

FACILITATOR'S LESSON/ACTIVITY PLAN

Greetings Teachers, Health Advocates, and Youth Leaders!

The Arkansas Youth Leadership Initiative is proud to present to you **The Billy P. Story: The Truth Hurts**, a prevention tool to assist in educating youth of the dangers of tobacco and the consequences of tobacco use. By watching this DVD and participating in the activities, youth advocates learn how the decision to use tobacco has cost Mr. Billy his lifestyle, and may ultimately cost him his life.

WHO ARE WE?

We are a statewide youth-led prevention program: with a primary focus on tobacco prevention. In 2003, the Arkansas Youth Leadership Initiative's (YLI) Tobacco Control Youth Board of 53 youth leaders from across the state, designed, developed, organized, and implemented a statewide youth-led grass-roots counter marketing campaign against Big Tobacco called the YES (Youth Extinguishing Smoking) Team!

"WHEN YOU SAY NO TO TOBACCO, YOU SAY YES TO LIFE!"

Members are introduced to the program by their peers, current YES TEAM members, or through a presentation of sorts, like the Billy P. Story: The Truth Hurts. While any one can join the YES Team, its focus is on 5-26 year-olds that are committed to being tobacco free. Being tobacco free is the ONLY requirement; however, we encourage youth to be Youth with Purpose by becoming leaders that educate, advocate, and render service to their communities using their VOICES to speak beyond pro-tobacco influences and reach key decisions makers in order to make change happen in favor of health and wellness for all.

We are excited that you are taking time to share Mr. Billy's story with your students. We have included two major activities to engage youth. It is our aim to build onto this project with more activities/lessons, resources, tools and tips for youth.

Please visit our website at TheBillyPStory.org for updates and more information.

WE INVITE ALL YOUNG PEOPLE TO JOIN THE MOVEMENT TO HELP END SMOKING IN THE STATE OF ARKANSAS.

We have several ways in which you can help. There are several different types of membership.

Two types of YES Team Members

- a.) Those who are led by a Tobacco Control Youth Board Member, thus have an organized YES TEAM affiliation.
- b.) Those whose members that have pledged to be tobacco free, but are not affiliated with a Tobacco Control Youth Board member and do not have an organized YES TEAM.

YOUTH LEADERSHIP

TOBACCO CONTROL YOUTH BOARD (TCYB)

Youth leaders that are appointed or selected to serve for a term of one year. TCYB members govern the grass-roots activities and lead youth tobacco prevention efforts in their local communities.

TEAM YES SPEAKS

TCYB members that represent the program, locally, regionally, and nationally. They are the VOICE of the movement: the spokespersons for the group.

YES YA (YOUTH ADVISORS)

Arkansas college students who have aged out of the leadership program, but wish to remain associated with YLI and continue their work in tobacco control and prevention on their college and university campuses. YA's are positive role models for young members and add a well-rounded balance to the youth leadership team.

*If you want to make CHANGE happen, advocate for smoke/tobacco free workplaces, et cetera, and if Mr. Billy P's story touches you in some way, **we invite you to join the YES TEAM!***

PROJECT GOALS AND OBJECTIVES

Goal A: Prevent Initiation of Tobacco Use among Youth

- To promote advocacy, and empowerment to influence social norms and policies;
- To increase youth awareness of the hazards of tobacco;
- To decrease youth social acceptance of tobacco;

Goal B: Promote Cessation among Youth and Adults

- To promote family, parent, and positive role model collaborations with youth organizations; and promotes cessation among youth and young-adults.

We also invite you to share our program with your youth. We are always looking for youth leaders and YES Team members across the state to not only pledge to be tobacco free, but to be advocates for change. Youth leaders and YES Team members speak out against targeted marketing practices, of big to tobacco; advocate to increase tobacco taxes, fight to reduce youth access at the point of sale, and to assist in the changing the attitudes and social norms regarding tobacco use of any kind.

It's free to join the YES Team. Visit www.yesteam.org/joinnow.html and submit the online form to receive a new member welcome postcard followed by a welcome packet as a new YES Team member.

Join the MOVEMENT! This can be the generation to end tobacco use!

ACTIVITY 1: THE FACTS ARE REAL AND THE TRUTH HURTS

(45-60 minutes)

OBJECTIVES

To increase youth awareness of the hazards of tobacco
To decrease youth social acceptance of tobacco

PREPARATION

Write each of the tobacco facts listed below (page 6) on notecards to distribute to students immediately after the DVD.

