.

Stress—nicotine causes hand tremors, tenses muscles, and speeds up and slows down brain activity

Some Benefits of Quitting

Appearance

after 2 days your breath, hair, fingers, and teeth are cleaner

your teeth may need to be professionally cleaned less often. This saves money.

stains disappear

clothes look better, have to be washed less often, and last longer

Health and Performance

2 days after quitting, senses of smell and taste improve

after 2–4 weeks, the coughing to clean out your lungs will lessen

within 8 hours of quitting, the carbon monoxide in you blood decreases and your oxygen levels return to normal
energy—you'll have more

nicotine and its by-products are out of your system within 2–3 days of quitting.

Continued on the next page

Some Consequences of Smoking

cold fingers and toes—poor circulation

heart disease—signs of heart disease and stroke can be found in teens who smoke

death—approximately half of smokers die from smoking-related illness, such as cancer, heart disease, and emphysema

Self Esteem

powerlessness—controlled by the craving for a cigarette

excluded, embarrassed—many workplaces, public places, and homes are now smoke free

guilty—about disappointing people who care about you such as parents, younger brothers and sisters, coaches, teachers, friends

Money

cigarettes/day	cost/year
3	\$ 432
7	863
10	1,208
20	2,417
25	3,031

Job Prospects

more workplaces are becoming smoke free. Since people who smoke take more breaks and are sick more, employers may prefer to hire non-smokers

Some Benefits of Quitting

within 20 minutes of your last cigarette, the body temperature of hands and feet return to normal

within 2 days of quitting, your risk of heart disease begins to decrease

after 1 year, your risk of heart attack is cut in half

Self Esteem

you are in control, no need to go out in the cold or rain to smoke or buy cigarettes

you can go any place without being embarrassed, or asked to leave to smoke
you increase your chances of meeting new and interesting people

no more worries about hiding your smoking. No more being nagged to quit. You'll be a great example for younger children
pride—in your ability to overcome a challenge like quitting smoking

Money

if someone 16 saves the cost of a pack a day, they will have over \$15,000 on their 21st birthday. By 56 they would have \$121,180. If they invested carefully, at 56 they would have \$948,611.

Job Prospects

overcoming smoking shows maturity and perseverance, which are qualities employers value

The Four Ds to Deal with Nic Fits

Delay—wait, don't have that cigarette. The urge will pass in 1½–5 minutes.

Deep breathe—Oxygen is a mood modifier, which can energize and relax the brain. You should notice a change after 5 deep breaths.

- Take a deep breath in through your nose for 5 seconds filling your stomach, ribcage, and chest with air. Breathe out through your mouth or nose for 10 seconds.
- If you feel dizzy, stop and move your arms to use the extra oxygen. With practice your body will get used to the extra oxygen. Every time you crave a cigarette, take a gentle deep breath. Within 5 breaths the craving will lessen ... and you can deep breathe anywhere.

Drink water—lots of it. Water helps remove nicotine from your body.

Sip slowly and hold the water in your mouth before swallowing. Stay away from coffee, tea, and cola drinks for awhile, because caffeine may trigger your urge to smoke, and without nicotine, your body absorbs twice as much caffeine.

Do something else, like relaxation activities to reduce stress and tension.

Str-r-r-retching

- Stop what you are doing. Breathe in. Breathe out and relax your jaw.
- Reach over your head with your right arm and move it toward your left shoulder. Hold for 5 seconds.
- Reach over your head with your left arm and move it toward your right shoulder. Hold for 5 seconds.
- Drop your shoulders and let your hands hang down by your side.
- Lift your shoulders towards your ears and hold for 5 seconds. Drop your shoulders and relax for 10 seconds. Repeat 2–3 times.

More relaxation exercises on the next page

- Slowly turn your head to the left and hold for 10 seconds. Slowly turn your head to the right and hold for 10 seconds. Then rotate your chin in a circle three times one way, and then three times the other way.
- Breathe in slowly for 5 seconds. Breathe out, like sighing, through your mouth for 5 seconds.

Tighten and Relax

You can do this sitting, standing, or lying down. Tighten every muscle in your body, from your toes to your face. Hold the tightening for 10 seconds. Then relax. You can do this relaxation exercise anywhere.

Review your most important reasons for not smoking and write them on a card that you keep with you.

Listen to music

Read

Chew sugarless gum

Go somewhere smoking isn't allowed—a movie, library, mall

Do a physical activity you enjoy.

