



Tobacco Prevention Toolkit K-12



PREPARED FOR THE
South Dakota Department of Health
Tobacco Control Program
615 E. Fourth Street
Pierre, SD 57501



PREPARED BY THE
Minnesota Institute of Public Health
2720 Highway 10 NE
Mounds View, MN 55112
763-427-5310 • 1-800-782-1878

Tobacco Prevention Toolkit K-12

REVISED MAY 2010



ACKNOWLEDGMENTS

This *Tobacco Prevention Toolkit (K-12)* was developed by the South Dakota Department of Health Tobacco Control Program and the Minnesota Institute of Public Health in 2008.

PROJECT STAFF

South Dakota Department of Health Tobacco Control Program

Colleen Winter
Director, Division of Health and Medical Services

Linda Ahrendt
Administrator, Office of Health Promotion

Barb Buhler
Information Officer

Scarlett Bierne
Program Coordinator, Tobacco Control Program

Minnesota Institute of Public Health

Thomas Griffin, Ph.D., M.S.W.
Project Director

Robyn Wiesman, M.A.
Toolkit Coordinator and Editor

Irene Lindgren
Design Center Coordinator

For more information or additional copies, contact:
South Dakota Department of Health
Tobacco Control Program
615 East 4th Street
Pierre, South Dakota 57501-1700
605-773-3737

TABLE OF CONTENTS

Introduction 1

Resources 4

Section 1: Tobacco Prevention Activities 23

Section 2: Tobacco Prevention Policies 69

Section 3: Tobacco Prevention Curriculum 77

INTRODUCTION

Tobacco use remains the leading cause of preventable death in South Dakota. More deaths are caused each year by tobacco use than by human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders *combined*. The Centers for Disease Control and Prevention (CDC) highlights the following data about South Dakota¹.

Deaths in South Dakota Caused by Smoking

Annual average smoking-attributable deaths	1,100
Youth ages 0-17 projected to die from smoking	18,000

Annual Costs Incurred in South Dakota from Smoking

Total medical	\$274 million
Medicaid medical	\$58 million
Lost productivity from premature death	\$228 million

In 2007, CDC issued the *Best Practices for Comprehensive Tobacco Control Programs*. This document describes an integrated programmatic structure for implementing interventions proven to be effective and provides the recommended level of state investment to reach these goals and reduce tobacco use in each state¹.

The South Dakota Department of Health, Tobacco Control Program is working to:

1. Reduce the number of people who start using tobacco;
2. Increase the number of people who quit using tobacco; and
3. Reduce the number of nonsmokers exposed to secondhand smoke.

The South Dakota Department of Health Tobacco Control Program contracted with the Minnesota Institute of Public Health to develop the *Tobacco Prevention Toolkit (K-12)*. This toolkit provides tobacco prevention activities, policies, and curriculum for South Dakota educators. The toolkit has been designed to serve as a user-friendly guide within K-12 schools.

How to Use the Toolkit

The *Tobacco Prevention Toolkit (K-12)* is designed to provide information about tobacco prevention activities, policies, and curriculum. It serves as a user-friendly guide that can assist with planning and implementation of tobacco prevention efforts. The majority of the activities, policies, and curriculum described in the toolkit are evidence-based. The toolkit is designed for educators throughout South Dakota. Educators can use the toolkit to:

- learn and gather ideas for tobacco prevention activities,
- assist in the development and implementation of tobacco-free policies,
- select tobacco curriculum for classroom use, and
- find sources of information.

The toolkit is organized into three sections, which correspond to these areas. Each section is unique and is described below. Each section includes a bibliography.

Section 1: Tobacco Prevention Activities

The Tobacco Prevention Activities section includes examples of activities to implement in school settings. Please note that not all of these tobacco prevention activities are evidence-based. However, activities are a key component to a comprehensive tobacco prevention program.

Section 2: Tobacco Prevention Policies

The Tobacco Prevention Policies section includes information and examples about tobacco-free policy implementation in school settings.

Section 3: Tobacco Prevention Curriculum

The Tobacco Prevention Curriculum section includes a variety of information about evidence-based curricula. The majority of the curriculum is recognized by the National Registry of Evidence-based Programs and Practices (NREPP). The information includes target audience, goals, objectives, description, and cost.

