



## Dear Anne Arundel County Resident:

Tobacco-Free Kids Week is your chance to help kids be tobacco-free in 2012! 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 this special TFK Week event for 2012:

- TFK Week T-Shirt Design Contest: Winners will receive an iPod, and their T-shirt design will be printed on T-shirts for their groups. See the enclosed contest sheet to find out how to submit a design.

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 2012 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 12-18. 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:

- The idea that “everybody smokes” is wrong. Only 12 percent of Anne Arundel County teens do. That means out of 100 teens, only 12 smoke.
- Tobacco contains nicotine, a highly addictive drug. That makes quitting hard to do. Ninety-five percent of smokers who try to quit on their own – without smoking cessation classes, friends’ encouragement or other support – do not succeed.
- The nicotine in tobacco is so addictive that you can get hooked after smoking just a few cigarettes.
- Many teen smokers think they can quit anytime they want, but nicotine addiction makes it harder than they think. In fact 75 percent of teens who smoke are still smoking 7 to 9 years later.
- Some people smoke because they think it helps them relax. A new study suggests otherwise – smoking actually triggers stress. The truth is that smokers are addicted to the nicotine in tobacco; as the nicotine from one cigarette wears off, they start to crave another and become nervous and tense. Doesn’t sound very relaxing!
- If you smoke, you are paying about \$7 per pack to hurt yourself. How dumb is that?
- Everyone knows that smoking causes lung cancer, but it also can cause acute myeloid leukemia, bladder cancer, cancer of the cervix, cancer of the esophagus, kidney cancer, cancer of the larynx (voice box), mouth cancer, throat cancer, stomach cancer and cancer of the uterus.
- Want to look good? Don’t smoke. Smoking makes you smell bad, gives you wrinkles, stains your teeth and gives you bad breath.
- Do you care about the environment? Don’t smoke. Cigarette butts thrown on the ground by smokers are the number one source of litter in America. Cigarette butts are a toxic threat to wildlife and other living organisms.
- Smoking causes about 443,000 deaths in the U.S. each year.
- Of every five people who die in the U.S., one of them dies from smoking.
- Smokers hurt the people around them. Kids who live with smokers get more colds, bronchitis, pneumonia, ear infections and asthma. Smoke also slows their lung growth. Each year, about 3,400 nonsmokers die of lung cancer from breathing other people’s smoke.
- Electronic cigarettes (e-cigarettes) are marketed as a safe alternative to smoking, but in reality they are unregulated and the potential damage is unknown. They contain nicotine mist, so you are still inhaling an addictive drug. The Food and Drug Administration (FDA) ran tests on e-cigarettes that showed the mist contains not only nicotine but also toxic chemicals, such as diethylene glycol, an ingredient used in antifreeze.
- Some people think cigars are safe because they are usually not inhaled. However, cigar smokers are at higher risk for cancer of the mouth, esophagus or larynx (voice box). They are four to 10 times more likely than nonsmokers to get one of those types of cancer.
- For every smoker that dies, tobacco manufacturers try to hook a new one to start! They produce small flavored cigars or cigarillos in different flavors, such as candy, fruit, chocolate and various other tastes, to help make them appealing to children and teenagers.
- Some people think smokeless tobacco, also known as chewing tobacco or spit, is a safe alternative to smoking. It may not give you lung cancer, but it can give you cracked and bleeding gums and lips, make your teeth loose and fall out, and give you mouth and pancreatic cancer.
- Bidis are thin, unfiltered cigarettes from India. Bidis deliver twice the amount of tar and seven times the amount of nicotine of regular cigarettes. Some bidis are flavored to make them more attractive to teens.

## Find More Facts

- National Cancer Institute – [www.cancer.gov/cancertopics/factsheet/Tobacco](http://www.cancer.gov/cancertopics/factsheet/Tobacco)
- Centers for Disease Control and Prevention – [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)
- Maryland Resource Center for Quitting Use and Initiation of Tobacco – [www.mdquit.org](http://www.mdquit.org)

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# 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 fliers, 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 website: [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 12-18, 2012. 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 register all locations and 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, January 27, 2012.**
- **Make sure people in your group know about your activity.** Hang up the enclosed flier. Make announcements to your group, and send fliers 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 website. See the Activities Sheet to find out how to submit a photo.
- **Pick up your TFK Week supplies on time.** Pickup will be from 7 a.m. to 5 p.m. February 8-10 at the Department of Health, One 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. An operator is on duty Monday through Friday from 7:00 a.m. to 3:30 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, January 27, 2012.**

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.** All requests will receive a free anti-tobacco poster to hang up all year.