ADMINISTER PRE-TEST

It is time to test their knowledge before the viewing and discussion of this project. Distribute the pre-test. (No talking) Collect them immediately after the student has finished.

CLASS DISCUSSION

Before watching the DVD, please let students know that Mr. Billy's story is real. In fact, they may know someone like Mr. Billy, and may experience a wide range of emotions while viewing it, and that it is perfectly fine. Share with students that Mr. Billy wants young people to make the right decision—which is to NOT use tobacco. Mr. Billy states, **"If I had never smoked, none of this would have happened."**

ASK STUDENTS THE FOLLOWING QUESTIONS

Why do young people smoke?

Students may respond with a variety of responses. Some of the more common responses are peer pressure/acceptance, smoking is cool/reputation/image, to lose weight or stay thin/weight control, and or that everyone is doing it/smoking is normal.

Why do you think the title says, "The Truth Hurts?"

We know that students will guess at what it means, and that is okay. It is our hope that the question will stay on their minds while they are watching the DVD.

WATCH THE DVD THE BILLY P. STORY: THE TRUTH HURTS

Make note of the responses to discuss later and/or use this opportunity to discuss with students in depth. Manage your time; do not forget you still have to watch the DVD.

DISCUSS THE FACTS

Ask each student with a note card to stand and read the fact to the group. Do NOT discuss until all the facts have been read.

After all facts have been shared, start the discussion about the DVD by asking the following questions including the questions that you asked prior to watching the DVD.

- Why do young people smoke?
- Why do you think the title says, the Truth Hurts?
- What did you think about Mr. Billy?

Additional questions to ask (if time permits)

- Why would someone continue to smoke even if it made him or her sick?
- What is in a cigarette that causes smokers to be addicted?

ADMINISTER POST-TEST

Distribute the post-test after the discussion (no talking). Collect them immediately after the students have finished. Please use the tally sheets, and report the results of both the pre-test and post-test.

We would love to know the results. Please share the pre/post test results on our site: theBillyPstory.org.

TOBACCO FACTS

According to the Surgeon General's 50th Anniversary Report on Smoking and Health

- An estimated 5.6 million children alive today will ultimately, die early from smoking; that number is equal to one child out of every 13 alive in the U.S. today.
- Nicotine is more addictive than heroin or cocaine.
- All cigarettes are harmful. There is no safe level of exposure to tobacco smoke, and there is no safe cigarette.
- Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined.
- Of all the kids who become new smokers each year, almost a third will ultimately die from it.
- Cigarette Smoke contains more than 7,000 Chemicals and chemical compounds.
- Smoking does not just cause damage to the lungs. Smoking causes cancer in the lungs, trachea, esophagus, oral cavity, lip nasopharynx, nasal cavity, larynx, stomach, bladder, pancreas, kidney, liver, and causes leukemia. Smoking can cause cancer almost anywhere in the body.

According to Campaign for Tobacco Free Kids: Toll of Tobacco in the United States

- Approximately 480,000 people die each year from cigarette smoking and exposure to second hand smoke
- Each day approximately 700 kids under 18 become new regular, daily smokers
- Each day about 2,800+ Kids under 18 try smoking for the first time
- Of all the kids who become new smokers each year, almost a third will ultimately die from it. In addition, smokers lose more than a decade of life because of their smoking.

ACTIVITY2: SO, MR. BILLY WHY SMOKE, WHEN YOU KNEW?

(45-60 minutes)

OBJECTIVES

To promote advocacy, and empowerment to influence social norms and policies.
To promote family, parent, and positive role model collaborations with youth organizations.
To promotes cessation among youth and young-adults.

PREPARATION

Print your state's Toll of Tobacco Fact Sheet from the Campaign for a Tobacco Free Kids website (http://tobaccofreekids.org/facts_issues/toll_us) to share with students the facts related to your state percentages.

ADMINISTER PRE-TEST

It is time to test their knowledge before the viewing and discussion of this project. Distribute the pre-test. (No talking) Collect them immediately after the student has finished. After the pre-test, share your state's Toll of Tobacco fact sheet with the students.

ASK STUDENTS THE FOLLOWING QUESTIONS

Do you know that SMOKING is NOT the norm, and that the majority of youth and adults do NOT smoke or use tobacco?