Change your routine.

Concentrate on something positive.

Talk yourself out of the urge.

Talk to a friend.

Take a shower.

Doodle.

A Quick Guide to Doing Something Else

Read the “Trigger Situation” column and circle the triggers you have. If there are other things that trigger your urge to smoke, write them in the empty boxes at the end of the chart. *The chart continues on the next page.*

Then make this your own plan by writing in what you will do to cope with *your* triggers to smoke in the “I Will ...” column (from the group activity, “other choices/actions” column, your own ideas, or discussion with your buddy)

Trigger Situation	Other Choices/Actions	I Will ...
Going to the mall, school, or other places where smoking happens	Stay away from the smoking area. Go to smoke-free malls, movie theaters, and restaurants.	
Party	Visualize yourself not smoking at the party. Use positive self-talk by reminding yourself that smoking just one cigarette will hurt. Avoid alcohol.	
After a meal	Brush your teeth and tongue (it makes smoking less appealing), go for a walk, or take deep breaths.	
Talking on the phone	Doodle. Keep your call brief. Tell your friend that you can't talk long because it makes you want to smoke.	
Bad news	Do deep breathing. Get support by calling a friend. Express your feelings. Use positive self-talk by reminding yourself that smoking will not make it better.	
Bored	Listen to music, read, keep your hands busy—play with a pen, pencil, stress ball.	

Trigger Situation	Other Choices/Actions	I Will ...
Anger/arguments	Take deep breaths. Use positive self-talk by reminding yourself that smoking will not make it better. Talk about your feelings.	
Stress—Is it best to avoid, accept, or alter the situation causing you stress?	Take deep breaths if you can accept or avoid the situation. Do other things you enjoy—listen to music, go for a walk, shoot some hoops. Remember, smoking does not reduce stress. If you have to take action to change the situation causing the stress, do it. Ignoring the situation usually won't make it go away ... and could add more stress to your life.	
With friends who smoke	You may need to avoid being around friends who smoke for a while, just until you feel confident you can say no to smoking. Ask them not to offer you cigarettes. Think about and visualize yourself as a fun-to-be-with non-smoker.	
Coffee or other caffeine drinks	Cut down for at least the first few weeks because without the nicotine, your body absorbs twice as much caffeine. Drink milk or fruit juice, which make smoking taste bad, or water.	
Tired	Do deep breathing, tightening and relaxing. Do a restful activity. Get more sleep. Try for 9 hours a night, and go to bed and get up the same time every day.	

Source: Australia Ministry of Health <http://www.quitnow.info.au/quitterspage.html>

Handling Withdrawal Symptoms & Signs of Recovery

Withdrawal symptoms are signs of recovery—proof your body is breaking its dependence on smoking and returning to its normal state.

You may feel these symptoms:

Hunger—if you plan for it, you won't overeat and put on weight.

Dizziness—this happens as you adjust to a normal oxygen supply. It will pass in 2 days to 2 weeks.

Can't get to sleep—this may last 2–3 weeks. Nicotine affects brain wave function and may have changed your sleep patterns.

Feeling restless—a good sign. Your body is recovering and has more energy.

Spaced out, trouble concentrating—this is probably carbon monoxide withdrawal.

Ways to cope:

Take control of your appetite—don't replace cigarettes with food. Try sugarless gum instead of candy or sweets.

Choose healthy snacks such as fruit, vegetables, unbuttered popcorn, lower fat yogurt, milk. Drink 6–8 glasses of water a day.

This happens because of the increased oxygen that your brain is getting once the carbon monoxide from smoking is gone. Allow two weeks for these symptoms to disappear.

Warm baths, warm milk, and deep breathing help. Cut back on caffeine. Get some exercise, but not just before bed.

Take some deep breaths. Be more physically active. Cut down on chocolate, coffee, tea, and colas—they all have caffeine.

Try deep breathing to increase oxygen to the brain. Step up your level of physical activity for the same reason.

Continued on the next page

Constipation—part of your body’s re-adjustment to no nicotine

Be sure to eat enough vegetables and fruit. Try a bran muffin or bran cereal. It is important to increase the amount of water you drink.

Coughing—your lungs are cleaning themselves out. It may last 2–4 weeks.

Drink lots of water. This will pass in a few days. If it gets too bad, try cough drops to soothe your throat.

