



**Dear Anne Arundel County Resident:** Tobacco-Free Kids Week is your chance to help kids be tobacco-free in 2010! This Activity Planning Kit will help you plan your own butt-kicking event – and tell you about more anti-smoking activities we have planned.

**The Activity Planning Kit includes everything you need:**

- Great activity ideas — use ours or come up with your own!
- A tip sheet for planning and holding an exciting event.
- A fact sheet. Get the facts and teach the facts about tobacco use by making your own quizzes, announcements and other activities.
- Order form for free TFK Week giveaways and other anti-smoking supplies.

**Check out these special TFK Week events for 2010:**

- TFK Week Poster Contest: Winners will receive prizes, and their posters will appear on the Smoking Stinks Web site for the whole world to see. See the enclosed contest sheet to find out how to submit a poster.
- Video Contest: Teens' anti-smoking videos will be posted on the Smoking Stinks Web site and winners will receive prizes. See the enclosed sheet for details.

Tobacco-Free Kids Week is part of Smoking Stinks, a Learn To Live program of the Anne Arundel County Department of Health. Using the theme “Smoking Stinks,” the campaign has educated thousands of kids about the dangers of tobacco use. With your participation in TFK Week, you'll help even more kids stay tobacco-free in Anne Arundel County!

Make plans to hold a Tobacco-Free Kids Week event now, and make 2010 the butts-kickingest year ever!

Sincerely,

*Your Friends at the Anne Arundel County Department of Health*

P.S. Questions about activities and events? Contact Learn To Live at the Department of Health:  
410-222-7979 or HDLTL@aacounty.org.

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**TOBACCO-FREE KIDS WEEK IS FEBRUARY 22-28. Check out TFK Week online: [www.SmokingStinks.org](http://www.SmokingStinks.org).**

SPONSORED BY SMOKING STINKS, A LEARN TO LIVE PROGRAM OF THE ANNE ARUNDEL COUNTY DEPARTMENT OF HEALTH.





# FACTS

**The facts about kids and tobacco may surprise you!** Copy this sheet and use it as a handout during TFK Week. Or turn these facts into questions for a tobacco trivia quiz. You can also download them on the TFK Week section of [www.SmokingStinks.org](http://www.SmokingStinks.org).

## You should know that:

- Most teens don't smoke. Out of every 100 Anne Arundel County teens, just 12 do. That means 88 out of 100 don't smoke.
- Tobacco contains nicotine, an addictive drug. It makes changes to your brain so that you want to keep smoking. Smokers who quit go through withdrawal, which can include cravings, nervousness, irritability, fatigue, headaches and sleeplessness.
- Smokers also hurt the people around them. Kids who live with smokers get more colds, bronchitis, pneumonia, ear infections and asthma. Each year, 3,000 nonsmokers die of lung cancer from breathing other people's smoke.
- Smoking makes you smell bad, gives you wrinkles, stains your teeth, and gives you bad breath. In conclusion, smoking makes you ugly.
- If you smoke one pack a day (\$6 per pack) you spend \$42 a week on cigarettes. In one year, you'll spend \$2,190. For that money, you could buy two 46-inch LCD HDTVs (\$1,000 each), seven game consoles (\$300 each) or 11 smart phones (\$200 each). What else could you buy instead of wasting money on cigarettes?
- Smokeless (spit) tobacco is not a safe alternative to cigarettes. It contains addictive nicotine and greatly increases your chances of getting cancer of the mouth, tongue and throat.
- Cigars are not safer than cigarettes. Even if you don't inhale the smoke, you absorb addictive nicotine and cancer-causing chemicals through the skin of your mouth. One large cigar has the same amount of chemicals as a whole pack of cigarettes.
- One out of three people who smoke will eventually die from a smoking-related illness. That means if you and two of your friends smoke, one of you will die from it.
- Smoking prevents lungs from growing normally, so teens who smoke can't breathe as well as nonsmokers.
- Chemicals found in cigarettes include: nicotine, addictive and poisonous; arsenic, used in rat poison; methane, a component of rocket fuel; ammonia, found in floor cleaner; cadmium, used in batteries; carbon monoxide, part of car exhaust; formaldehyde, used to preserve dead bodies; butane, which is lighter fluid; and hydrogen cyanide, the poison used in gas chambers. Each time you smoke, you inhale these deadly chemicals!
- Each time you smoke, you kill some of the cells in your lungs. They don't grow back, so you have permanently destroyed part of your lungs.
- Your chances of being killed by lightning are 1 in 2,320,000. Your chances of being killed in a car crash are 1 in 18,585. Your chances of dying from smoking are 1 in 3.
- Many teens who smoke think they can quit anytime they want. The truth is, 75% of teens who smoke are still smoking five years later. It's really hard to quit.
- Some teens smoke because they think it keeps them thin. Not true. There are lots of fat smokers.
- Tobacco companies need 1,213 new smokers each day to replace those who die. They spend \$204.7 million per year on advertising in Maryland to persuade young people to smoke.