Background

The 2006 Surgeon General's report on secondhand smoke concluded that secondhand smoke causes premature death and disease in children and in adults who do not smoke². In addition, children exposed to secondhand smoke are at an increased risk for acute respiratory infections, ear problems, and more severe asthma².

School programs designed to prevent tobacco use could become one of the most effective strategies available to reduce tobacco use in the United States³. Accordingly, the Centers for Disease Control and Prevention (CDC) created the Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. The guidelines³ recommend that all schools:

- a) develop and enforce a school policy on tobacco use,
- b) provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills,
- c) provide tobacco-use prevention education in kindergarten through 12th grade,
- d) provide program-specific training for teachers,
- e) involve parents or families in support of school-based programs to prevent tobacco use,
- f) support cessation efforts among students and all school staff who use tobacco, and
- g) assess the tobacco-use prevention program at regular intervals.

The effectiveness of school-based tobacco prevention programs appears to be enhanced and sustained by comprehensive school health education and by community-wide programs that involve parents, mass media, community organizations, or other elements of the social environment of youth.

In addition, the CDC sponsored an evaluation of data on media campaigns from Australia, Canada, England, Finland, the Netherlands, Norway, Poland, Scotland, and the United States⁴. Based on this review of material on youth tobacco

use prevention campaigns from nine countries, the research literature, and extensive marketing program experience, the authors have drawn several conclusions about successful mass media campaigns⁴. In general, successful youth tobacco use prevention mass media campaigns⁴:

- Are most effective when they are part of broader, comprehensive tobacco control programs designed to change a community's prevailing attitudes concerning tobacco use.
- Include ads with strong negative emotional appeal that produce, for example, a sense of loss, disgust, or fear.
- Introduce persuasive new information or new perspectives about health risks to smokers and nonsmokers.
- Use personal-testimony or graphic-depiction formats that youth find emotionally engaging but not authoritarian.

- Feature multiple message strategies, advertising executions, and media channels to consistently attract, engage, and influence diverse youth with varying levels of susceptibility to smoking.
- Provide adequate exposure to media messages over significant periods of time.
- Incorporate comprehensive formative, process, and outcome evaluation plans.

In addition, the CDC offers a 450 page comprehensive document: *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*. This manual is designed to help readers at different levels of experience who are managing programs at different stages of development⁵.

What is Evidence-Based?

In the health care field, evidence-based practice (or practices) generally refers to approaches to prevention or treatment that are validated by some form of documented scientific evidence. What counts as "evidence" varies. Evidence often is defined as findings established through scientific research, such as controlled clinical studies, but other methods of establishing evidence are considered valuable as well. Evidence-based practice stands in contrast to approaches that are based on tradition, convention, belief, or anecdotal evidence.

Source

Substance Abuse and Mental Health Services Administration, National Registry of Evidence-based Programs and Practices. What is evidence-based? Available at: www.nrepp.samhsa.gov/about-evidence.htm. Accessed July 2008.