You will be able to pick up your supplies at the Department of Health February 8-10, 2012 from 7 a.m. to 5 p.m. (We'll send you a postcard reminder.) At pickup, 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 fliers (Limit 5 per group)	_____	"Spider-Man vs. Smoke Screen" comic book. Spider-Man takes on the tobacco industry. (Limited to 30 per group. Additional copies may be ordered from the American Cancer Society, 410-793-3989).
_____	Smoking Stinks pencils	_____	Save Yourself and Your Family from Environmental Smoke, a card for children to give to family members. (Limit 25 per group)
_____	Smoking Stinks stickers		
_____	TFK Week sticky note pads (limited quantities)		

**To request a speaker** to talk to your group about the dangers of smoking, call Sue Glover or Joanne Ebner at Anne Arundel Medical Center, 443-481-5366, or call the Learn To Live office at 410-222-7979.





# T-SHIRT DESIGN CONTEST

**WIN GREAT PRIZES AND GET YOUR DESIGN ON A T-SHIRT!**

Here's a contest you can win and wear. Draw a picture that shows the world what you think of smoking, and your design may be chosen to be printed on real T-shirts. **Winners will receive an iPod, and their designs will be printed on custom T-shirts for their groups.** Everyone who submits a design to the Department of Health will get a Smoking Stinks drawstring bag, and all entries will be displayed on the Showcase page of the Smoking Stinks website.

## Here's how the contest works:

1. Have the people in your group make T-shirt designs with anti-smoking messages.
2. Choose your winner(s); then select **one winner overall.**
3. Mail or deliver the winning design to the Department of Health, and we'll put it on our online Showcase page. With the design, we'll include the name(s) of your winner and your group.
4. The Department of Health will select one top winner each from three categories: elementary (grades 1-5), middle school (grades 6-8) and high school (grades 9-12).  
**The three winners will receive an iPod. Also, each winning design will be printed on 150 T-shirts and distributed to the winners' class or group.**

## Contest Rules

1. Submit entries on 8 ½" x 11" white paper.
2. You can draw your design in markers, colored pencils, crayons, or even on the computer. Bright colors will show up best.
3. Keep your design simple and use just a few large print words. Complicated designs, lots of small printed words and thin lines may not show up well.
4. Check the spelling on your design. Designs with misspellings will not be used.
5. **Send only one winning T-shirt design from your group.** Multiple winning entries will not be used.
6. The enclosed entry form must be filled in and attached to the winning design. A parent/guardian must sign the form for us to post your name on the website, but we'll only post your first name and first letter of your last name (for example, "Amy B.").
7. Entries must be received by the Department of Health by **Friday, March 9, 2012.**

**Questions? Contact the Learn To Live Line,  
410-222-7979 or HDLTL@aacounty.org.**

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# T-SHIRT DESIGN CONTEST

## ENTRY FORM

This entry form must be filled in and attached to the winning T-shirt design. Please print clearly. A parent or guardian **must** sign the entry form for the Department of Health to display a minor's design and name on the Smoking Stinks website or at a community event.

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

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

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

*(Will appear on the website)*

Group's Contact Person Name and Phone \_\_\_\_\_

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

- The Department of Health may display my child's name and T-shirt design on the Smoking Stinks website 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 \_\_\_\_\_

All entries will receive a Smoking Stinks drawstring bag. Top winners from each category will receive an iPod and their groups will get 150 T-shirts with the winning design.

Send my prize to:

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ ZIP Code \_\_\_\_\_

Mail or deliver your entry by **Friday, March 9, 2012**, to Learn To Live, Anne Arundel County Department of Health, One Harry S. Truman Parkway, MS #3102, Annapolis, MD 21401.





# 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 12-18, 2012. 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. To order yours, see the Order Free Supplies form in this kit.