# PLANNING TIPS

Make sure your TFK event is fun and successful. Here are some helpful planning tips:

- **Don't try to do everything yourself.** Ask other people from your group to help. One person can hang up posters, and another can make announcements. Having other people involved will help get more people excited about your activity.
- **Get activity ideas** from the Activities Sheet or the Smoking Stinks Web site: [www.SmokingStinks.org](http://www.SmokingStinks.org). Or come up with ideas of your own.
- **Decide on a date for your event.** If possible, hold your activity during Tobacco-Free Kids Week, February 22-28, 2010. However, if you have a scheduling conflict, feel free to do it before or after the week.
- **Look at the Order Form** and decide which free TFK Week supplies you want to order. We will try to give every group the supplies they order. However, with more than 150 groups expected to participate this year, **we may need to limit some supplies.** (If you are ordering for more than one location, please order all of your supplies at the same time.)
- **Call the Department of Health's Learn To Live Line,** 410-222-7979, to register your activity and to request free supplies. **You must register your activity before ordering supplies.** The deadline for registering your activity and requesting supplies is **Friday, February 5, 2010.**
- **Make sure people in your group know about your activity.** Hang up the enclosed poster. Make announcements to your group, and send flyers home with your members.
- **If you really want to show off your event,** we'll put a photo of it on the Showcase page of the Smoking Stinks Web site. See the Activities Sheet to find out how to submit a photo.
- **Pick up your TFK Week supplies on time.** Pickup will be from 8:00 a.m. to 5:00 p.m. February 16-19 at the Department of Health, 3 Harry S. Truman Parkway in Annapolis. (You'll get a postcard reminding you about the dates.) When you pick up your supplies, we'll ask you to confirm the date and time for your activity. If you have questions about getting your supplies, contact Learn To Live, 410-222-7979 or [HDLTL@aacounty.org](mailto:HDLTL@aacounty.org).
- **After TFK Week, we'll mail you an evaluation form.** Please be sure to fill it out and send it back. Your comments are very important and will help us make next year's program even better.

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## ORDER FREE SUPPLIES

These free supplies are available for your school or organization to hand out during TFK Week. To place your order, fill out this checklist, then call 410-222-7979, the Learn To Live Line at the Anne Arundel County Department of Health. Operators are on duty Monday through Friday, from 8:30 a.m. to 4:30 p.m. (At other times, you may leave a message.) Or order online on the TFK Week section of [www.SmokingStinks.org](http://www.SmokingStinks.org). **All orders must be placed by Friday, February 5, 2010.**

If you are ordering for more than one location, please order all of your supplies at the same time. **We will try to give you all of the supplies you request, but since many groups will be participating, we may have to limit some quantities.**

You will be able to pick up your supplies at the Department of Health February 16-19, 2010 from 8 a.m. to 5 p.m. (We'll send you a postcard reminder.) At pick-up, we will ask you to confirm the date and time of your activity.

**Gift for organizers:** As a thank-you for your hard work as a TFK Week event leader, the Department of Health wants to give you a free Smoking Stinks T-Shirt or drawstring bag. We'll send one gift per group. You can request your gift when you place your order for TFK Week supplies.

