

THE CALL



Teacher's Guide

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Introduction

According to the National Institute on Drug Abuse, 90 percent of smokers start smoking as teenagers. The “Monitoring the Future” study conducted in 2011 by the University of Michigan found that 6.1 percent of 8th graders smoke. Although that may not seem like a large percentage, it only continues to grow as students reach high school, with nearly 12 percent of 10th graders and 19 percent of 12th graders taking up smoking as well. Nearly half of those who start smoking before age 18 will die of a smoking-related cause.

As a middle school teacher, you have the opportunity to make a difference in the number of students who begin smoking in their teenage years. Use this program to educate your students about the consequences of smoking and you will help them steer clear of cigarettes and other tobacco products – and save lives.

Source

<http://www.drugabuse.gov/publications/topics-in-brief/tobacco-addiction>

Objectives

Our goal with this program is to empower children to choose a healthy, tobacco-free lifestyle...and stick to it. Using this program, students will:

1. Learn some of the cold statistics and facts about smoking, so as to increase their awareness of the consequences of smoking.
2. Understand the media and the misinformation that is disseminated through ads, movies, etc.
3. Learn how to make healthy choices and stick to them.
4. Have a safe place to dialogue about the pressure to smoke.
5. Engage in fun and interactive activities that will assist them in truly understanding the negative impacts of smoking.

National Standards

The lessons and information contained in this teacher's guide connect to the following Common Core State Standards for English/Language Arts:

Reading: Informational Texts

- Determine a central idea of a text and how it is conveyed through particular details; provide a summary of the text distinct from personal opinions or judgments.
- Integrate information presented in different media or formats (e.g., visually, quantitatively) as well as in words to develop a coherent understanding of a topic or issue.
- Analyze the interactions between individuals, events, and ideas in a text (e.g., how ideas influence individuals or events, or how individuals influence ideas or events).
- Evaluate the advantages and disadvantages of using different mediums (e.g., print or digital text, video, multimedia) to present a particular topic or idea.

Writing

- Write arguments to support claims with clear reasons and relevant evidence.
- Conduct short research projects to answer a question, drawing on several sources and refocusing the inquiry when appropriate.

Speaking/Listening

- Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grade-appropriate topics, texts, and issues, building on others' ideas and expressing their own clearly.
- Interpret information presented in diverse media and formats (e.g., visually, quantitatively, and orally) and explain how it contributes to a topic, text, or issue under study.
- Analyze the main ideas and supporting details presented in diverse media and formats (e.g., visually, quantitatively, and orally) and explain how the ideas clarify a topic, text, or issue under study.
- Analyze the purpose of information presented in diverse media and formats (e.g., visually, quantitatively, orally) and evaluate the motives (e.g., social, commercial, political) behind its presentation.

Fast Facts on Smoking

Sometimes the facts are powerful enough to make a case against smoking. Here are some facts to use in conjunction with your discussion of the movie and the activities your students will complete.

Kids, Teens, and Smoking

- 90 percent of smokers start by age 18.
- Every day, in the United States, 3,800 people under 18 smoke their first cigarette. 1,000 of those people become daily smokers.
- Nearly 20 percent of high school students smoke.
- Around 5 percent of all middle school students smoke.
- 50 percent who smoke as teens end up smoking for at least 15 years.
- Teen smokers become addicted faster than adults.

Smoking and Health

- Tobacco use causes 5 million deaths a year worldwide. Every 8 seconds, someone dies from tobacco use.
- The life expectancy of smokers is 13-14 years less than for non-smokers.
- Smoking causes 1/3 of all deaths from cancer.
- Smoking is the leading cause of preventable deaths.
- Cigarette smoke contains nearly 5,000 chemicals. 69 of those chemicals cause cancer.

Smoking and the Media

- Tobacco companies are the major advertisers in many countries.
- Research shows teens are influenced by tobacco ads.
- More than half of smoking advertisements are found on t-shirts, lighters, and other promotional items, not on TV or in print advertisements.
- Ads in gas stations and other stores that sell cigarettes are targeted at younger smokers.

- The media attempts to make smoking look glamorous, masculine, and cool.
- Over \$1 billion a year is spent on advertising aimed at encouraging teens to smoke.