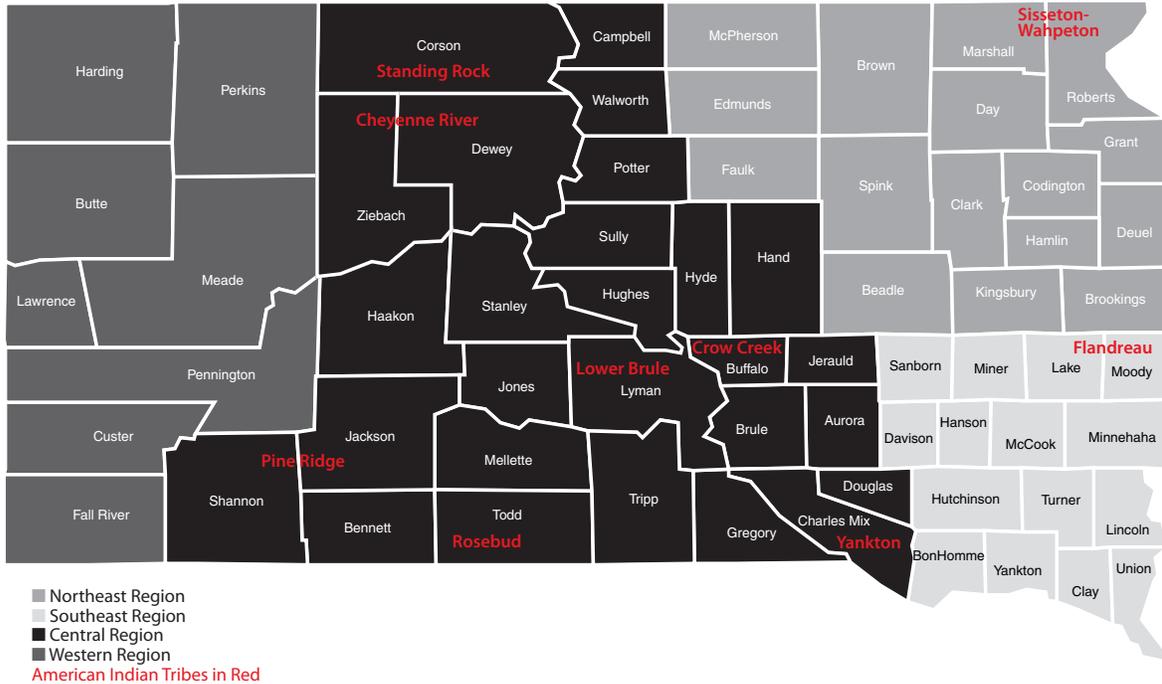
RESOURCES

The South Dakota Department of Health Tobacco Control Program provides the following list of resources. The resources provide information and materials to alleviate the need for duplication of efforts.

- Coordinated School Health
<http://doe.sd.gov/oess/schoolhealth/index.asp>
- South Dakota Department of Health
www.doh.sd.gov/catalog.aspx
- South Dakota Department of Health, Tobacco Control Program
<http://doh.sd.gov/tobacco>
- Tobacco Prevention Coordinator Regional Map
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Addressing Tobacco Use and Addiction
www.cdc.gov/HealthyYouth/tobacco/pdf/Addressing_Tobacco_Addiction.pdf
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Healthy Schools, Healthy Youth www.cdc.gov/healthyyouth/
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use and the Health of Young People
www.cdc.gov/HealthyYouth/tobacco/facts.htm
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use Publications
www.cdc.gov/HealthyYouth/tobacco/publications.htm
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use School Health Guidelines
www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm
- Centers for Disease Control and Prevention, Smoking and Tobacco Use
www.cdc.gov/tobacco
- HealthEdventure
www.healthedventure.org
- TobaccoWiki
www.tobaccowiki.org

Tobacco Prevention Coordinator Regional Map

SOUTH DAKOTA DEPARTMENT OF HEALTH TOBACCO CONTROL PROGRAM



REGION	PHONE/FAX	COUNTIES
Northeast Region Tobacco Prevention Coordinator Human Service Agency 123 19th Street NE, PO Box 1030 Watertown, SD 57201	605-884-3523 605-884-3522 (fax)	Beadle, Brookings, Brown, Clark, Codington, Day, Deuel, Edmunds, Faulk, Grant, Hamlin, Kingsbury, Marshall, McPherson, Roberts, Spink
Southeast Region Tobacco Prevention Coordinator Volunteers of America, Dakotas 1309 W 51st Street, PO Box 89306 Sioux Falls, SD 57105	605-339-1199 , ext. 341 605-335-5514 (fax)	Bon Homme, Clay, Davison, Hanson, Hutchinson, Lake, Lincoln, McCook, Miner, Minnehaha, Moody, Sanborn, Turner, Union, Yankton
Western Region Tobacco Prevention Coordinator Black Hills Special Services Career Learning Center 730 E. Watertown Street Rapid City, SD 57701	605-394-5120 605-394-6083 (fax)	Butte, Custer, Fall River, Harding, Lawrence, Meade, Pennington, Perkins
Central Region Tobacco Prevention Coordinator Black Hills Special Services Career Learning Center 730 E. Watertown Street Rapid City, SD 57701	605-394-5120 605-394-6083 (fax)	Aurora, Bennett, Brule, Buffalo, Campbell, Charles Mix, Corson, Dewey, Douglas, Gregory, Haakon, Hand, Hughes, Hyde, Jerauld, Jones, Lyman, Mellette, Potter, Shannon, Stanley, Sully, Todd, Tripp, Walworth, Ziebach

Campaign for Tobacco-Free Kids

www.tobaccofreekids.org

Tobacco's Toll: 127,159 kids have become regular smokers in 2010. 40,691 will die prematurely from their addiction.

