

# A.T.T.A.C.

## Day of Service Orientation

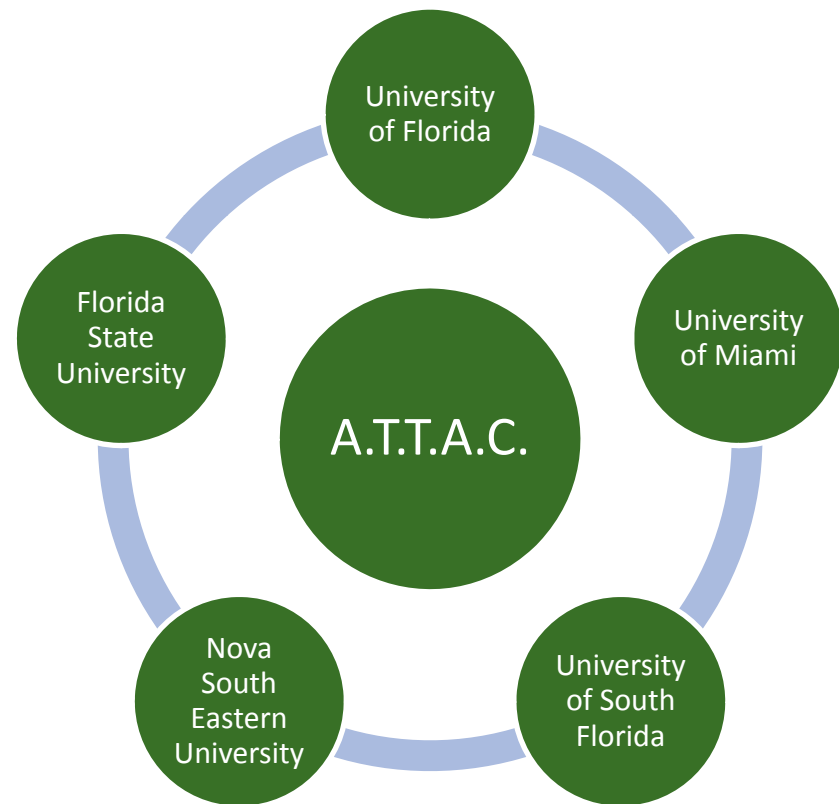
### Spring 2010



# AHEC Tobacco Training & Cessation

- ❖ Originated from the Florida AHEC Tobacco Program at UF in 1997
- ❖ Formerly known as Partners In Prevention of Substance Abuse (PIPSA)
- ❖ Statewide in 2000

# AHEC Tobacco Training & Cessation



# What is the Day of Service?



# AHEC Tobacco Training & Cessation



A.T.T.A.C. program partners with area colleges and universities to **train health professions students on tobacco use, prevention, and cessation.**



Health professions students are then deployed into local middle schools for a **Day of Service** in which they teach youth about the dangers of tobacco and the marketing practices of the tobacco industry.



The A.T.T.A.C. Day of Service has been conducted with great success for the past **10 years** by USF AHEC in partnership with:

- USF College of Medicine
- USF College of Nursing
- USF School of Physical Therapy
- FAMU College of Pharmacy

# A.T.T.A.C. Program targets 2 groups:

- ❖ **Health professions students**, faced with the prospect of teaching middle school students, apply what they have learned about tobacco in a meaningful way, utilizing the ATTAC Tobacco curriculum.
- ❖ **Middle school students** are particularly receptive to these young adult role models and the message they bring.

# Purpose

- ❖ **To save lives:** More than 5 million children alive today will die prematurely from smoking-related illnesses.
- ❖ **To prevent tobacco addiction:** Most adult smokers (9 out of 10) took their first puff of a cigarette as a teenager.
- ❖ **To educate and counter-balance misinformation:** The Tobacco industry spends more than \$13 billion per year and more than \$35 million per day advertising and marketing its lethal products.