Sources

http://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/

<http://www.lung.org/stop-smoking/about-smoking/facts-figures/general-smoking-facts.html>

<http://www.who.int/mediacentre/factsheets/fs339/en/index.html>

Tobacco Vocabulary

Addiction – A psychological or physical need for a drug or other substance

Alveoli – Fragile, elastic, microscopic air sacs in the lungs where carbon dioxide from body cells and fresh oxygen from the air are exchanged

Bronchi – Two tubes that branch from the trachea; one tube leads to each lung

Cancer – Abnormal growth of cells

Carbon Monoxide – A colorless, odorless, poisonous gas produced when tobacco burns

Diaphragm – Large dome-shaped muscle below the lungs that expands and relaxes to produce breathing

Emphysema – A disease that destroys alveoli

Mainstream Smoke – The smoke that a smoker inhales and then exhales

Nicotine – An addictive drug found in tobacco

Passive Smokers – Non-smokers who breathe secondhand smoke

Physical Dependence – An addiction in which the body develops a chemical need for a drug

Psychological Dependence – An addiction in which a person believes that he or she needs a drug in order to feel good or function normally

Respiratory System – The set of organs that supply your body with oxygen and rid your body of carbon dioxide

Secondhand Smoke – Air that has been contaminated by tobacco smoke

Sidestream Smoke – Smoke that comes from the burning end of a cigarette, pipe, or cigar

Tar – A thick dark liquid that forms when tobacco burns

Tolerance – The body's need for larger and larger doses of a drug to produce the same effect

Trachea – Tube in throat that takes air to and from lungs (windpipe)

Withdrawal – The unpleasant symptoms that someone experiences when he or she stops using an addictive substance

Source

http://staff.fcps.net/mdavies/tobacco_vocabulary.htm

Movie Overview

In “The Call,” two children sit on a beach waiting for someone to call. It quickly becomes evident that that person is their Grandpa and that his health has been ruined by smoking. But the short movie is about more than how smoking has affected Grandpa’s health. Through carefully selected words and images, it also shows how smoking and the problems that arise as a result of a lifetime of smoking impact more people than just the person who lights up every day.

Before the Film


Before showing students “The Call,” try to avoid providing an overview of the movie or hints about topics discussed in the movie. By viewing the movie without any expectations or preconceived notions, students will be able to fully experience the powerful message of “The Call.” This will cause the discussion after viewing the film to be more authentic and give students a chance to develop their own opinions and emotions.

After the Film

After the film, give students a chance to complete a free write activity where they write down their initial reactions to the film. Allow no more than two or three minutes for this activity, then allow students to volunteer to share their reactions to segue into the discussion questions. You can print the following image or display it on the board for students to use as a guide.

First Thoughts

Take a second and free write about the movie. What was it about?
What message did it send? How did it make you feel?
Did any part stick out more than others?



Interview the Actors

Before conducting a discussion of the film, it may also be helpful to play interviews from the actual actors in the movie as they offer some facts about smoking and share their own commitment to stamping out tobacco use. The video clips of the actors can be found at:

<http://thecallmovie.org/gallery/video-clips/>

Discussion Questions

Choose from the following questions to spur discussion about the film. Allow student responses to determine the amount of time spent on each question. Having a quality discussion about “The Call,” its message, and the lessons students can take from it are more important than covering all the discussion questions.

Questions about the Film

- What significance does the beach have to the children?
- Do you think telling the surfer about smoking helped him in any way?
- How did smoking affect the grandfather’s relationship with the children?
- How did smoking affect the grandfather’s quality of life?
- How do you think the children will feel when they learn their grandfather died while listening to the sounds of the ocean?

Questions about Smoking

- What are some of the dangers of smoking?
- How does smoking negatively affect someone’s life?
- How can knowing the facts about smoking help you and help others?
- Why do people, like the surfer, ignore the facts about smoking?
- Has smoking had an effect on your own life or the life of someone you know?
- Does the movie make you want to smoke or not smoke? Why?

Lesson One: Facts and the Media

Estimated Time

40 minutes

Materials

- Facts on Smoking Worksheet
- Examples of smoking ads or clips of smoking on TV and in movies
- Poster board and art supplies
- Video camera

Objectives

Students will...

- Learn some of the cold statistics and facts about smoking so as to increase their awareness of the consequences of smoking.
- Understand the media and the misinformation that is disseminated through ads and other forms of print and visual media.
- Create an advertisement or video to give an honest portrayal of the effects of smoking.

Introduction

Present students with the Facts on Smoking worksheet. Challenge students to fill in the missing numbers to complete the statistics. Once students have completed the worksheet, share the answers with them. Discuss whether students guessed correctly or if there were any statistics that surprised them.

Lesson Steps

1. Ask students to brainstorm why teens smoke and some of the positive stereotypes associated with smoking. Write them on the board or a piece of chart paper.
2. Explain that the media is a major factor in encouraging teens to smoke by showing cool kids, celebrities, and popular characters smoking; presenting it as a way to relieve stress; and connecting it to products and activities that appeal to teenagers.
3. Give students the opportunity to share any instances of smoking they've seen on TV, in movies and magazines, or displayed at places they visit regularly.
4. Share with students a few clips of movies that include smoking, print advertisements for cigarettes, or other examples of tobacco use in the media. (See the resources section)
5. Discuss with students how a teen's perspective of smoking would change if the truth about smoking was presented in the movie, TV show, or ad.