Thursday, May 13



Tobacco vs. Kids
Where America draws the line.™

- Take Action
- Donate
- Federal Initiatives
- State Initiatives
- International Center
- Kick Butts Day
- Research and Facts
- Press Office
- Tobacco Ad Gallery
- Special Reports

The Tobacco Toll
Find out what tobacco has done to your state!

Select a State... ▾



A Broken Promise To Our Children
The 1998 State Tobacco Settlement 11 Years Later
[More >>](#)

- **Special Report**


Big Tobacco: Guilty As Charged
Appeals Court upholds ruling that tobacco companies are racketeers.
- **Special Report**


Deadly in Pink
Big Tobacco Steps Up Its Targeting of Women and Girls.
- **Special Report**


Victory for Kids Health
President, Congress Increase Tobacco Tax to Fund Children's Health Insurance.
- **Special Report**


Big Tobacco's Guinea Pigs
How an unregulated industry experiments on America's kids and consumers.
- **Latest Releases**

May 13, 2010
South Carolina Legislature Delivers Historic Victory for Kids and Health By Approving Cigarette Tax Increase over Governor's Veto

April 22, 2010
Kelly Clarkson, Promoters Do the Right Thing by Dropping Tobacco Concert Sponsor

Learn About The Global Fight Against Tobacco ▶

2010 Youth Advocates of the Year Awards Gala
Save the date:
May 12, 2010

■ Highlights

Tobacco Control Key to Global Cancer Fight
Lance Armstrong and Michael Bloomberg speak out in Newsweek

Faith United Against Tobacco
Faith leaders work to reduce tobacco use

Buying Influence, Selling Death
Report on tobacco industry campaign contributions

Coordinated School Health

<http://doe.sd.gov/oess/schoolhealth/index.asp>

Office of Educational Services & Support – SD Department of Education

http://doe.sd.gov/oess/schoolhealth/index.asp



south dakota
DEPARTMENT OF EDUCATION

Learning. Leadership. Service.



Administrators | Teachers | Counselors | Parents / Students

Quick Links

A-Z Topics
About the Department
Board of Education
Content Standards
Data & Reporting
No Child Left Behind
Postsecondary Schools
Report Card
SD Ed. Directory
State Library
Support Services

Press Room

News Releases
Publications

Contact Information

Contact Us
Contact List

Site Help

Site Map
Site Index

Site Search

Search

Powered by 

Office of Educational Services & Support

Coordinated School Health

- ▶ [Council Development](#)
- ▶ [CDC Priority Risk Behaviors](#)
- ▶ [Policy Development](#)
- ▶ [Health Education](#)
- ▶ [HIV/AIDS Prevention Education](#)
- ▶ [Physical Education](#)

Quick Links

- ▶ [SD Safe Routes to School](#)
- ▶ **NEW:** [Health Education Curriculum Analysis Tool \(HECAT\)](#)
- ▶ **NEW:** [CDC Healthy Schools Healthy Youth!](#)
- ▶ [Healthy South Dakota](#)
- ▶ **Register Now!** - [South Dakota Schools Walk Program](#)
- ▶ [Training and Events](#)
- ▶ [Resources](#)
- ▶ [Available Grants](#)
- ▶ [Staff Contacts](#)

The Coordinated School Health Approach

A coordinated approach to school health improves children's health and their capacity to learn through the support of families, schools, and communities working together. To find out more, click on each of the eight aspects of health and education below.

