



Tobacco~Related Videos

The following is a selection of Tobacco Prevention and Control Program videos available for 30-day checkout to Utah residents only. To request a video(s) please fill out the 30-Day Checkout Form below and fax it to 801-538-9303.

Smoking and Tobacco

A FIRSTHAND LESSON IN SECONDHAND SMOKE

Running Time: 10 minutes

Audience: General

Notes: Young children talk about secondhand smoke - especially focusing on their parents' use. Includes facts about secondhand smoke and resources. (Approximate cost - \$108.00)

IN THE MIX: SOCCER: KICKIN' BUTTS

Running Time: 30 minutes

Audience: Grades 4-10

Notes: Hosted by members of the U.S. Women's National Soccer Team (Tiffeny Milbrett, Lorrie Fair, and Shannon MacMillan), this half-hour special encourages teens to pick up a soccer ball rather than a cigarette. Soccer stars from the Women's and Men's National teams, including Eddie Pope, Bobbie Convey and Danielle Slaton talk about how their involvement with soccer helped them stand up to peer pressure to smoke. Viewers also meet teen soccer players who volunteer as anti-tobacco advocates, spreading the word about the dangers of smoking. Experts explain how cigarettes, as well as second hand smoke, effect athletic performances. Dr. Alan Leshner, Director of the National Institute on Drug Abuse, explains the brain chemistry of nicotine addiction and debunks popular myths. (Approximate cost - \$75.00)

NICOTINE – JUST SAY KNOW

Running Time: 10 minutes

Audience: Grades 5-9

Notes: Defines nicotine as a drug, discusses addiction, and the effects of nicotine has on the body. (Approximate cost - \$140.00)

SECONDHAND SMOKE – JUST SAY KNOW

Running Time: 10 minutes

Audience: Grades 5-9

Notes: Informs kids with up-to-date facts, gives them a stronger understanding of how dangerous second-hand smoke is to their health, and teaches them polite ways to escape from it. (Approximate cost - \$140.00)

60 MINUTES: JEFFREY WIGAND

Running Time: 35 minutes

Audience: General

Notes: Dr. Wigand's exposure of the tobacco industry and their cover-up of the dangers of smoking. (Approximate cost - \$10.00)

SMOKE ALARM: THE UNFILTERED TRUTH ABOUT CIGARETTES

Running Time: 40 minutes

Audience: General

Notes: Shows how tobacco companies market their products to young people, the teenage smoking epidemic, and the hazards of using tobacco products. (Approximate cost - \$110.00)

SMOKE SCREENERS**Running Time:** 15 minutes**Audience:** Grades 4-12

Notes: An educational program that helps teach media literacy skills to young people, empowering them to make informed decisions about smoking and chewing tobacco by improving their ability to critically analyze the messages they receive about tobacco use in movies and on television. The program includes a moderator's guide and video, and can be used in either a classroom or youth group setting. By drawing to how smoking is often normalized (made to look acceptable) or glamorized (made to look cool) in the media, Smoke Screeners will increase student awareness of tobacco use in popular entertainment, reducing the impact that widespread images of smoking have on young people's attitudes and behavior. This program was created as a part of the youth initiative of the Massachusetts Department of Public Health's anti-smoking campaign and is now a national effort. (Approximate cost - \$10.00)

TOBACCO AND HEALTH: YOU DECIDE**Running Time:** 24 minutes**Audience:** General

Notes: Contains 1994 testimony heard by the House Subcommittee on Health and the Environment from CEO's of the leading tobacco manufacturers. How would you respond to the tobacco industry's position on tobacco health effects, addiction, advertising policies, accommodations, and prohibition? Should the facts speak for themselves? You decide. Shows tobacco industry position on tobacco health effects, addiction, advertising policies, accommodation, and prohibition. (Approximate cost - \$87.00)

Kids

REX A. CANINE**Running Time:** 14 minutes**Audience:** Grades 3-6

Notes: This cartoon with character turns down fame and fortune when he refuses to be a symbol for cigarette company. (Approximate cost - \$100.00)

THE RIDICULOUS HISTORY OF TOBACCO**Running Time:** 16 minutes**Audience:** Grades 3-6

Notes: Series of skits depicting the history of tobacco and the tobacco industry. (Approximate cost - \$100.00)

SOOPER PUPPY: PUFF OF SMOKE**Running Time:** 16 minutes**Audience:** Grades K-3

Notes: This Sooper Puppy adventure gives children the information they need to say "NO" to smoking. As Grandpaw relates the story of a young puppy with a weakness for cookies, Baxter is taught an important lesson about addiction. Young viewers learn the physical and mental effects of cigarette smoking in a way they can easily understand and are taught how to handle the pressures of advertisers and peers who attempt to make smoking appear attractive. (Approximate cost - \$100.00)