\_\_\_ **Smoking Stinks T-shirt.** Adult Size:  Small  Medium  Large  X-large

\_\_\_ **Smoking Stinks drawstring bag**

### Free Tobacco-Free Kids (TFK) Week Supplies

Qty.	Item	Qty.	Item
___	TFK Week posters (Limit 3 per group)	___	TFK Week Sticky note pads
___	Smoking Stinks pencils	___	"Spider-Man vs. Smoke Screen" comic book. Spider-Man takes on the tobacco industry. (Limited to 25 per group. Additional copies may be ordered from the American Cancer Society, 410-793-3989)
___	Smoking Stinks stickers	___	"Smokeless Tobacco—Spit It Out!" a brochure about what can happen when you use "smokeless tobacco." (Limit 25 per group)
___	Activity book for elementary age children (Limited quantities)		

**To request a speaker** to talk to your group about the dangers of smoking, call Sue Glover or Joanne Ebner at the Anne Arundel Medical Center, 443-481-5366.

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See the TFK Week video ad contest on the other side!



# POSTER CONTEST

For kids in grades K-8

Make posters to show the world what you think of tobacco – and win prizes, too! Winning entries will be displayed on the Showcase page of the Smoking Stinks Web site, [SmokingStinks.org](http://SmokingStinks.org), and everyone submitting a poster to the Department of Health will win a prize!

## Here's how the contest works:

1. Have the people in your group make posters with anti-smoking messages.
2. Choose your winner(s), then select **one winner overall**.
3. Mail or deliver the winning poster to the Department of Health, and we'll put it on our online Showcase. With the poster, we'll include the name(s) of your winner and your group.
4. The Department of Health will select **first, second and third place winners** in two categories: elementary school and middle school. Winners will receive movie passes: first place \$40, second place \$30 and third place \$20.

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## Contest Rules

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1. Send only **one** winning poster from your group. Multiple winning entries will not be used.
2. The enclosed entry form must be filled in and attached to the winning poster. A parent must sign the form for us to post your name on the Web site, but we'll only post your first name and first letter of your last name (for example, "John G."). If there are multiple authors, each one must submit an entry form.
3. Entries must be received by the Department of Health by **Friday, March 12, 2010**.
4. Posters on the Web site will be reduced in size, so small pictures and words may not show up. Make your pictures and words **large** for best results.
5. Check the spelling of your poster. Posters with misspellings **will not be used**.
6. **Posters should be no larger than 11" x 17"**. Larger posters will be disqualified.
7. The Department of Health reserves the right not to use posters that are unclear. However, we will send a prize to every winner.
8. If you want your poster returned, let us know on the enclosed entry form.

**Questions? Contact the Learn To Live Line,  
410-222-7979 or [HDLTL@aacounty.org](mailto:HDLTL@aacounty.org).**



See the TFK Week poster contest on the other side!



## VIDEO AD CONTEST

For high school students only

Make a video ad to show the world what you think of tobacco – and win prizes, too! It's easy – all you need is a cell phone or digital camera and a good anti-smoking message. Winning entries will be displayed on the Showcase page of the Smoking Stinks Web site, [SmokingStinks.org](http://SmokingStinks.org), and everyone submitting a video to the Department of Health will win a prize!

### Here's how the contest works:

1. Have the people in your group make 60-second video ads with anti-smoking messages. You can talk, sing, dance, tell jokes or anything to get your message across. Use of one these topics or come up with your own:

- Why smoking is dangerous
- Adults shouldn't smoke around kids
- Cigars and spit tobacco aren't safe alternatives to smoking

2. Videos should be filmed in a digital format. You can use a cell phone, digital camera or camcorder.

3. Choose your winner(s), then select **one winner overall**.

4. Mail or email the winning video to the Department of Health, and we'll put it on our online Showcase. We'll include the name(s) of your winner and your group.

5. The Department of Health will select **first, second and third place winners** for videos. Winners will receive movie passes: first place \$40, second place \$30 and third place \$20.

### Contest Rules

1. Ads **should be no longer than 60 seconds** but can be shorter.

2. Digital format is required. Submit the video on DVD or by e-mail, if not over 5 MB. All videos must be submitted in one of the following formats: avi, swf, wmv, mpeg or mov.

3. Send only **one** winning ad from your group. Multiple winning entries will not be used.

4. The enclosed entry form must be filled in and attached to the winning video. A parent must sign the form for us to post your name on the Web site, but we'll only post your first name and first letter of your last name (for example, "John G."). If there are multiple authors, each one must submit an entry form.