School Health
<p>Course Standards: - Physical Education - Health Education</p> <p>Youth Risk Behavior Survey (YRBS)</p> <p>School Health Profile</p> <p>School Height and Weight Data</p>
Special Education
<p>South Dakota State Application</p> <p>2008-2009 Annual Request for IDEA Flow-through Funds</p> <p>Extended Standards Revised</p> <p>State Performance Plan</p> <p>Response to Intervention</p>
CANS
<p>FFVP Announcement</p> <p>Nutrition Bulletin</p> <p>CANS Calendar</p> <p>Wellness Policy</p> <p>NEW: School Nutrition Association of S.D. Annual Fall Conference</p>
Early Childhood Education
<p>S.D. Early Learning Guidelines</p>
Title
<p>No Child Left Behind Consolidated Application eGrant System</p>
Office Contact Info
<p>OESS Staff Directory</p>

INTRODUCTION AND RESOURCES

7

South Dakota Department of Health

Please visit the South Dakota Department of Health website for additional print materials:
www.doh.sd.gov/catalog.aspx

SD Department of Health – Educational Materials Catalog

https://apps.sd.gov/applications/PH18Publications/secure/Puborder.asp

Google

News A-Z Topic Index Publications Statistics Online Services Search

Division of Health and Medical Services
Educational Materials Catalog

*Enter the Qty of each item you would like to order from each tab.
 *When finished, click the Proceed to Checkout Button.
 *Educational Materials can only be ordered by South Dakota residents.
 *Adobe Acrobat is required to view publications - [Click Here to download Adobe Acrobat.](#)
 *Allow 2 to 4 weeks for delivery of order
 *Materials on this site are offered as a public service and are for non-commercial use only.

All Women Count	Diabetes	Physical Activity	Nutrition
Cardiovascular	Dental	Tobacco Prevention	Community Health

BCCCP and Wise Women

Stock Number	Publication Title	Qty to order
BCC007	AWC Be a Wise Woman Get Screened (two sided)	<input type="text"/>
BCC025	Breast Cancer Facts	<input type="text"/>
BCC003	Breast Health (Self-Exam)	<input type="text"/>
BCC003-S	Breast Health (Self-Exam) (Spanish)	<input type="text"/>
BCC004	Breast Health - Learn the Facts	<input type="text"/>
BCC004-S	Breast Health - Learn the Facts (Spanish)	<input type="text"/>
BCC009	Mammography	<input type="text"/>
BCC006-S	Mom, you'd want to know... (Mom to Teen HPV and Cervical Cancer) Spanish	<input type="text"/>
BCC010	Self Exam Reminder Shower Cards	<input type="text"/>
BCC013	Understanding Breast Cancer Treatment - A Guide for Patients	<input type="text"/>

[Proceed to Checkout](#)

[Local Offices](#)
[Services](#)
[Licensing Boards](#)
[Resources](#)
[Events Calendar](#)
[F.A.Q.](#)

HEALTHYS.D.GOV
 Live Better. Grow Stronger.

South Dakota Connect

[State Home Page](#) ♦ [DOH Home](#) ♦ [Accessibility Policy](#) ♦ [Disclaimer](#) ♦ [Privacy Policy](#) ♦ [Contact Us](#)

South Dakota Department of Health, Tobacco Control Program

<http://doh.sd.gov/tobacco>

Tobacco Control – SD Department of Health

http://doh.sd.gov/tobacco/

News A-Z Topic Index Publications Statistics Online Services Search

Tobacco Control Program

This program coordinates state efforts to prevent people from starting to use tobacco products, help current tobacco users quit, and reduce nonsmokers' exposure to second-hand smoke.

- NEW: Tobacco Prevention Toolkit for Post-Secondary Schools
- Tobacco Prevention Toolkit for K-12 Schools
- South Dakota QuitLine 1-866-SD- QUILTS (1-866-737-8487)- toll-free telephone line to provide tobacco users counseling support as they try to quit
- BeFreeSD.com: Live, Work and Play —Tobacco-Free - Tobacco-free options for you and your family
- Local Tobacco Prevention Coordinators - contact to find out about tobacco prevention activities in your area
- Information Regarding Increased Tobacco Control Funding (1/4/2007)

Data

- Adult Data**
 - The Health Behaviors of South Dakotans, Tobacco Use - 2008 | 2007
 - South Dakota Tobacco Use Study: Clients Served by the Department of Social Services - 2005 | 2008 (use ADOBE)
 - "Be Tobacco Free South Dakota" Advertising Campaign Evaluation
- Youth Data**
 - South Dakota Youth Tobacco Survey - 2007 | 2005 | 2003
 - 2007 SD Youth Risk Behavior Survey - Full Report (leaves Health Department site)
 - 2005 South Dakota Youth Risk Behavior Survey - Tobacco Summary | Full report (leaves Health Department site)
 - South Dakota's K-12 School District Tobacco Possession and Use Policy Study (use ADOBE)
 - School Based Tobacco Prevention Grants Program Evaluation

