

SEEING IS BELIEVING

Topic Area: Social norms regarding tobacco

Audience: Middle School/High School

Method: Classroom Activity

Time Frame: 5 minutes plus possible discussion extensions

Materials Needed: None

Learning Objectives:

- 83% of teens don't smoke.*

Activity:

- Ask students the question, "How many teens smoke?" Wait until you have a few different responses. Do not give them the answer but instead lead them into this activity.
- Go around the room, up and down the rows, and have each student say one word in the phrase, "Most teens do not smoke". This is just like counting off by 5's, but instead of saying numbers, the students will say the words of the above sentence. Tell them to remember what they said.
- Ask all the students to stand up.
- Ask the students who said the word "smoke" to stand on one side of the room and all the other students to stand on the other side. Explain that the students who said "smoke" represent the percent of teens (approximately 17%) who smoke and that all of the other students (4 out of 5) represent the non-smokers (approximately 83%).

Discussion Ideas:

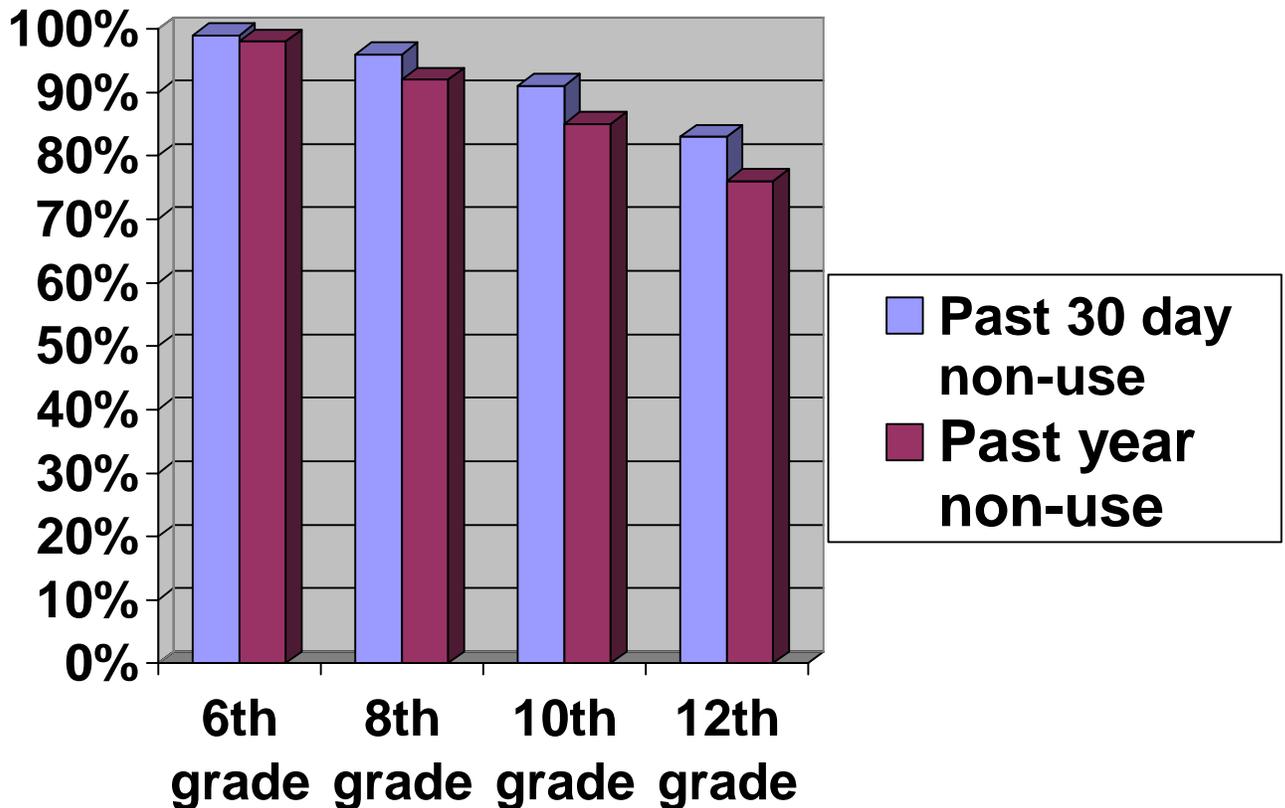
- Did it surprise you to see how many people don't smoke?
- Why do you think we all had misperceptions regarding how many people smoke and where do those misperceptions come from?
- Review the word "Normalization" with the class. Ask the class how tobacco gets "normalized" in our society. (advertising, tv, movies, celebrities, music, etc.)
 - **Normalization:** The more often you see a message for a specific product, the more normal and popular it seems.
- What can we do to accurately portray the number of people who are tobacco free?

*2008 Illinois Youth Survey Results for Lake County 12th graders. For more accurate data for your classroom, please see the reverse side.

SEEING IS BELIEVING (CONTINUED)

Cigarette Use - 2008 Lake County Illinois Youth Survey Results

	PAST 30 DAY NON-USE	PAST YEAR NON-USE
6 th grade	99%	98%
8 th grade	96%	92%
10 th grade	91%	85%
12 th grade	83%	76%



Past 30 day non-use: Student has **NOT** smoke cigarettes at least once in the last 30 days.

Past year non-use: Student has **NOT** smoked cigarettes at least once in the past year.