Itchy or tingling scalp, hands, or feet, or sore gums—smoking harms blood circulation. As it returns to normal, the blood vessels carry a richer oxygen supply, and can make you feel itchy or sore.

These feelings are caused by improved circulation due to nicotine leaving your body. These sensations will stop as your body returns to normal.

Tense, edgy, irritable—this is the most common reaction and may last 1–7 days.

Relax. Take some deep breaths. Do the relaxation activities and stretching. Be more physically active.

Craving or wishing for a cigarette—intense craving may last 1–7 days

Deep breathe and let it pass. Initially it may last 1½–5 minutes. As the time since smoking gets longer, the craving time gets shorter. The urge also gets weaker.

Sad, “blue,” or depressed—these feelings may last 2–3 weeks.

Your body is adjusting to not having the artificial high from nicotine and you may feel like you are missing something. Most people find they return to normal in a few days. If these feelings don’t go away, or you feel really depressed, talk to your doctor, parent, or guidance counselor. Physical activity is a way to reduce this sign of recovery. To get started go for a brisk walk.

Planning to Quit for 24 hours— Practice Quit Day

Prepare for temptations—look ahead in your school agenda and social plans to identify situations that may tempt you to smoke such as tests, parties, or certain events or times of the day. Then prepare for them. If it's a party, avoid going to the first few, or ask your friends not to give you smokes. Practice saying "no" if someone offers you a cigarette. "No thanks, I'm trying to quit." or "Go ahead, I'm just going to talk to someone here."

"A goal that is not written is just a wish. Writing a goal down is 10 times more effective than just thinking it"—Sean Covey author of *The 7 Habits of Highly Effective Teens*

My practice quit day is

This is what I am going to do to avoid, or cope with, my triggers to smoke on my practice quit day:

1.
2.
3.
4.
5.

In case of cravings I will

1.
2.
3.
4.
5.

Continued on the next page

Pack a personal survival kit to have with you after your last cigarette—a water bottle, sugarless gum, a toothbrush, your reason for quitting, and a picture of someone who will be happy you quit. We'll give you a stress ball on Quit Day.

This is how my buddy will support me:

1.
2.
3.
4.
5.

This is how I will celebrate and reward myself for not smoking for 24 hours:

.....

We believe what we tell ourselves. Be positive!

Visualize yourself as a ex-smoker.

Use your plan.

Ask your buddy and others for support.

Believe in Yourself.

If your friends or family smoke, ask them not to

- smoke around you
- offer you a cigarette
- leave cigarettes where you can find them
- tease you about not smoking

Planning for Quit Day

“A goal that is not written is just a wish. Writing a goal down is 10 times more effective than just thinking it.”—Sean Covey author of *The 7 Habits of Highly Effective Teens*

My quit day is:

This is what I am going to do to avoid, or cope with, my triggers to smoke:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Continued on the next page

In case of cravings I will

1.

2.

3.

4.

5.

This is how my buddy will support me:

1.

2.

3.

4.

5.

This is how I will celebrate and reward myself for not smoking. I can use the money I used to spend on cigarettes if some of my rewards cost money.

We believe what we tell ourselves. Be positive!

Visualize yourself as a ex-smoker.

Use your plan.

Ask your buddy and others for support.

Believe in Yourself.

How I Will Help My Friend Stop Smoking

Here are some ways you can support your friend after they stop smoking:

- Let your friend know that you are really happy they are quitting.
- During the first few days make yourself available, either by phone or in person. Be prepared to listen to hostile or angry feelings—don't counsel, just listen. Your friend may be reacting to the stresses of withdrawal by lashing out.
- Smoking is a habit that took a long time to learn and it can take a long time to change. After the first few days the worst should be over. Arrange to see your friend regularly for several weeks. Your commitment is important.
- Help your friend to stay away from smokers, and away from cigarettes, as much as possible. Avoid situations where it would be too easy for your friend to have “just one.”
- Encourage your friend to talk about what they are feeling or experiencing. Listen supportively, without judging.
- Surprise them with an unexpected little gift, or take them to dinner after the first week or month smoke free.

(Adapted from COMMIT to a Healthier Brant)

Continued on the next page

Work together to write in the answers to the following questions.

Buddies, ask your partner:

How can I show my support as you stop smoking?

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What can I do to help you avoid/cope with the possibility of weight gain after you quit?

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How else can I help you not to smoke?

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What kinds of rewards could I give (that don't cost money)?