Resources

- Order FREE tobacco control materials (select "Tobacco Control " tab)
- South Dakota Tobacco Control Program Annual Report - 2009 | 2008 | 2007 | 2006
- South Dakota Tobacco Control Program Strategic Plan 2009

Research

- The Health Consequences of Involuntary Exposure To Second Hand Smoke, A Report of the Surgeon General, 2006 (US Office of the Surgeon General)
- The Health Consequences of Smoking, A Report of the Surgeon General, 2004 (US Office of the Surgeon General)
- American Cancer Society Study Regarding Switching from Cigarettes to Spit Tobacco-*Journal of Tobacco Control*

Local Offices Services Licensing Boards Resources Events Calendar F.A.Q. Subscribe to Epi listserv

HEALTHYSOUTH DAKOTA GOV
Live Better. Grow Stronger.

Connect

HOIT
Health Occupations for Today & Tomorrow

SERVSD
STATEWIDE EMERGENCY
REGISTRY OF VOLUNTEERS

Be tobacco free.
www.BeFreeSD.com

State Home Page ❖ Contact Health Department ❖ DOH Home ❖ Accessibility Policy ❖ Disclaimer ❖ Privacy Policy

Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Addressing Tobacco Use and Addiction

www.cdc.gov/HealthyYouth/tobacco/pdf/Addressing_Tobacco_Addiction.pdf



Mission

The mission of the Division of Adolescent and School Health (DASH) is to prevent the most serious health risks among children, adolescents, and young adults.

Goal

To prevent tobacco use and addiction among young people by increasing the capacity of the nation's schools to address tobacco use through coordinated school health programs.

Strategies

- 1 Data collection and analysis.
- 2 Science-based guidance.
- 3 Funding to state departments of education and health and national nongovernmental organizations for program and policy development.
- 4 Evaluation.
- 5 Integration with other federal efforts.



1 Data Collection and Analysis

Youth Risk Behavior Surveillance System (YRBSS)

The YRBSS consists of national, state, and large urban school district surveys of representative samples of high school students. Conducted every two years, these surveys monitor health-risk behaviors among young people so that health and education agencies can more effectively target and improve programs. These behaviors, often established during childhood and early adolescence, include tobacco use; unhealthy dietary choices; inadequate physical activity; alcohol and other drug use; sexual behaviors that can lead to unintended pregnancy or sexually transmitted disease, including HIV infection; and behaviors that contribute to unintentional injuries and violence.

Specific data collected on tobacco-use behaviors include

- Age at initiation of cigarette use.
 - Lifetime, lifetime daily, current, and current frequent cigarette use.
 - Current smokeless tobacco, cigar, and tobacco use.
 - Cigarette and smokeless tobacco use on school property.
 - Access to cigarettes.
- www.cdc.gov/YRBS

School Health Policies and Programs Study (SHPPS)

Conducted every six years, SHPPS is the most comprehensive study of U.S. school health policies and programs. SHPPS assesses the characteristics of school health policies and programs at the state, district, school, and classroom levels nationwide across all eight school health program components: health education; physical education and

Coordinated School Health Program (CSHP)

A CSHP consists of eight interrelated components: health education; physical education; health services; nutrition services; counseling, psychological, and social services; healthy and safe school environments; health promotion for staff members; and family and community involvement. CSHPs focus on improving the quality of each of these components and expanding collaboration among the people responsible for them. This coordination results in a planned, organized, and comprehensive set of courses, services, policies, and interventions that meet the health and safety needs of all students from kindergarten through grade 12. Effective CSHPs can increase the adoption of health-enhancing behaviors, improve student and staff health, and use resources more efficiently.

activity; health services; mental health and social services; nutrition services; healthy and safe school environment; faculty and staff health promotion; and family and community involvement.