And if you want to show off your event, **we'll put a photo of it on the Showcase page of the Smoking Stinks website**, [www.SmokingStinks.org](http://www.SmokingStinks.org). Just send your photo to: Learn To Live, Anne Arundel County Department of Health, One Harry S. Truman Parkway, MS #3102, Annapolis, MD 21401. Or e-mail digital photos to [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

- **Enter the TFK Week T-shirt Design Contest:** Someone in your group could win an **iPod** and **custom T-shirts** for the group. See the sheet in this kit for details.
- **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.
- **Speak Out:** Make daily announcements giving the nasty facts on smoking. See the Fact Sheet in this kit.
- **Lights, Camera, Quit!** Write anti-smoking skits or TV ads and film them with a cell phone, digital camera or camcorder. Show them to your group. Send a copy to Learn To Live at the Anne Arundel County Department of Health, One Harry S. Truman Parkway, Annapolis, MD 21401, or e-mail to [HDLTL@aacounty.org](mailto:HDLTL@aacounty.org). Acceptable formats are: avi, swf, wmv, mpeg or mov. We may post your video on the Showcase page of the Smoking Stinks website.
- **Go Online:** Spend some time on the Smoking Stinks website, [www.SmokingStinks.org](http://www.SmokingStinks.org). Have kids send funny e-cards about smoking, challenge them to play the games, or give a prize for the highest score on the quiz. They can even enter the Chamber of Horrors and see gruesome cancer photos, if they dare!
- **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.
- **Create a Graffiti/Pledge Wall:** Cover a wall with white paper and have kids write anti-tobacco graffiti on it. Or use it as a pledge wall and see how many kids you can get to sign their names as a promise not to use tobacco.

*over for more ideas*

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## Here are some more IDEAS:

### ELEMENTARY SCHOOL AGE

- **Get Busy:** Check out the puzzle sheets on the TFK Week Activities page on [www.SmokingStinks.org](http://www.SmokingStinks.org). Do the activities with your elementary age children.
- **Grow Up Smoke-Free:** Have your children plant flower seeds in plastic cups or cans. Decorate the planters with labels saying something like “Grow up strong without cigarettes” or “Life smells better without tobacco.”
- **Make a Tar Jar or Butt Jar:** Experience the “yucky” side of smoking. The tar jar represents the amount of tar (1 quart) that smoking a pack of cigarettes per day for one year puts into a smoker’s lungs. The butt jar makes a powerful stench that kids can sniff. Materials: Tar Jar: 1 quart of dark molasses, dirty motor oil or cooking oil mixed with dark dirt. Butt Jar: Fill jar with cigarette butts and add water. The longer it sits, the worse it smells!
- **Slogan Contest:** Give prizes for the best slogans about why smoking stinks.
- **Quiz Whiz:** Hold a smoking trivia contest or quiz show. Test your group on what they know about the dangers of tobacco. See the tobacco fact sheet in this kit for information to help you write questions, or use the quiz at [www.SmokingStinks.org](http://www.SmokingStinks.org).
- **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: “**B**e smart, don’t smoke,” and so on. See how far they can go.
- **Breathless:** Give kids soda straws and tell them to breathe 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 again. Explain that smoking damages your lungs; therefore, a smoker breathing can be like breathing through a straw after physical activity.

### MIDDLE SCHOOL/HIGH SCHOOL AGE

- **Seven Minutes Lost:** Each time smokers light up, they shorten their lives, on average, by seven minutes. How many minutes of life does a pack-a-day smoker lose each day; in a week; in a year? Have the kids in your group do the frightening math.
- **Day of the Dead:** One day, have all the people in your group wear black and color their faces white to represent death from smoking. You can pin messages on your clothing, such as “I’m one out of three smokers who will die from smoking” or “You lose seven minutes of life each time you smoke” or “Smoking pollutes your body and the environment.”
- **Smoke-Free Spirit Day:** Ask everyone in your school to wear your school colors on a certain day to show your support for not smoking.
- **In Memory:** Remember people who died from tobacco diseases, such as grandparents. Or go online to [www.tobacco.org/resources/misc/losses.html](http://www.tobacco.org/resources/misc/losses.html) to find famous people who died of smoking. Make a photo display of cancer victims.
- **Smoking Makes You Ugly:** Go to the Games page of the Smoking Stinks website – [www.SmokingStinks.org](http://www.SmokingStinks.org) – and play Effects of Smoking to see how smoking ruins your good looks. You can even use your own picture.
- **Big Bucks:** A pack-a-day (\$7) smoker will spend \$2,555 on cigarettes each year. For that much, you could buy seven game consoles or 11 smartphones. 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” or “Smoking gave me emphysema and I suffocated” or “I got a heart attack from cigarettes.”
- **Expert Testimony:** Invite a guest speaker, former smoker or even a cancer patient to tell your group why smoking stinks. For a medical speaker, call Sue Glover or Joanne Ebner at Anne Arundel Medical Center, 443-481-5366, or call Learn To Live at 410-222-7979.