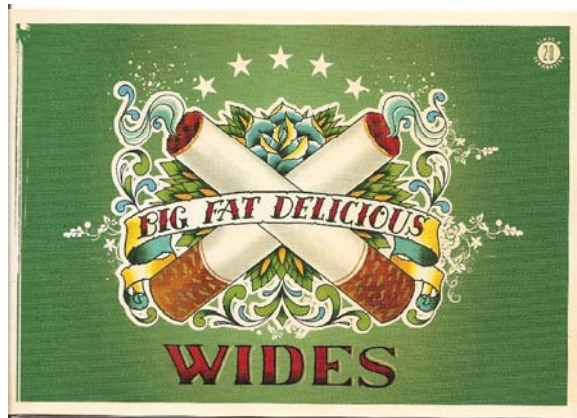
Great opportunity for future health professionals!

ATTAC Day of Service offers you:

- ❖ A chance to practice professionalism and serve as a role model.
- ❖ Experience with young adolescents at a critical developmental stage.
- ❖ Participation in a health education program targeted towards youth.

# Why Target Youth?

❖ They're already targets...



In recent years, tobacco companies have marketed their products in ways that lessen the harsh image of tobacco and make their products more appealing to new users, especially children.



# Recruiting New Users

- ❖ **Flavored products:** Cigarettes, smokeless tobacco, and so-called “little cigars” have been introduced in many candy, fruit, and alcohol flavors that mask the harshness of the products and make them appealing to children.
- ❖ **Novel smokeless products:** New smokeless tobacco products, some in teabag-like pouches and even in dissolvable, candy-like tablets, have been marketed as ways to help smokers sustain their addiction where they cannot smoke.
- ❖ **Targeted products and marketing:** New products and marketing, such as R.J. Reynolds’ Camel No. 9, are aimed at women, girls and other populations.

## Tobacco or Candy?

❖ *Flavors like grape, strawberry, and vanilla*

❖ *Cartoon images*

❖ *Trendy candy names*



**These products blatantly appeal to youth!**



The company that made Liquid Zoo cigarettes still sells the Dreams line of cigarettes, which come in flavors like chocolate, strawberry, cherry, and California Dreams, to name a few.

With their colorful packaging, various flavors, and frequent placement near candy displays in retail outlets, cigars can easily be mistaken for candy by adults and children alike.

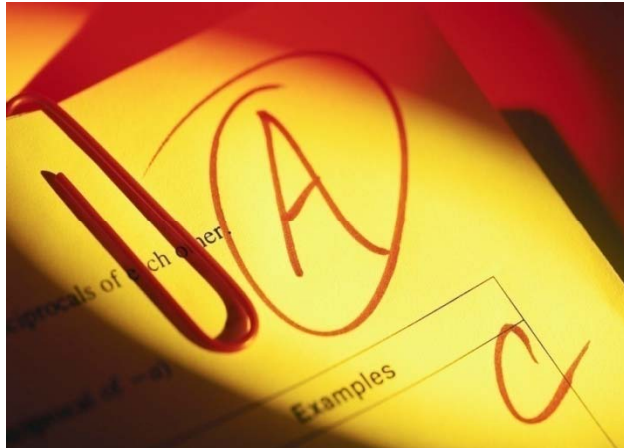


Colorful White Owl flavored cigar display near Easter candy at a Mobil gas station counter in Washington, DC in April 2006.

# Targeted Marketing

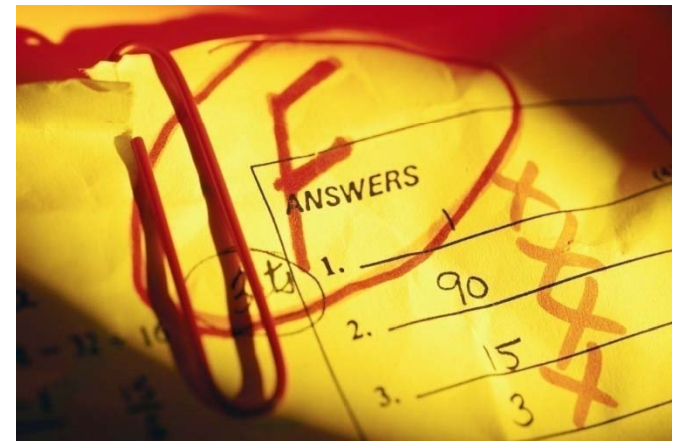






# Youth & Tobacco: How much do you know?

Answer **True** or **False** to  
the following questions...