5. Entries must be received by the Department of Health by **Friday, March 12, 2010**.

6. Videos on the Web site will be reduced in size, so small faces may not show up. For best results, use just a few people in your video.

7. The Department of Health reserves the right not to use videos that are unclear. However, we will send a prize to every winner.

8. If you want your video returned, let us know on the enclosed entry form.

**Questions? Contact the Learn To Live Line, 410-222-7979 or [HDLTL@aacounty.org](mailto:HDLTL@aacounty.org).**

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# POSTER AND VIDEO CONTESTS

## ENTRY FORM

This entry form must be filled in and attached to the winning video or poster. Please print clearly. If there are multiple authors, each one must submit an entry form. A parent or guardian **must** sign the entry form for the Department of Health to display a minor's poster or video and name on the Smoking Stinks Web site or at a community event.

Entry for  poster  video

Winner's Full Name \_\_\_\_\_ Age \_\_\_\_\_

Only the first name and first letter of the winner's last name will appear on the Web site. For example: John G.

School/Group's Name \_\_\_\_\_

*(Will appear on the Web site)*

Group's Contact Phone \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_

- The Department of Health may display my child's name, poster or video on the Smoking Stinks Web site or at a community event (check if you give permission)
- The Department of Health may put a reporter in touch with me if the reporter wants to photograph or interview my child (check if you give permission)

Parent/Guardian Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Check here if you want your poster or video back

All entries will receive a Smoking Stinks drawstring bag, and winners will receive movie passes.

Send my prize to:

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Zip Code \_\_\_\_\_

Mail or deliver your entry by **Friday, March 12, 2010** to Learn To Live, Anne Arundel County Department of Health, 3 Harry S. Truman Parkway, HD #22, Annapolis, MD 21401. Videos not larger than 5 MB may be emailed to HDLTL@aacounty.org. (Please request a confirmation of receipt.)

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# ACTIVITIES

What can you do to celebrate Tobacco-Free Kids Week? Anything you want! Use one of our ideas or come up with your own. If possible, hold your event during February 22-28, 2010. But if your group can't do it then, go ahead and hold your activity before or after TFK Week.

To help you plan a great event, the Department of Health offers free materials. See the enclosed form to order what you need.

And if you want to show off your event, **we'll put a photo of it on the Showcase page of the Smoking Stinks Web site**, [www.SmokingStinks.org](http://www.SmokingStinks.org). Just send your photo to: Learn To Live, Anne Arundel County Department of Health, 3 Harry S. Truman Pkwy., HD #22, Annapolis, MD 21401. Or e-mail digital photos to her at [HDLTL@aacounty.org](mailto:HDLTL@aacounty.org). You must provide a signed copy of the attached release form for each person in the photo. We will try to post all photos we receive, but if a photo is not clear when it is reduced, the Department of Health reserves the right not to use it.

## Here are some IDEAS:

### FOR ALL AGES

- **Got a regular group event?** Make it a tobacco-free activity. A dance? Make it a tobacco-free celebration. On a sports team? Hold a tobacco-free event at a practice or before or after a game.
- **Friends for Life.** Make a friendship bracelet and wear it as a promise that you won't smoke. Or give it to a friend or a family member.
- **Roll the Dice.** Make a die out of a cardboard box or styrofoam and print one, two and three dots on it twice. Explain to the kids that one out of three smokers will die from a smoking related illness and have them take turns rolling the die. Each time a three comes up, that person "dies from smoking" and is removed from the game. The last person left wins.
- **Just the Facts:** Invite a guest speaker, anti-smoker or even a cancer patient to give your group the nasty facts about smoking. For a speaker, call Sue Glover or Joanne Ebner at the Anne Arundel Medical Center, 443-481-5366.
- **Post It.** Make a display about the dangers of smoking. Draw pictures or search the Internet for photos about lung cancer and other smoking illnesses. Use information from the fact sheet in this kit or from [SmokingStinks.org](http://SmokingStinks.org).
- **Announce the Facts.** Make daily announcements giving the nasty facts on smoking. Download a list of announcement ideas for your age group at [www.SmokingStinks-aaco.org/tfkfacts](http://www.SmokingStinks-aaco.org/tfkfacts).
- **Wearable Health.** Make your own anti-tobacco T-shirts with markers.
- **Go Online.** Spend some time on the Smoking Stinks Web site, [www.SmokingStinks.org](http://www.SmokingStinks.org). You can:
  - Send funny e-cards to friends.
  - Take the Smoking Stinks quiz.
  - Stop smoking with the I Quit Kit.
  - Visit the Chamber of Horrors.
  - Download free music and wallpaper.
  - View and rate "Smell-o-Vision" ads.

