Tobacco Campaign At School Level

Though the tobacco has been a leading cause of death and health hazard, many children and adolescents do not understand and underestimate tobacco addiction and health consequence of tobacco use. Most of current smokers have puffed their first cigarette during their school and high school, so school is the most ideal place to intervene, because it is very difficult to de-addict tobacco users, also person who start smoking early have more difficulty quitting and more likely to be heavy smoker. Anti-tobacco programs at school level substantially contribute to the health of next generation. The school-based tobacco preventions have also proven to be effective.

So intervention at school level must be made before children start smoking or drop out from school. The school based programs to prevent tobacco use also can contribute to preventing the use of illicit drugs.

“......tobacco is the only legally available consumer product which kills people when it is used entirely as intended.”- The Oxford Medical Companion (1994)

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens.”- Philip Morris internal document (1981)

Starting Tobacco Campaign At School

30 Days Earlier—

• Make a group of volunteers, about 5-8.

• Consult various organizations, NGOs, INGOs who are working in the field of public health. Internet surfing is also an easy way to find such organizations working in your areas. WHO office are also helpful. Ask them for different types of posters which you can use during your campaigns. Posters adds spice in your programmes and make interesting.

• Try searching various anti tobacco related videos in internet. This is useful if you can arrange LCD projector of a large screen TV. This is also an important part as it is very influencing to the students of the school. These videos are mostly in English or other language, try to translate audio in local language if you prefer. This requires a sort of software skill. Eg Windows Movie maker.

15 Days Earlier -

• Find a school according to your suitability. You can also consult your old school as this might be easier for you. Contact with principal or coordinator or class teacher. Introduce yourself, your organization and your intention. This a part of your rapport building. Fix the date for your programme. Also take cell-phone number of a person from that school that you need to contact later on.

• Decide on class, number of students who want to involve. If the school has got a programme hall, you can do your programme with 50-100 students at a time. Remember...number of students plays role in your plan for them.

10 Days Earlier -

Now onward you have to start designing your programme depending upon number of students, available resource and time constrain.
You can divide your programme into 4 different sessions or more at your ease. Each session can contain a lecture/presentation, a game, a video slide or other you would like to add. If you can not arrange LCD projector, you can also use OHP, hand made posters, blackboard/whiteboard depending upon available resources. Remember to utilize the resources you have got because financial resources may be limited for you. (Detail of how to design the session is at the end)

5 Days Earlier-

Contact the school if in case there might be some emergency or other problems for your decided date. Arrange a meeting of your volunteer and divide the work. Decide the speakers— one for each session. Then make a presentation of your session as rehearsal among yourself. You can also call your seniors or teacher who has got experience on public speaking or has got extra knowledge on the topic of tobacco. Try to collect lots of comment and add something funny or interesting. Also be prepared for some silly questions.

If you have got LCD projector, everything can be done using laptop. If not, you have to start preparing some posters or transparency for your session.

1 Day Earlier-

Make a checklist of different materials you need to carry. For eg.

- Tapes
- Posters
- Chocolates
- Cutters
- Your Banners
- Multiplugs
- Cable, Jacks
- Transparency (Extra)
- A4 papers
- Speakers (for videos)
- LCD Projector
- Camera etc.
- Activity sheet

Contact with school just to know if everything is alright.

On The day of Programme

Meet all of you. Check the checklist. Contact the school and tell them you will be there on right time. Be there at least 30 minutes earlier. Get refreshed. Start to set up. Fix your banner, stick the posters you had on the wall using tape, not glue. Check the video system.

Remember—You have to introduce yourself, your organization and your profession. This is also a part of Pharmacy Profession Awareness Campaign (PPAC)
Designing Session

Session-1—Introduction To Tobacco

- Introduction of Tobacco
- Different form of tobacco
  - Smoky
  - Smokeless
- Toxic constituents
  - Nicotine
  - Tar
  - Arsenic
  - Ammonia etc
- Ask few MCQs to assess how much they understood your presentation.
- Provide chocolate for the one who answers first. This helps to create interest among students.
- Show the video if possible
- If possible or depending upon the age of students (if they are of class 6-7) you can play a game with students.
- Divide the class into various groups of 5-7 students. Provide them the materials you have presented in A4 paper. Give them 10-15 MCQs worksheet to answer. Give them 2 minutes to answer. Provide a prize or chocolate to the winners. Ask the winners to tell their names, this helps to increase their interest in your session.

Session-2—Harmful Effects of Tobacco, Passive smoking, Tobacco quid.

- Define Passive smoking
- Define Tobacco quid
- Health impact of tobacco
  - Be specific
    - Short term effect
    - Long term effect
    - Systemic effect
    - Effect in new born
- It should be followed by few MCQs, a video and if possible a game.

Session-3—Be smart session or Misleading Advertisement

- Explanation about misleading Promo
- About smoking in film, tv, etc
- Show them some of misleading advertisement which may be common in your region
- Tell some healthy way of living for children
- Followed by MCQs, video, game

Session 4—How to quit

- Why quitting is difficult
- Steps to quit
- Pharmacological basis to quit (if available in your region)
- Followed by MCQs, video, game
Feel free to ask if you feel difficulties or confused about anything above. I would be happy to help you or clear your confusion.

If you feel difficulties to prepare slides or presentation for different session, I can provide you the slides we had been practicing here in number of campaigns.

Remember to add pictures and graphics in your presentation. If you can not find videos, I am here to help you.

Have a successful campaign!!!!!!!!!!

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