

## Teaching notes

You could use the ideas below as a sequence over two lessons or as stand-alone activities.

They are suitable for KS3 students.

### Idea 1: Quiz (10 minutes)

Always a fun way of introducing facts and figures about a rather depressing topic!

Make a quiz using facts from a video then play the video to give the answers, for example:

<http://www.youtube.com/watch?v=atgF27algY4> (4:55).

Alternatively, you could use or adapt the quiz in the accompanying PowerPoint slides. (Go to [www.teachitcitizenship.co.uk](http://www.teachitcitizenship.co.uk) and search for 23099.) Please note that it is **not** based on the video above. The answers are provided on slides 5-7.

### Idea 2: Gimmie five! (15 minutes)

Get each student to draw around their hand on a blank sheet of paper. In each finger, they should write down one idea on a given topic.

For smoking, topics could include:

| Five reasons why people start smoking  | Five negative effects of smoking   |
|--|--|
| <p>Show students one of the following videos:</p> <p><b>As plain as day</b><br/>Interviews in Birmingham<br/><a href="http://www.youtube.com/watch?v=DWR1C-1NrGQ">http://www.youtube.com/watch?v=DWR1C-1NrGQ</a> (1:50)</p> <p><b>The Burning Question</b><br/>Interviews in Dublin<br/><a href="http://www.youtube.com/watch?v=2NKp0XvLJPY">http://www.youtube.com/watch?v=2NKp0XvLJPY</a> (4:48)</p> | <p>Show students one of the following American videos:</p> <p><b>Smoking and its effects on health</b><br/>A fairly gentle animation<br/><a href="http://www.youtube.com/watch?v=lW6hwmZbmE">http://www.youtube.com/watch?v=lW6hwmZbmE</a> (2:46)</p> <p><b>The Harmful Effects of Smoking</b><br/>Harder-hitting, with photos of effects<br/><a href="http://www.youtube.com/watch?v=TqqApcqKcY0">http://www.youtube.com/watch?v=TqqApcqKcY0</a> (4:26)</p> |

| Possible answers   | Possible answers   |
|--|--|
| <p><b>Possible answers</b></p> <ul style="list-style-type: none"> <li>• Because my mum/dad smokes.</li> <li>• Because my older sister/brother smokes.</li> <li>• Because my friends smoke.</li> <li>• Because my friends wanted me to try (peer pressure).</li> <li>• Because I was curious to try it.</li> <li>• Because I thought it was a way to relax.</li> <li>• Because I wanted to make my own decisions.</li> <li>• Because I was stressed/depressed.</li> <li>• Because I was told not to.</li> </ul> | <p><b>Possible answers</b></p> <ul style="list-style-type: none"> <li>• Causes many types of cancer.</li> <li>• Makes you short of breath.</li> <li>• Increases the risk of lung diseases (pneumonia, emphysema, bronchitis).</li> <li>• Increases the risk of heart attacks and strokes.</li> <li>• Can weaken your bones (increase the risk of osteoporosis).</li> <li>• Can give you problems with your eyesight (blindness/cataracts).</li> <li>• Makes your teeth, fingers and nails go yellow.</li> <li>• Can make men lose their hair faster.</li> <li>• Can give you bad breath and gum disease.</li> <li>• Gives you wrinkles.</li> <li>• Smells bad and makes your clothes smell.</li> <li>• Is very expensive.</li> </ul> |

### Idea 3: How far should we go? (20 minutes or more)

Find out if students know what current UK tobacco laws are, and ask them to discuss what the laws should be, using one of the tables on pp.4-5 below.

#### Answers

**Advertising tobacco** is banned in the UK:

- on websites (since 2002 in the UK; since 2005 in the rest of Europe)
- on TV (cigarette advertising banned since 1965 in the UK; all TV tobacco advertising banned since the mid 1990s in the whole of Europe)
- on the radio (since the mid 1990s in the whole of Europe)
- at sports events (banned from British Formula One in 2002, from all UK sports events in 2003 and throughout Europe in 2005)
- in newspapers and magazines (since 2002 in the UK; since 2005 in the rest of Europe)
- on posters in the street (since 2002)
- in shops which sell tobacco (since 2012).