Assessment

Students will parody an ad or role-play a movie or TV scene explaining the truth about smoking.

Stats about Smoking Worksheet

There's something wrong with these smoking stats – they're missing their numbers! Find out how much you really know about smoking by trying to fill in the missing numbers. You may be surprised to find out what some of the statistics really are!

1. Non-smoking teens whose favorite stars smoke on screen are _____ times more likely to have a positive attitude about smoking.
2. Teens who see a lot of smoking in movies are _____ times more likely to try smoking.
3. _____ percent of smokers start by age 18.
4. Nearly _____ percent of high school students smoke.
5. Around _____ percent of middle school students smoke.
6. Tobacco use causes _____ deaths worldwide each year.
7. Cigarettes contain nearly _____ chemicals, _____ of which cause cancer.
8. The life expectancy of smokers is _____ years less than non-smokers.
9. Every _____ seconds, someone dies from tobacco use.
10. Over _____ dollars a year is spent on advertising aimed at encouraging teens to smoke.

Stats about Smoking Answer Key

There's something wrong with these smoking stats – they're missing their numbers! Find out how much you really know about smoking by trying to fill in the missing numbers. You may be surprised to find out what some of the statistics really are!

1. Non-smoking teens whose favorite stars smoke on screen are 16 times more likely to have a positive attitude about smoking.
2. Teens who see a lot of smoking in movies are 3 times more likely to try smoking.
3. 90 percent of smokers start by age 18.
4. Nearly 20 percent of high school students smoke.
5. Around 5 percent of middle school students smoke.
6. Tobacco use causes 5 million deaths worldwide each year.
7. Cigarettes contain nearly 5,000 chemicals, 69 of which cause cancer.
8. The life expectancy of smokers is 13 – 14 years less than non-smokers.
9. Every 8 seconds, someone dies from tobacco use.
10. Over a billion dollars a year is spent on advertising aimed at encouraging teens to smoke.

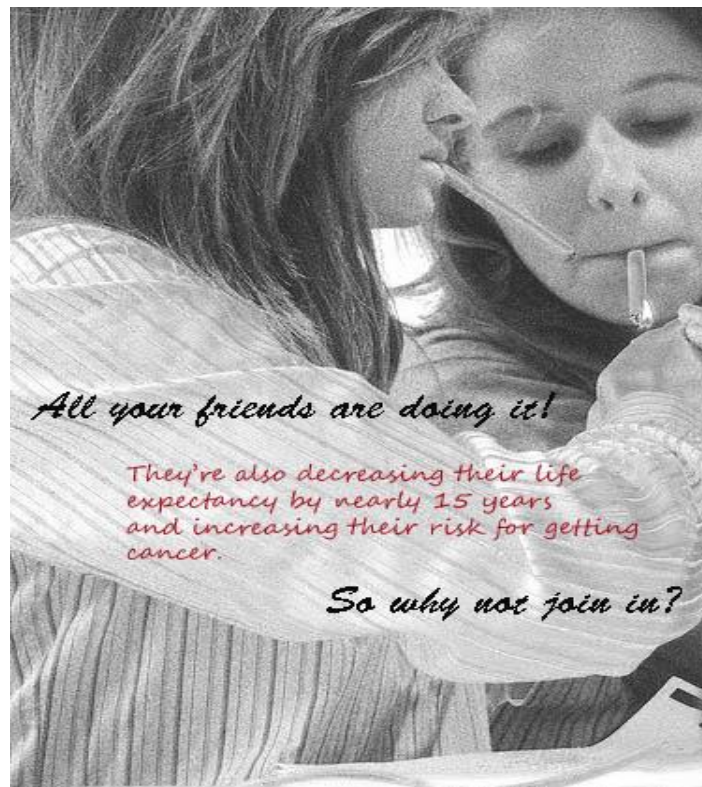
The Truth about Smoking Activity

Movies, television shows, and advertisements often portray smoking in a positive light, but if you've watched "The Call" and read the stats, you know there's not much positive about smoking. Instead of letting the media mislead teens, it's time for you to set the record straight.

You have two options:

1. Create your own poster or comic strip to advertise smoking, then add a caption or a few lines to show the truth about smoking.
2. Use a video camera to recreate a scene from a movie or TV show that has smoking in it and add some dialogue or narration to add the truth about smoking.

Example:



Credit: <http://www.flickr.com/photos/21524179@N08/2419469212/>

Grading criteria: Your final product will be judged on its creativity and how well it incorporates the statistics or other truths about smoking to let kids and teens know smoking is not okay.

Lesson Two: Smoking and Peer Pressure

Estimated Time

40 minutes

Materials Needed

Role-play scenarios

Anti-Smoking Contract

Objectives

Students will...

- Learn how to make healthy choices and stick to them.
- Develop strategies for avoiding peer pressure when it comes to smoking.
- Create a personal contract to remind them of the dangers of smoking.

