

BEFORE YOU DO ANYTHING, LOG ON TO WWW.KICKBUTTSDAY.ORG AND REGISTER YOUR EVENT!

THEY PUT **WHAT?!** IN A CIGARETTE

CONTENTS

- Instruction sheet
- 10 ft. roll of paper
- Markers
- Two megaphones
- Palm cards

There's a lot more than just tobacco in cigarettes. Cigarettes contain over 7,000 chemicals – including at least 69 cancer-causing toxins. For this activity, you will create a display that exposes the truth about cigarettes and all of the dangerous, deadly chemicals they contain.

Here are a few of the chemicals found inside tobacco products and secondhand smoke:

ARSENIC - used in rat poison and pesticides

ACETIC ACID - found in vinegar, hair dye and photo developing fluid

ACETONE - a main ingredient in paint thinner and fingernail polish remover

AMMONIA - a typical household cleaning fluid

BENZENE - found in gasoline

BUTANE - found in lighter fluid, pesticides and paints

CADMIUM - found in batteries and artists' paints

CARBON MONOXIDE - a poisonous gas found in car exhausts

DDT - formerly used as an insecticide

FORMALDEHYDE - used to embalm dead bodies; often used to preserve small animals in biology classes

HYDRAZINE - used in rocket fuel

HYDROGEN CYANIDE - used as a poison in gas chambers and chemical weapons

LEAD - a toxic metal that used to be found in some paints

NAPHTHALENE - used in mothballs and some paints

NITROBENZENE - used as a solvent in petroleum refining

PHENOL - found in disinfectants and used in plastics

POLONIUM-210 - a highly radioactive element



find out more at: kickbuttsday.org

INSTRUCTIONS

1. Find some household products containing ingredients from the list of chemicals on the fact sheet.
2. Head downtown or to your state's capital – wherever there is heavy street traffic. Set up a table where you can display your materials.
3. On the roll of paper, write the name **"THEY PUT WHAT IN A CIGARETTE?"** in BIG letters.
4. Write out a list of the chemicals added to cigarettes. Leave room underneath each chemical for a label of a product containing the same dangerous toxins. If product labels are not available, write the chemical name underneath it and then write the names of other toxic products containing these chemicals. For example, acetone: nail polish remover.
5. Display the banner in a place where it is clearly visible.
6. Explain each product to your audience, including the chemicals found in it and how these toxins are also in cigarettes.
7. Hand out palm cards to pedestrians and talk to them about the display.

EVENT ENHANCEMENT

To add a little something more to the event, ask pedestrians to sign a petition in support of smoke-free air in parks, restaurants and other public places, or in support of a tobacco price increase.

For this part of the event, in addition to the included supplies, you will need to create petitions, and have pens and factsheets available about the dangers of secondhand smoke and the benefits of raising the price of tobacco products. You can find factsheets at http://www.tobaccofreekids.org/facts_issues/fact_sheets/.



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UNDER THE RADAR

KIT CONTENTS
INSTRUCTION SHEET
10 FT. ROLL OF PAPER
STICKERS WITH QUOTES
SCISSORS
GLUE STICKS
FACT SHEET

For this activity, you will gather photos and advertisements of tobacco marketing and create a display that exposes the exploitive and manipulative tactics used by tobacco companies to attract teen customers.

INSTRUCTIONS

1. Prior to the event, flip through magazines and find ads for tobacco products. Then go around your town and take pictures of tobacco marketing. These can include:
 - Pictures of colorful tobacco products, including candy-flavored cigars and smokeless products, and the actual candy products to use in comparison.
 - Notable quotes from the tobacco industry.
 - Recent advertisements in magazines and stores.
2. Create a display on your banner using the pictures and advertisements you found with the scissors, glue and other supplies.
3. Display your banner to the public. Explain your photos and ads and pass out palm cards to bystanders.

If you need examples or are unable to take pictures of Big Tobacco's marketing tactics, you can visit www.kickbuttsday.org/undertheradar where you will find recent tobacco advertisements, tobacco product pictures and store displays to use for this event.

find out more at: kickbuttsday.org



EVENT ENHANCEMENT *(see page 41 of the Kick Butts Day Activity Guide)*

- Point of Sale Campaign: A Point of Sale Campaign is where you go to convenience stores and other places that sell tobacco products and survey the advertisements and products sold. You can find resources on Point of Sale campaigns in addition to sample surveys at storealert.org. For background information on Point of Sale marketing, please visit countertobacco.org.
- You can include a Point of Sale Campaign element into your Under the Radar work by taking pictures at the convenience stores and then filling out the surveys while you're there. Then, during your Under the Radar event you can present the findings to your audience, showing that the tobacco industry still targets youth in advertising and in retail outlets.
- The "Send a Message to ___" activity can be integrated by having participants send letters to magazines that accept tobacco advertisements or even directors or producers of youth-rated movies that feature smoking. Be creative to identify possible stakeholders that take part in advertising tobacco products to youth, and tell them to stop their practices!
- Create a display to inform the public about new tobacco products designed to appeal to youth, including sticks, strips and orbs (see page 10 of the activity guide).
- Invite fellow students and their parents to an after-school event where you present your banner. Give a short presentation on your findings.
- Ask attendees to sign petitions to the Center for Tobacco Products (CTP) at the Food and Drug Administration (FDA) urging them to take action on flavored tobacco products.

AskCTP@fda.hhs.gov

Center for Tobacco Products
Food and Drug Administration
9200 Corporate Boulevard
Rockville, MD 20850-3229
1-877-CTP-1373 (1-877-287-1373)

- To complete the enhanced event, you will need to create petitions and bring pens, fact sheets about new products, your Point of Sale survey materials and/or findings and presentation materials. For fact sheets about new products, visit http://www.tobaccofreekids.org/facts_issues/fact_sheets/.

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