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Buddies, ask yourself:

What will you do if you get impatient with your partner when they are coping with withdrawal symptoms? (The Four Ds, positive self talk, and stress balls can work for buddies, too.)

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Changes Your Body Goes through When You Quit

20 minutes

Body temperature of hands and feet return to normal.

Blood pressure drops to normal level.

Heartbeat slows down and pulse rate drops to normal.

8 hours

Carbon monoxide in your body drops and oxygen returns to normal levels.

24 hours

Your body rids itself of carbon monoxide.

Oxygen level in blood increases.

48 hours

Nerve endings start regrowing.

Lungs may be removing mucus; you may be coughing more for several weeks.

Ability to smell and taste increases to normal levels.

Your chance of having a heart attack starts to go down.

72 hours

There are no more nicotine and nicotine by-products in your body.

Bronchial tubes relax; if undamaged this will make breathing easier.

Lung capacity increases.

2 weeks—3 months

Walking becomes easier.

Blood circulation improves.

Lung function increases by up to 30%.

If you're male, your sperm count will increase to more normal levels.

Within three months, your lungs re-gain the ability to clean themselves.

1–9 months

Coughing, tiredness, sinus congestion, and shortness of breath improve over a number of weeks.

Cilia can grow back in the lining of the lungs, increasing ability to handle mucus, clean lungs, reduce infections.

12 months

Your risk of dying from heart disease is half that of someone who smokes.

Changes I am looking forward to:

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Feelings about Quitting Smoking

An important part of the quitting process is learning how to express your feelings. It's important to remember when doing this that feelings are neither good nor bad. They simply are, and people need to accept them.

Quitting smoking is a major change that may come with strong feelings. It is very common to experience intense emotions for several days or weeks after quitting. Quitting smoking may bring mixed feelings for you. Part of you is ready to say good-bye to cigarettes forever, while the other part is worried about being able to live without cigarettes. You may be sad about leaving behind the friend that cigarettes have become. It's normal to feel this way.

You may feel angry at the world for having to give up something that gave you pleasure or sad because you feel that no one understands your loss or how deprived you feel. It may help you to know that these are common feelings associated with loss. People generally feel some form of denial at first. You may think "Maybe I don't really need to quit smoking now. I'm not doing that much damage to myself." Or you may not acknowledge the difficulties associated with quitting. Not everyone will experience denial in these ways. Sometimes it is felt as a numbness.

The longer you quit smoking, the more comfortable you will feel about not smoking. This is the acceptance stage of loss. Your anger and sadness will begin to subside and you may have a growing feeling of pride about quitting.

When you first quit smoking, you need to learn how to handle your feelings about quitting without having a cigarette. You may need to change your thinking from the idea that a cigarette would help you, to talking about your feelings with others. If you give up the idea that "smoking makes it better," you will be less likely to go back to cigarettes during stressful times. Confront your feelings and the urge to smoke with the 4Ds and positive self-talk.

Remember that no matter how long you quit smoking—whether a few hours, a day, a week, or a few months—you are always better off for having done so because each attempt at quitting increases your chances of success.

Adapted from: Holmberg-Schwartz, D. *Catching Our Breath. A Journal about Change for Women who Smoke.* Winnipeg: Women's Health Clinic, 1990.

Doing Something about Stress

“Give me the serenity to change what I cannot accept, accept what I cannot change, and the wisdom to know the difference.” Adapted from The Serenity Prayer by Reinhold Niebuhr

There are four main ways to handle stress:

1. Change the situation

- Ask for help.
- Talk to a friend.
- Go for a walk.
- Take “time out.”

2. Change your self-talk

- “I can learn to express my point of view.”
- “I can solve problems.”
- “I can learn from my mistakes.”
- “I can change.”
- “I am capable.”

3. Change your body’s reaction

- Deep breathe.
- Do relaxation exercises.
- Go for a walk.
- Use a stress ball.
- Buy a puzzle ring.

See next page

4. Change your lifestyle

- Eat well.
- Get enough sleep.
- Get regular physical activity.
- Develop/seek supportive relationships.
- Avoid drugs such as caffeine and alcohol.
- Practise a regular stress management technique (deep breathing, relaxation, imagery).

Next time you're in a stressful situation or feel depressed, try one of the following:

1. Talk it over.
2. Make a plan.
3. Do something.
4. Be good to yourself.
5. Work up a sweat.
6. Try to keep things in perspective.