STAYING OUT OF TROUBLE WITH YOUR FRIENDS**Running Time:** 30 minutes**Audience:** Grades 3-6

Notes: Students talk about how to deal with their friends who try to get them to do things that will get them into trouble. They follow the steps that allow them to keep their friends and stay out of trouble. There are points in the video where you may stop the tape and let your students practice the steps of refusal skills. (Approximate cost - \$110.00)

Teens

THE COACH'S FINAL LESSON: HUGH MCCABE

Running Time: 18 minutes

Audience: Grades 7-12, college-age, adults

Notes: Chronicles the last few months of a real high school coach who is dying of lung cancer. Includes coach's unsuccessful efforts to quit smoking, interviews with the coach, his students and family, and scenes from his funeral. (Approximate cost – \$107.00)

DEATH IN THE WEST

Running Time: 21 minutes

Audience: Grades 7-12, college-age, adults

Notes: This powerful expose of cigarette advertising myths contrast the healthy independent image of the Marlboro Man, defended in revealing interviews with tobacco industry executives, with the stark reality of six smoking cowboys, all dying of smoking-induced illnesses. This video increases perception of hazards of smoking, creates skepticism about cigarette advertising, and discourages young viewers from starting to smoke. (Approximate cost - \$38.00)

GROWING UP IN SMOKE

Running Time: 17 minutes

Audience: Grades 7-12, adults

Notes: Advertising strategies (sporting events, movies, and magazines) used by tobacco companies are questioned by an ABC News Correspondent. How tobacco manufacturers "hook" teens on cigarettes. (Approximate cost - \$110.00)

I CAN'T BREATHE

Running Time: 20 minutes

Audience: Grades 5-10

Notes: Pam Laffin, a 31-year-old mother of two young girls, died from emphysema. In the program, Pam tells why she started smoking and what it was like to learn she had emphysema, a smoking-related disease for which there is no cure. Despite her debilitating illness, Pam was committed to sharing her story so others might learn from her. The 20-minute video, coupled with a moderator's guide, is designed to help lead classroom discussions with students about the consequences of cigarette smoking. (Approximate cost - \$10.00)

IN THE MIX: SMOKING: THE TRUTH UNFILTERED

Running Time: 30 minutes

Audience: Grades 7-12

Notes: Co-Hosted by supermodel Tyra Banks, *In the Mix* tackles smoking prevention in a high energy, in-depth program that dispels common misconceptions among teens. Featured segments include a hard look at the addictive aspects of tobacco as well as the wide range of physical effects; profiles of teens who are kicking the habit; a profile of a young woman suffering from emphysema; and an ex-Lucky Strike cigarette model who has cancer. Interviews with Bill Novelli, marketing expert and past president of the Campaign for Tobacco-Free Kids, and teen activists are aimed at raising awareness of how cigarette companies target teens and manipulate them into smoking. The goal is to convince teens that smoking is detrimental to their health in the present and near future—not just 30 or 40 years down the line. (Approximate cost - \$75.00)

MTV TALKS TOBACCO

Running Time: 18 minutes

Audience: Grades 7-12

Notes: In the first segment of this two-part video, former cast members of MTV's Real World talk candidly about the pitfalls of cigarette smoking. The second part features Gabrielle Reese, a professional volleyball player, model, and former host of MTV Sports, discussing the effects of cigarette smoking on physical

fitness with street luge champion Roger Hickey. Both parts of the video encourage young people to view tobacco use as a problem that is relevant to them. (Approximate cost - \$160.00)

NO IFs, ANDs, OR BUTTS: SMOKING KILLS

Running Time: 24 minutes

Audience: Grades 7-12, adults

Notes: Hairy tongue, head and neck cancers, lung cancer, tar, phlegm, bad breath, yellow teeth, wrinkled skin, people with laryngectomies and many other sights and sounds are presented in this definitive look at the ravages of tobacco. Teen viewers discover that they are prime targets of tobacco advertisers who need new young customers to replace the older ones who have died from the many tobacco-related diseases. Video introduces viewers to young victims such as twenty-year-old Michael Carmichael who lost half of his leg due to a tobacco related disease and his inability to quit smoking. Program also alerts teens to the newest tobacco dangers of herbal cigarettes and bidis that attract teens with special packaging that makes this product look appealing. After viewing this video, students will come away with a lasting impression that tobacco use only leads to death and disease. Includes teacher's resource book and student handout. (Approximate cost - \$150.00)