## TRUE

Studies show that if a person does not smoke before the age of 18, the chances of starting as an adult are less than 10%.





The whole world is watching

Keep smoking youth-rat...

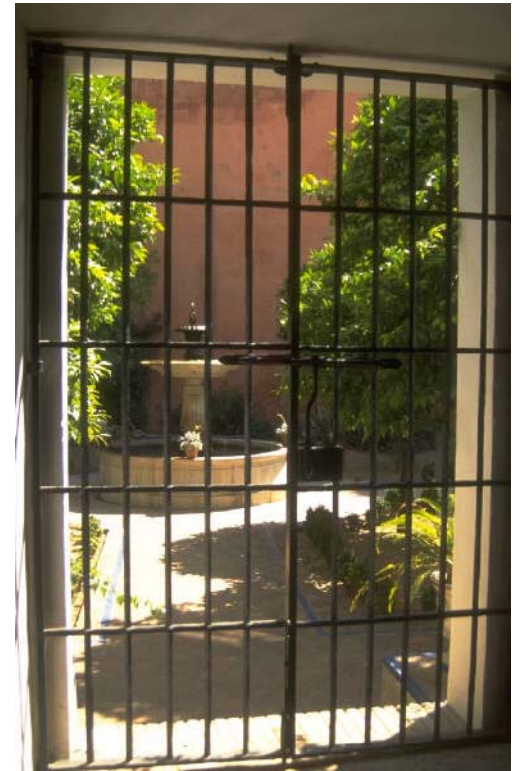
90% of all adult smokers began before the age 18!!!

2. **TRUE OR FALSE?** Tobacco is often the first drug used by teens who then start using alcohol and other illegal drugs.



# TRUE

A Gateway Drug is defined as a habit forming substance whose use may lead to the abuse of drugs that are more addictive or more dangerous.



Gateway DRUG

### 3. TRUE OR FALSE?

Roughly 3% of all teens use tobacco.



**FALSE**

The numbers are much higher.



## **Florida Facts Youth Tobacco Use**

**54% Ever tried cigarette smoking**

**18% Smoked cigarettes during the past month**

**8% Smoked cigarettes on  $\geq 20$  days during the past month**

**5% Used smokeless tobacco during the past month**

**13% Smoked cigars during the past month**



# Middle School Day of Service

# By the Numbers

Last year, more than 4,000 health professions students taught over 25,000 middle school students in Hillsborough, Citrus, Hernando, Pasco, Pinellas, Charlotte, Desoto, Manatee and Sarasota counties.

**You make a difference!**

You Aren't On Your Own



# Middle School Visits

- You will be in teams with other students from your college.
- You will be responsible for 1 or 2 short lessons (about 10-20 minutes per person).