Ask them to identify all the percentage where The Majority Rules and what that majority is. For example, in the United States, 84.3% of high school students do NOT smoke. That means The Majority Rules!

CLASS DISCUSSION

Before watching the DVD, please let students know that Mr. Billy's story is real. In fact, they may know someone like Mr. Billy, and that they may experience a wide range of emotions while viewing it, and that it is perfectly fine. Share with students, that Mr. Billy's wants young people to make the right decision—which is to NOT use tobacco. Mr. Billy states, **"If I had never smoked, none of this would have happened."**

WATCH THE DVD THE BILLY P. STORY: THE TRUTH HURTS

Facilitator, please make note of The Majority Rules! discussion to use at the end of the activity. Make note of the responses to discuss later and/or use this opportunity to discuss with students in depth. Manage your time; do not forget you still have to watch the DVD.

GROUP DISCUSSION ACTIVITY

In small groups, ask students to discuss their thoughts about Mr. Billy. Using the questions below (page 9), ask students to record the group comments to report them at the end of the activity. You may assign a recorder and reporter in each group. Remind students only to answer the questions assigned to their group.

After each group has met and answered the questions, reassemble and share the reports from each group.

NOTE: *each group has the same question for #3. As the facilitator, please make sure that students respond to question #3 and that student know that their answers really matter. Often times, young people feel as though their opinion does not matter, and or that their voice will not be heard. This is an opportunity to promote youth advocacy, and empowerment to influence social norms and polices. Asking what they can do, changes the game, and allows them to get involved. We want everyone involved in the fight against Big Tobacco.*

ADDITIONAL QUESTIONS TO ASK (COLLECTIVE GROUP)

- Who is responsible for decisions that affect your body?
- Why is it import for you to stand up for what you believe in?
- How has Mr. Billy's story affected your attitude about smoking?

GROUP QUESTIONS

Group I: **Why the attraction?**

1. Why didn't Billy listen to his father when he told him NOT to smoke?
2. Why didn't he stop smoking when the doctors told him too?
3. As a young person, what can YOU do to prevent others from using tobacco?

Group II: **How does it matter to Health?**

1. When you see Mr. Billy's oxygen tube and tank, how does that make you feel?
2. How does smoking hurt the body?
3. As a young person, what can YOU do to prevent others from using tobacco?

Group III: **What Happens Next?**

1. What do you think will happen to Mr. Billy?
2. Billy was a mechanic and owned his own shop. He has a passion for fixing cars. How did smoking affect his ability to work in his shop?
3. As a young person, what can YOU do to prevent others from using tobacco?

Group IV: **What did the doctors say again?**

1. How did you feel when Mr. Billy told students he could not feel his leg; his leg had died.
2. How did you feel when he received his letter about his kidneys?
3. As a young person, what can YOU do to prevent others from using tobacco?

Group V: **Every day of his life; for the rest of his life...**

1. Describe how you would felt when Mr. Billy said he told students he has to go to dialysis three times a week for the rest of his life.
2. Think about your day-to-day routine. Think about Mr. Billy's day-to-day routine. What if you had to switch places with Mr. Billy?
3. As a young person, what can YOU do to prevent others from using tobacco?

Group VI: **What about my friends and family?**

1. Describe what your friends and family would do if you had C.O.P.D like Mr. Billy.
2. If you have friends that smoke or use tobacco of any kind, would you tell them about smoking and using tobacco? If yes, what would you say? If not, why not?
3. As a young person, what can YOU do to prevent others from using tobacco?

POST-TEST ANSWER SHEET

1) An estimated ___ children alive today will ultimately, die early from smoking: that number is equal to one child out of every 13 alive in the U.S. today.

- a. 100,000
- b. 325,500
- c. 2.5 million
- d. **5.6 million**

2) Nicotine is addictive.

- a. **True**
- b. False

3) Cigarette smoke contains more than ___ chemicals and chemical compounds.

- a. **7,000**
- b. 4,500
- c. 10,000
- d. 350

4) Approximately ___ people die each year from cigarette smoking and exposure to secondhand smoke.

- a. 500,000
- b. 1.3 million
- c. **480,000**
- d. 230,000

5) Each day approximately ___ kids under 18 become new regular, daily smokers.

- a. 5,000
- b. 3,500
- c. **2,800**
- d. 1,500

6) Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined.

- a. **True**
- b. False

7) There are some cigarettes that are safe.

- a. True
- b. **False**