NO MATTER HOW YOU SAY IT - SAY NO

Running Time: 12 minutes

Audience: Grades 7-12

Notes: Anti-drug film with Isaiah Thomas, Detroit Pistons' guard and two-time MVP in the NBA all-star game. (Approximate cost - \$75.00)

SCENE SMOKING – CIGARETTES, CINEMA, AND THE MYTH OF COOL

Running Time: 59 minutes

Audience: Grades 10-12, college-age

Notes: Professionals from the entertainment and health fields discuss real-life choices they've made and what they think about the depiction of tobacco on-screen. This balanced documentary brings together some of Hollywood's most powerful voices—including Ted Danson, Christy Turlington, Sean Penn, and Rob Reiner—in a frank discussion of artists' rights, social responsibility, and the First Amendment. The video can be shown without interruption or in two half-hour segments. The accompanying guides for facilitators suggest activities to promote critical thinking and discussion. (Approximate cost - \$10.00)

SECRETS THROUGH THE SMOKE

Running Time: 55 minutes

Audience: Grades 7-12

Notes: Secrets Through the Smoke is an educational video designed to promote critical thinking and to stimulate discussion about how the tobacco industry has used the science of addiction and effective marketing practices to promote the use of tobacco. The video provides the perspective of the former senior-ranking tobacco industry "insider," Dr. Jeffrey S. Wigand, whose foresight, personal knowledge, and integrity motivated him to publicly voice his concerns about tobacco and health. (Approximate cost - \$10.00)

THE SUBJECT IS SMOKING

Running Time: 27 minutes

Audience: Grades 7-12

Notes: Features Latino high school youth, healthcare professionals, and members of Culture Clash theatrical group. Gives overview of tobacco use, including health effects, secondhand smoke, cessation, and advertising targeted to youth. (Approximate cost - \$15.00)

SMOKING AND HUMAN PHYSIOLOGY

Running Time: 19 minutes

Audience: Grades 6-12, adult

Notes: Every thirteen seconds someone dies from a smoking-related disease. This powerful program parallels the addictive and destructive nature of cigarettes with other drugs. As potent reinforcement for Health and Life Skills units on tobacco education, behavioral choices, personal health, and alcohol and drug education, it employs dramatic statistics and "inner body" photography to show just how serious a problem cigarette smoking is. Viewers will be riveted as a tiny camera follows cigarette smoke into a human lung and, in an especially moving sequence, records the reaction of a fetus exposed to danger as its mother inhales cigarette smoke. To replace the people who die each year from smoking, the tobacco industry must recruit 7,000 new smokers a day; current targets are young people and people of the third world. In a stinging indictment, Patrick Reynolds, grandson of cigarette maker R.J. Reynolds, denounces his family business and vows to fight the tobacco industry. (Approximate cost - \$70.00)

SMOKE AND MIRRORS: A HISTORY OF DENIAL

Running Time: 75 minutes

Audience: Grades 7-12, college-age, adults

Notes: This video documents the birth and rise of the cigarette, and the tobacco industry's subsequent attempts to conceal the emerging link between smoking and cancer. It forcefully exposes this less-than-honorable past, and illuminates the pressing issues surrounding tobacco in the future. (Approximate cost - \$87.00)

THE TEEN FILES: SMOKING TRUTH OR DARE

Running Time: 52 minutes

Audience: Grades 6-12

Notes: Hosted by Leeza Gibbons, this video graphically demonstrates to teens that use tobacco exactly what this deadly habit is doing to them. It shows that the damage to their bodies is not just something intangible that they might have to face 40 years down the road. Shows that these young people are suffering the deadly effects of their tobacco use right now and the consequences will only grow worse. (Approximate cost - \$160.00)

TOBACCO X FILES

Running Time: 30 minutes

Audience: Grades 5-12, adult

Notes: Using graphic imagery, interviews with cancer patients, current and former teen tobacco users, this program combines hard-hitting facts with an X-Files take-off to present the truth about smoking and spit tobacco. The program supports Health and Life Skills units on tobacco education, behavioral choices and personal health. Students' understanding of the risks of tobacco use is explored as cancer victims, speaking with the aid of amplifiers held to their throats, attest to the addictive nature of all forms of tobacco, while an individual who lost half his jaw to cancer gives personal testimony that chewing tobacco and cigarettes are equally deadly. Current teen smokers, who have tried unsuccessfully to quit, are contrast with a particularly graphic exhibit -- a glass jar containing a quart of tar -- the contamination that pack-a-day smokers accumulate in their lungs each year. Students will be able to identify tobacco use as an unsafe behavior, and to understand the relationship between tobacco use and their physical well-being. (Approximate cost - \$140.00)