Now use this information to complete the activity on the next page.

What Do You Think?

The following article came from the *Muse*, a university paper out of St. John's, Newfoundland. Read it over.

Student Councils take Tobacco Money

by David Cochrane, the *Muse*.

ST. JOHN'S, Nfld. (CUP)—Student councils in Atlantic Canada are drawing criticism from anti-smoking activists for promoting rock concerts sponsored by a major tobacco company. Rock band Spirit of the West is swinging through the East Coast on a university tour financed by Belvedere Rock, a promotional wing of tobacco conglomerate Rothman's-Benson and Hedges.

Anti-smoking activists say the promotion is a deliberate attempt by the tobacco company to publicize its products to the youth market. "I think this is an example of how tobacco companies are using sponsorship activities to very successfully promote a desirable image of their product and to ensure that it is distributed among young people across Canada," Heather Selin of the Non-Smokers Rights Association said. "They think that sponsorship advertising is just as effective [as direct advertising] and more politically saleable."

The Belvedere Rock tour will make stops at the University-College of Cape Breton, as well as Mt. Allison, Dalhousie, St. Francis Xavier and Memorial University.

Memorial's student council says it can justify holding the event because it will make a profit. "I'm being asked to bring entertainment on this campus and I'm trying to do it in the cheapest manner possible," said Keith Clarke, CSU vice-president executive.

Dalhousie's student council also views the matter of holding the tobacco-sponsored concert as a business decision, not an ethical one. "Basically we're a venue and they're providing student entertainment," student president Brad MacKay said. "We're providing entertainment to students and really entertainment is an issue to us and not sponsorship."

The student councils are getting a cut rate concert out of the deal and most, if not all, of the promotion is being handled by Belvedere. In St. John's alone Belvedere has dropped about \$10,000 into advertising, including numerous radio spots and full colour ads on the backs of city buses.

John Macdonald, spokesperson for Rothman's-Benson and Hedges, denies that promoting these concerts is an attempt to get young people to light up. "These are sponsorships that comply with the industry code. People do not start to smoke because of any sponsored events that are promoted or sponsored by our industry any more than they go out and start eating soup" he said. "We have a right to sponsor events and these events have nothing to do with the reasons why people start to use the product."

But Selin says it is the very nature of the event which attracts young people. "This kind of concert and the advertisements for this kind of concert tour are going to draw enormous interest

from people under 19. The youth image around Belvedere is very strong. Its part of the marketing strategy and [promoting concerts] fits into it.”

Andrew Cash, a singer/song-writer based in Toronto, agrees concert sponsorships are an attempt to reach the youth market. “The industry wants to get at young people to replace the 45,000 people who die of tobacco-related illness each

year,” Cash said. But Cash said sponsorship advertising also represents an attempt by tobacco companies to use Canada’s needy arts community, which often suffers from a major lack of funding. “I can understand why people would take tobacco money,” Cash said. “It’s very difficult to make a living in the arts in this country and I think the tobacco companies are very happy about that.”

Who thinks what? Fill out the chart below.

Who spoke on this issue?	What did they say about it?	What is their opinion?
Heather Selin, Non-Smokers Rights Association		
Keith Clark, Student Union executive		
John Macdonald, spokesperson for the tobacco company		
Andrew Cash, singer		

Are You a Target?

Are you a target?

Did you ever consider that a company may be thinking of you as a target? The goal of most business is to make money. In order to make money, they advertise their products. Advertising works better if it is designed with a target in mind—teens, for example.

Look at the boy in the picture. He is a target of at least 3 companies.

A) Why did the companies place their ads in this exact spot?

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Would you buy cigarettes if this man asked you to? Probably not. Companies want you to think that if you buy their product, you will be like the person in the ad—sexy, cool, happy, and so on.



Spoof ads courtesy of <http://www.adbusters.org/spoofads/tobacco/>

Look at the ads below. What does the ad company want you to think? The first one is done as an example.

A) In this ad, the people are all friends and they are having a good time. The message would be that if you smoke, you will have friends and have fun.

Did you know that most teens don't smoke? If you put 100 Nova Scotian teenagers in a room, 73 of them would be non-smokers.



B) What is the message in this ad?

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C) This is Joe Camel. Who is the target market for this ad? What is the message?

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Continued on the next page

D) Here are some “spoof ads” that speak out against the marketing tactics of companies to try and show what tobacco smoking is really all about. What do you think of these?