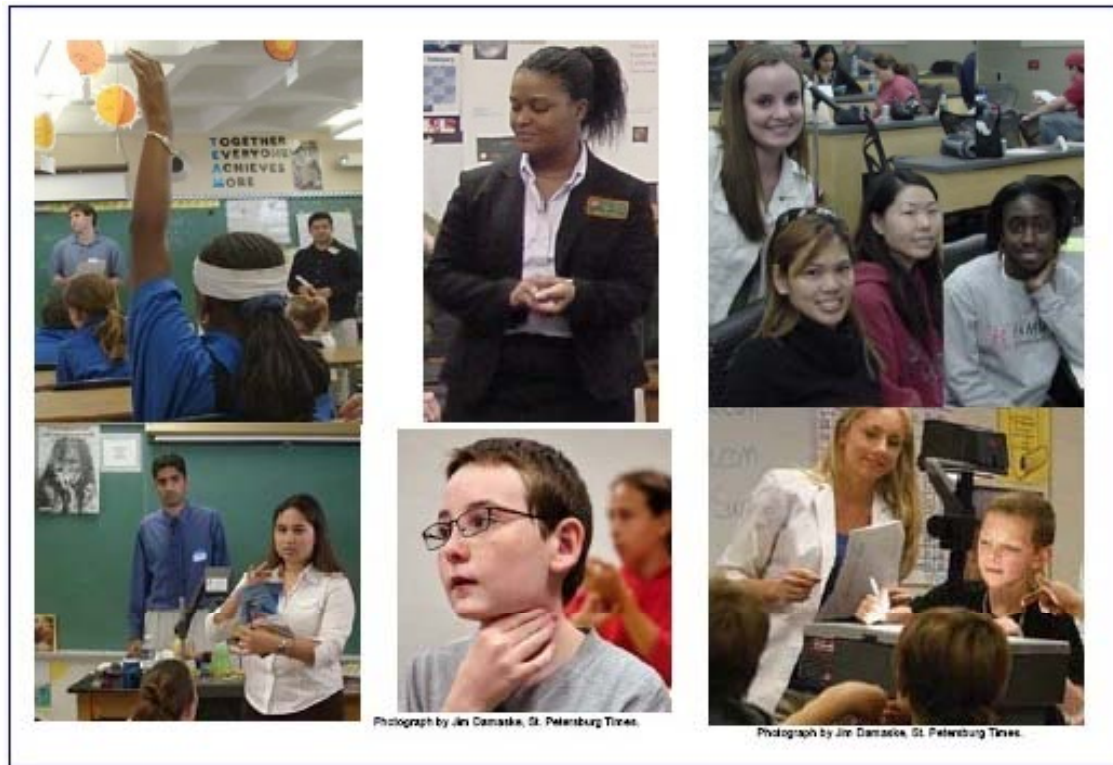


# Middle School Visits

- School classroom assignments have been made.
- Schools are spread throughout Hillsborough county.
- Your visits will take place on:

**Monday, May 3, 2010**

# USF AHEC Program MIDDLE SCHOOL ATTAC ON TOBACCO



**THINGS YOU NEED TO SUCCEED**

# Preparation is Key:

Discuss preparation with your team:

- ❖ It is mandatory to meet with your team and practice beforehand.
  - ❖ Pick up your KIT of supplies in advanced from USF AHEC
  - ❖ KNOW the lesson plan & materials
  - ❖ PRACTICE the lesson plan & video with your team
  - ❖ Communicate with your group:
    - ❖ Getting there? Map? Who's driving?



# Be Professional

- ❖ Dress and act professionally.
- ❖ Wear a white coat, shirts with school insignia, and/or a badge.
- ❖ Wear a watch with a second hand to keep time.

## Please:

- ❖ No jeans!
- ❖ Turn off cell phones!



# Jessica Lunsford Act

- Effective September 1, 2005
- Only applies to vendors/contractors
- You are considered **volunteers**

**\*IMPORTANT\***

**You must bring**

**Driver's License & Student ID**

# At the Middle School

You will be their teachers.



# What Do We Say??



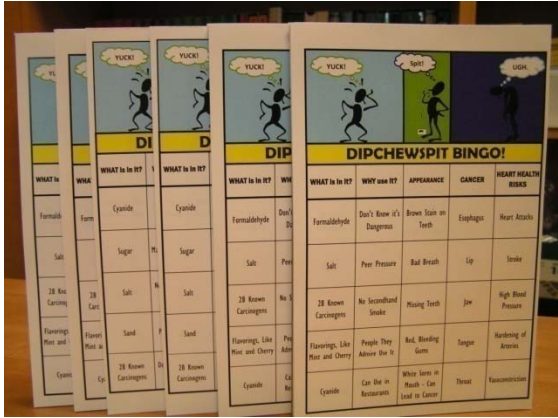
# “Promoting Health in Our Middle School”

- ***Promoting Health in Our Middle Schools:***  
This short video shows Health Science Center students and middle school teachers discussing issues related to the Partners in Prevention of Substance Abuse middle school classroom visit. Some have already experienced the middle school visit.
- Viewing this 8 min. video is one important preparation for your Day of Service.