TOBACCO X FILES REVISITED

Running Time: 29 minutes

Audience: Grades 5-12, college-age

Notes: This "conspiracy" video paints an ugly picture of the truth about tobacco use. As a sleuthful pair of undercover agents expose a sleazy tobacco executive paid to lie about what the giant industry until now has done so well to hide, students see the other side of the hype and glamour designed to target teenagers. Mixing gross effects with poignant testimonials from recovering teenage nicotine addicts, as well as regretful head and neck cancer victims, the outrageous truths about tobacco use are vividly presented for student prevention. (Approximate cost - \$140.00)

Smoking and Women

THE FEMININE MISTAKE: THE NEXT GENERATION

Running Time: 32 minutes

Audience: Grades 7-12, college-age, adults

Notes: This program shows how women suffer debilitating consequences from their decision to smoke, including the effects of smoking during pregnancy. Pertinent viewing at a time when smoking is on the rise among young women. Narrated by Meredith Baxter. (Approximate cost - \$157.00)

MIXED MESSAGES

Running Time: 22 minutes

Audience: Girls, women

Notes: This film describes how women are a new primary target for the cigarette industry and the conflicting media messages that women must contend with in today's society. (Approximate cost - \$10.00)

WOMEN & TOBACCO: SEVEN DEADLY MYTHS

Running Time: 17 minutes

Audience: Grades 9-12, college-aged, adult

Notes: Hosted by cover model, entrepreneur, and smoking cessation advocate Christy Turlington, this video explores some of the common myths about smoking and empowers women to become or stay smoke-free. (Approximate cost - \$10.00)

Spit Tobacco

BIG DIPPER

Running Time: 19 minutes

Audience: Grades 4-12, adults

Notes: Modeled on a TV news magazine for teens, this entertaining 19-minute video includes interviews with current and former teenage chewers as well as an older cancer victim. Perfect for classrooms, it covers health risks, peer pressure, "what girls think", nicotine addiction - just about everything that will motivate a teen to quit chew. (Approximate cost - \$90.00)

SMOKELESS TOBACCO: IS IT WORTH THE RISK?

Running Time: 13 minutes

Audience: General

Notes: Discusses the health risks of smokeless tobacco, its harmful affects on athletic performance, advertising geared towards youth, and the influence of role models (baseball athletes). (Approximate cost - \$30.00)

SMOKELESS TOBACCO: YOUR HABIT OR YOUR LIFE

Running Time: 16 minutes

Audience: Grades 7-12

Notes: This video presents viewers with the facts about smokeless tobacco and the health risks associated with it. It dispels the myths about smokeless tobacco use and highlights the negative impact on users' social life. It explains what smokeless tobacco is and what it does to the body, including its immediate, short-term and long-term effects. It discusses how the nicotine in smokeless tobacco causes addiction, and what withdrawal feels like. It gives viewers ideas on how they can deal with the social pressures that lead to smokeless tobacco use and encourage smokeless tobacco users to quit. (Approximate cost - \$155.00)



30-Day Checkout Form

Return address (regular mail)

Utah Department of Health
Tobacco Prevention & Control Program
PO Box 142106
Salt Lake City, UT 84114-2106

Return address (UPS & FedEX only)

Utah Department of Health
Tobacco Prevention & Control Program
288 North 1460 West
Salt Lake City, UT 84116

Phone #: 801-538-6141
Toll Free #: 1-877-220-3466
Fax #: 801-538-9303
Email: TheTRUTH@utah.gov

Our organization would like to check out the following resource(s) for 30 days: (Please print clearly)

<u>Resource Name</u>	<u>Approximate Value</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Checkout Guidelines:

- 1) Checkout form must be filled out, legibly, in it's entirety, dated, and signed by responsible parties.
- 2) Checkout order is not to exceed 5 resources at one time.
- 3) If resources are not returned, lost, or returned damaged from abuse or improper shipping, the organization may be billed the total cost to replace them. Payment will be received within 30 days of receipt of the invoice.

We understand that the resources listed above are to be returned in 30 days or less via a trackable and insured shipping method.

Authorizing Signature: _____

Principal/Admin. Signature: _____

Contact Phone #: _____

Contact Email Address: _____

Ship to: (no P.O. Boxes)

Is this address a Residential or Business address? (Check one)

- Residential
 Business