Introduction

Ask students if they have ever felt pressured to smoke by any of their friends, family members, or others in their school or neighborhood. Have them share how they responded or, if they have not been pressured, how they think they would respond.

Lesson Steps

1. Place students into pairs or small groups and give each group of students a role-playing scenario. Students will have a few minutes to prepare their scenes, then act them out for the class.
2. Discuss the positives and negatives of how each scenario was handled after it was presented.
3. Brainstorm with students a list of ways to say no when they feel pressured to smoke. Write the ideas on chart paper and hang them in the classroom as a reminder or make a copy for each student to keep.

4. Provide students with some of the dangers and other negative factors involved with smoking to remind students of the importance of not giving in to peer pressure and to encourage them to stay away from smoking.

Assessment

Create a contract with yourself to remind you not to give in to peer pressure or the media when it comes to being persuaded to smoke.

Smoking and Peer Pressure Role-Plays

Place students in small groups or pairs and have each group act out one of the following scenarios related to smoking and peer pressure. If you have a large class, you can assign the same scenario to multiple groups. Students may also add roles to the scenarios if their group has extra members.

1. You see your best friend standing on the soccer field with a group of teens who are known to smoke. He sees you and motions you to come join him. Do you go?
2. On a cold morning at the bus stop, one of your classmates sees you shivering. She comes over, takes out a cigarette and lights up. "Want one? It'll help keep you warm," she says. What do you say to her?
3. You're dying to go on a date with the most popular boy in school. You know he smokes and your friend suggests that you ask him for a cigarette as a way of striking up conversation. Of course, if you ask for a cigarette, you'll have to smoke it. What do you do?
4. At a sleepover, one of your friends takes out a cigarette. The others ask for one too. Soon, you're the only one who hasn't asked for one. Your friends try to get you to join in too. Do you give in?
5. Your older brother and his friends have started smoking. You know it's wrong and you're concerned for your brother. One day, however, he asks you to join them. How do you react?
6. You're sitting in class when one of the popular kids taps you on the back. He shows you a pack of cigarettes and asks "are you down?" What do you do in response?

Anti-Smoking Contract

You never know when someone might try to persuade you to smoke. What you can know is how you'll respond. It can be hard to say no to smoking, especially when doing so will make you popular or your best friends are doing it, but you must stand strong. Create an anti-smoking contract to remind yourself not to smoke and to refer to whenever you feel tempted to submit to the pressure.



ANTI-SMOKING CONTRACT

I, _____, do hereby
promise to never give in to the pressure to smoke.

I will remember that...

1. _____
2. _____
3. _____

Signed _____

Date _____

Further Activities

Take the lessons further with the following activities:

1. Encourage students to do more research on the effect smoking in the media has on teens. A simple search of the term “smoking in the media” will produce multiple articles highlighting studies that have been conducted. Students can make a short video, slideshow presentation, or poster to present their findings to the class.
2. If students have family members or friends who smoke, have them write a letter expressing their concern for the smoker and highlighting the risks associated with smoking. They can choose whether to send the letter or not.
3. Tobacco use can lead to multiple diseases. Assign a different disease to each student. Have students research their assigned diseases and present them to the class.
4. Have students tell the rest of the school what they have learned about smoking by creating their own anti-smoking campaign. Students can make posters to hang in the hallways, a short video to play on the school news show, or a short announcement to read during the daily announcements in the morning.
5. In the U.S. and other countries, laws now exist to prevent how smoking is portrayed in advertisements, movies, and on television. Research the laws and brainstorm new laws to help prevent smoking.
6. A ton of anti-smoking campaigns exist. Look up anti-smoking print ads and anti-smoking videos online. Discuss the facts the ads use and whether students think the ads are effective.

Resources

Use the following resources as part of the lessons or to provide students with more information about the dangers of smoking.

Smoking in the Media

Find video clips and references to movies and TV shows that contain smoking to help complete the activities in lesson one.

Smoke Free Movies - <http://www.smokefreemovies.ucsf.edu>

SceneSmoking.org - <http://www.scenesmoking.org/frame.htm>

TV Tropes: Smoking is Cool -

<http://tvtropes.org/pmwiki/pmwiki.php/Main/SmokingIsCool>

Anti-Smoking Campaigns

Use some of these anti-smoking campaigns to further teach students about the danger of smoking.

The Foundation for a Smoke-Free America - <http://www.tobaccofree.org/>

Truth - <http://www.thetruth.com/>

CDC: Smoking & Tobacco Use - <http://www.cdc.gov/tobacco/>

Campaign for Tobacco-Free Kids - <http://www.tobaccofreekids.org/>

American Lung Association: Stop Smoking - <http://www.lung.org/stop-smoking/>

Action on Smoking & Health (ASH) - <http://ash.org/>