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E) Think of an ad you have seen and describe how you would re-design it as a “spoof ad” that shows what smoking is really about.

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Check out these websites to find out what the tobacco industry says about youth and to see how the tobacco industry makes money at your expense.

<http://www.getrage.org>

<http://www.wholetruth.com/>

Spoof ads courtesy of <http://www.adbusters.org/spoofads/tobacco/>

10 Myths about Smoking

1. It keeps you skinny.

While smoking appears to suppress your appetite, and does speed up your metabolism, there are healthy ways to do this. Drink 6–8 glasses of water a day, choose healthy foods, and be physically active at least 60 minutes a day (can be in 10 minute segments). If you're worried that you'll turn into a blob the minute you quit smoking, think again. Studies have found that those people who put on weight gain only 5–8 pounds.

2. Smoking calms you down.

The latest research shows that smoking may make you tense, stressed, nervous, and can lead to panic attacks. A new study found that teens who smoke at least one pack a day have 12 times the risk of panic attacks and five times the risk of general anxiety as nonsmokers.

3. It looks cool.

Many ads depict smokers as the coolest kids on the block, but smokers often feel socially awkward. Cigarettes might make it easier to start a conversation or bond with people, but don't you want your friendships to be based on something like laughing at the same jokes or liking the same music?

4. It's sexy.

Smokers are often portrayed as glamorous people who look sophisticated when they smoke. But the truth is, there's nothing attractive about the stench. Your breath stinks, your hair and clothes smell gross, and no amount of perfume can cover it up. There's also that alluring hacking cough, and you are more susceptible to colds and viruses. Smoking causes your skin to wrinkle and sag prematurely, stains your teeth and fingertips a dirty yellow, and can make the rings under your eyes much darker. Lovely!

5. It's a cheap thrill.

Cigarettes are getting more expensive all the time, and they're heavily taxed. A pack-a-day smoker spends \$58 a week on cigarettes (based on 2002 price). In one year, the cost of cigarettes adds up to more than \$3000, close to the price of a computer, or a trip to Europe.

Continued on the next page

6. It's enjoyable.

"Most people think they smoke because they like the taste of cigarettes and the buzz they get from it," says Alan I. Leshner, Ph.D., director of the National Institute on Drug Abuse. "Nicotine is a stimulant, but over a period of time, it depresses your mood, and the reason why you want to smoke changes. Your brain gets rewired and your priorities shift, so you are no longer smoking because you enjoy it, but because smoking has become your brain's top priority." In other words, you're addicted.

7. You won't get hooked.

Even if you only smoke occasionally, you may still develop a lifelong habit. In fact, 33% of people who ever try a cigarette become addicted—a higher percentage than any other drug around, says Dr. Leshner. "Sure some people are more susceptible to it than others, but twice as many people become addicted as become addicted to alcohol," he adds. And a new study shows that your health is compromised whether you smoke a little or a lot.

8. Cancer won't affect you because they'll find a cure by the time you get older.

It's been over 37 years since the Surgeon General first reported that smoking increases your chances of getting cancer, and "they" still haven't found a cure for it. Lung cancer causes more deaths each year than breast, ovarian, and prostate cancers combined. For those who do get lung cancer, only 14% live. It's hard to detect in its early stages.

9. Everyone is doing it.

That's not true. Only 27% of high school students in Nova Scotia used tobacco products in 2001, and these numbers are going down.

10. Hey, it's only a cigarette!

Okay, so it's not like heroin, but nicotine is a controlled substance. Smoking is the number one preventable cause of death which kills over 1600 Nova Scotians a year. Smoking leads to emphysema (the respiratory disease that Christy Turlington was diagnosed with when she turned 31, though she had stopped smoking when she was 26). Even secondhand smoke causes death and disease which kills 200 non-smoking Nova Scotians a year. And the younger you are when you start, the longer you'll smoke.

Source: Marisa Fox

I Will Help My Buddy to Be Smoke Free in the Future

How I plan to help my friend avoid smoking:

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FOLD

FOLD

FOLD

CUT HERE



Name Tent Card

No More Butts! is a peer-led stop smoking program for high school-aged students who smoke daily and who want to quit.



No More Butts! is sponsored by the Nova Scotia Department of Health, Public Health Services and Addiction Services within the District Health Authorities, as well as interested high schools.

December 2002