It is due to be banned on packets in 2014-15. However, TV advertising of e-cigarettes will be allowed in the UK from November 2014, as long as it doesn't target children or non-smokers.

**Smoking tobacco** is currently banned in closed public spaces, including bars and nightclubs (since 2006 in Scotland and 2007 in the rest of the UK).

The British Medical Association wants smoking to be made totally illegal, starting with people born after the year 2000. This could lead to a debate on the topic 'Smoking should be totally illegal'.

### Idea 4: Poster campaign (an hour or more)

Look on Google images for suitable anti-smoking posters. Some good ones are available here:

<http://www.buzzfeed.com/copyranter/the-17-best-anti-smoking-print-ads-ever#qtjd2r>

Show students six posters, clearly numbered 1-6, and ask them to complete the table on p.6 below in pairs or small groups:

Then display the following instructions:

**The NHS has decided to produce some new posters to put young people off smoking.**

**They feel that young people themselves can design the best posters.**

Your task is to design a poster for secondary school students. It should include:

- reasons why smoking is a bad idea (facts)
- an eye-catching design
- a slogan.

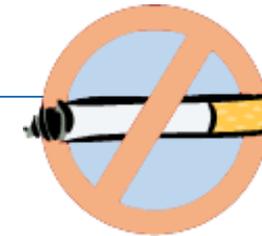
### Further information and advice

Further tobacco information and advice for young people is available from the Youth Services section of the QUIT website:

<http://www.quit.org.uk/youth-services/>

**Student sheet**

**Banning tobacco advertising**



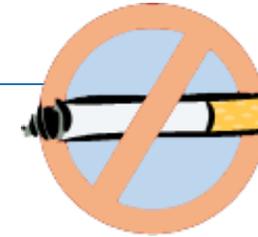
The laws about tobacco advertising in the UK have changed a lot over the years. Do you know what the current laws are? Tick the boxes in the **middle column**.

|  | Is currently illegal | Should be illegal |
|--|----------------------|-------------------|
| On websites  |                      |                   |
| On TV  |                      |                   |
| On the radio   |                      |                   |
| At sports events   |                      |                   |
| In newspapers and magazines  |                      |                   |
| On posters in the street   |                      |                   |
| In shops which sell tobacco  |                      |                   |
| On packets   |                      |                   |
| Indirectly, e.g. non-tobacco products (e.g. clothing) by tobacco companies |                      |                   |

What do you think the laws *should* be? Discuss it in your group.

When you all agree, tick the boxes in the **right-hand column**. Be prepared to justify your answers.

**Banning tobacco (smoking)**



The laws about smoking tobacco are different in different parts of the world. Do you know what the current laws are in the UK? Tick the boxes in the **middle** column.

|   | Is currently illegal | Should be illegal |
|---|----------------------|-------------------|
| In closed public spaces (schools, offices, hospitals, factories, cinemas, public transport, stations) |                      |                   |
| In bars and nightclubs  |                      |                   |
| In open public spaces (in the street, in parks)   |                      |                   |
| In private cars where there are children  |                      |                   |
| In all private cars   |                      |                   |
| In private gardens where there are children   |                      |                   |
| In private gardens  |                      |                   |
| In private homes where there are children   |                      |                   |
| Totally illegal   |                      |                   |

What do you think the laws *should* be? Discuss it in your group. When you all agree, tick the boxes in the **right-hand** column. Be prepared to justify your answers.

**Anti-smoking campaigns**

Look at the six posters and complete the table.

| Poster | Target audience | Impact | My opinion of the advert |
|--------|-----------------|--------|--------------------------|
| 1.     |                 |        |                          |
| 2.     |                 |        |                          |
| 3.     |                 |        |                          |
| 4.     |                 |        |                          |
| 5.     |                 |        |                          |
| 6.     |                 |        |                          |