*over for more ideas*

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## Here are some more IDEAS:

### ELEMENTARY SCHOOL AGE

- **A-Z.** Challenge your group to make anti-smoking statements through the alphabet. The first person could say: "**A healthy person doesn't smoke,**" the next person could say: "**Be smart, don't smoke,**" and so on. See how far they can go.
- **Cigarette Stomp.** Blow up long balloons (white is preferable) representing cigarettes and have teams compete to see who can break the most in a minute.
- **The Word On Smoking.** This game is played like the old party favorite "gossip." Have children line up and whisper an anti-tobacco message to the first child – such as "Smoking makes your hair, clothes and breath smell gross" – and have the children whisper the message to each other down the line. Have the last child say out loud what he heard, and then tell the children the correct message.
- **Flying High.** Make Frisbees from aluminum pie plates, paper airplanes or kites. Decorate them with slogans such as: "You'll Go Farther Without Smoking" or "Rise Above Smoking." Hold a contest to see whose flies best.
- **Wheezer.** Give kids soda straws and tell them to breath through the straws. Then have them remove the straws and lead them in activities such as jumping jacks or running in place. Have them try breathing through the straws. Explain that smoking damages your lungs, so that for a smoker breathing can be like breathing through a straw after physical activity.
- **Comics Against Cancer.** Create comic strips about saying no to using tobacco. Combine the strips into a comic book and make copies for each person in your group.
- **A Profile of Non-smokers.** Make silhouettes of the kids and have them write a pledge not to smoke on them. Or add pictures to the silhouettes that show how smoking damages their insides (such as heart disease and lung cancer).
- **Poster Contest!** Create posters with anti-tobacco messages and display them. The Anne Arundel County Department of Health is offering great prizes for your winners and will post this year's best posters on the Smoking Stinks Web site. See enclosed sheet for poster contest rules.

### MIDDLE SCHOOL/HIGH SCHOOL AGE

- **Enter the Video Ad Contest.** Film a one-minute video about why smoking is dangerous, why it stinks or why you won't smoke. Use a camcorder, a digital camera, even your cell phone. The Department of Health will give Smoking Stinks drawstring bags to everyone who enters and will award movie passes for the three best entries. Videos will also be posted on the Showcase page of the Smoking Stinks Web site. See the enclosed sheet for contest rules and required video format.
- **Big Bucks.** A pack-a-day (\$6) smoker will spend \$2,190 on cigarettes each year. For that much, you could buy seven game consoles or 11 smart phones. Figure out what else you could buy instead of wasting money on cigarettes.
- **CSI Tobacco.** Draw chalk outlines of your friends on the sidewalk and write the cause of death in the outline, such as "I died of lung cancer from smoking," "Smoking gave me emphysema and I suffocated" or "I got a heart attack from cigarettes."
- **Wall of Shame.** Find tobacco ads in magazines and paste them on white paper with the headline: "Tobacco companies spend \$34 million dollars a year to get you to smoke."
- **Link Up Against Smoking.** Create a paper chain. Write your names or anti-smoking slogans on each link and then connect the links into a chain to wear or display.
- **Dead Zone.** Instead of a sit-in, how about a "fall-down," where kids lie still and silent to represent the 1,200 people who die from tobacco every day.
- **Research Project.** Give your group a list of chemicals found in cigarettes. Have them research on the Internet, the dictionary or the encyclopedia what else the chemicals are used for, and have them report back to the group. Chemicals include: arsenic, methane, ammonia, cadmium, carbon monoxide, formaldehyde, butane and hydrogen cyanide.