<http://flahec.org/vides.asp>

# Teaching Kit:

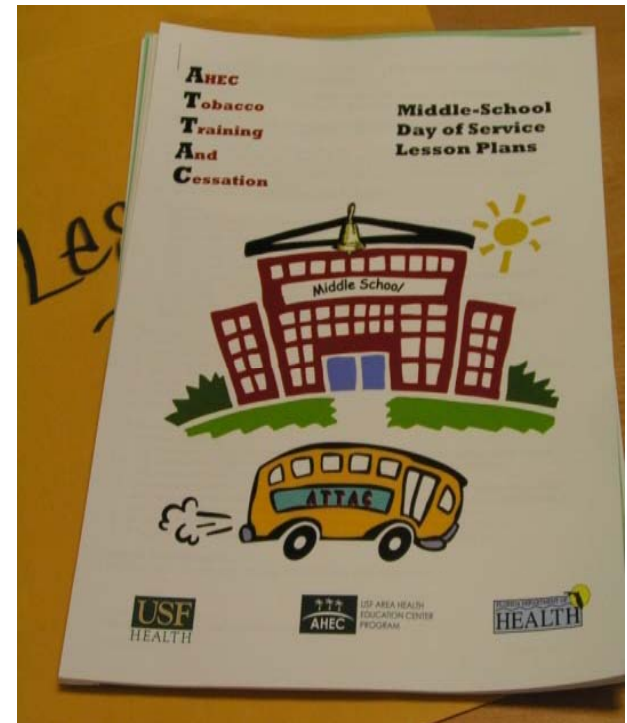
Transparencies, Bingo Pads, DVD, & other teaching materials



# Lesson Plan

❖ Your kit will include the lesson plan and materials.

❖ Reviewing the Lesson Plan, dividing up classroom tasks, and practicing with your team are critical and mandatory!

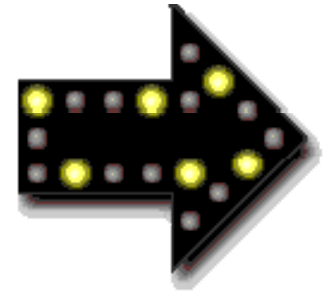


# Teaching Strategies

- ❖ Keep track of time
- ❖ Pace yourselves based on class length and grade of the students
- ❖ Introduce yourselves and your university
- ❖ Be prepared to play the video when cued
- ❖ Encourage discussion and reward participation

**Have Fun!**

# Direct Discussion **Away From**



- Your own personal use of tobacco, alcohol and other drugs.
- Recovery stories **are not** good for this age group:
  - \* Kids may interpret recovery stories as permission to experiment thinking they too can quit.

# Important

The only acceptable message in the school system is ABSTINENCE from all drugs, including tobacco!



# Why?

Because **kids** can't drink alcohol or purchase tobacco products legally.

In Florida, you can be personally sued for advocating illegal behavior in a classroom.

# What Works?

- Talk about **good choices** you've made (college, health careers)
- Be prepared and know the information you're relaying
  - Do not underestimate the students

# Above All

- ❖ RELAX & have fun
- ❖ Be creative
- ❖ Be polite & respectful
- ❖ Use humor
- ❖ Keep the atmosphere non-judgmental

# Things to do:

- ❖ April 22<sup>nd</sup> – 26<sup>th</sup>: Team leaders pick-up kits from AHEC Office
- ❖ April 23<sup>rd</sup> – May 2<sup>nd</sup>: Practice with your team members
- ❖ May 3<sup>rd</sup>: Day of Service in Middle Schools
- ❖ May 7<sup>th</sup>: Return containers and paperwork to AHEC Office

# When It's Over

Return the following to USF AHEC:

- ❖ Team Critique Forms –signed by teacher
- ❖ Head Count Forms
- ❖ Student Feedback Survey
- ❖ Media Release Forms
- ❖ Teaching Kit Container

# Contact Information

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