SHPPS monitors policies and practices related to tobacco use, such as

- Prohibiting all forms of tobacco use by students, staff, and visitors, on school property, in school vehicles, and at school-sponsored events not on school property.
 - Prohibiting various forms of tobacco advertising.
 - Providing funding for staff development or offering staff development on tobacco-use prevention education to health education teachers.
 - Requiring tobacco-use prevention education.
- www.cdc.gov/SHPPS

Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Healthy Schools, Healthy Youth

www.cdc.gov/healthyyouth/

The screenshot shows a web browser window with the URL <http://www.cdc.gov/healthyyouth/>. The page features the CDC logo and the text "National Center for Chronic Disease Prevention and Health Promotion". The main heading is "Healthy Schools Healthy Youth!".

Navigation: CDC Home, Search, Health Topics A-Z

Left Sidebar:

- About DASH**
 - CDC's Division of Adolescent and School Health (DASH)
 - Adolescent Health
 - Contact Us

Main Content Area:

School Health

- Adolescent & School Health Tools
- CSHP: Coordinated School Health Program
 - SHER: CDC's School Health Education Resources
 - HECAT: Health Education Curriculum Analysis Tool
- Health and Academics
 - Make a Difference at Your School!: Key Strategies to Prevent Obesity
 - Program Evaluation
 - SHI: School Health Index
 - School Health Policy
- Publications & Links...

Health Topics

- Asthma
- Childhood Obesity
- Crisis Preparedness & Response
- Injury & Violence (including suicide)
- Physical Activity
 - PECAT: Physical Education Curriculum Analysis Tool
- Nutrition
 - Making It Happen: School Nutrition Success Stories
- Sexual Risk Behaviors
- Tobacco Use
- More on Health Topics... Publications & Links...

SPOTLIGHT ON...

- New Physical Activity Guidelines for All Americans, Including Youth
- Hurricanes - Special Messages for Schools
- Health Risks and Disparities Experienced by Hispanic Youth

Data & Statistics

- Summary of Major Surveillance Activities
- YRBSS: Youth Risk Behavior Surveillance System
- Profiles: School Health Profiles
- SHPPS: School Health Policies and Programs Study
- Data by State
- More on Data & Statistics... Publications & Links...

Our Funded Partners

- Funding Assistance
- Funding Opportunity Announcement (FOA) 801
- National Nongovernmental Organizations
- State, Territorial, and Local Agencies and Tribal Governments
- Success Stories
- More on Funded Partners...

Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use and the Health of Young People

www.cdc.gov/HealthyYouth/tobacco/facts.htm

Tobacco Fact Sheet - DASH/HealthyYouth

http://www.cdc.gov/HealthyYouth/tobacco/facts.htm

CDC Home Search Health Topics A-Z

National Center for Chronic Disease Prevention and Health Promotion

Healthy Youth!

Health Topics
Tobacco Use

Tobacco Use and the Health of Young People

PDF FORMAT
Tobacco Use and the Health of Young People [pdf 78K]

Tobacco Use by Young People

- Each day in the United States, approximately 4,000 adolescents aged 12-17 try their first cigarette.¹
- Each year cigarette smoking accounts for approximately 1 of every 5 deaths, or about 438,000 people. Cigarette smoking results in 5.5 million years of potential life lost in the United States annually.²
- Although the percentage of high school students who smoke has declined in recent years, rates remain high: 20% of high school students report current cigarette use (smoked cigarettes on at least 1 day during the 30 days before the survey).³
- Fifty percent of high school students have ever tried cigarette smoking, even one or two puffs.³
- Fourteen percent of high school students have smoked a whole cigarette before age 13.³
- Nearly eight percent of high school students (13% of male and 2% of female students) used smokeless tobacco (e.g., chewing tobacco, snuff, or dip), on at least 1 day during the 30 days before the survey.³ Adolescents who use smokeless tobacco are more likely than nonusers to become cigarette smokers.⁴
- Fourteen percent of high school students smoked cigars, cigarillos, or little cigars on at least 1 day during the 30 days before the survey.³

Prevalence of Current Cigarette Use Among High School Students, 2007³

Racial/Ethnic Group	Male	Female	Overall
Black (Non-Hispanic)	14.9%	8.4%	11.6%
Hispanic	18.7%	14.6%	16.7%
White (Non-Hispanic)	23.8%	22.5%	23.2%

Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use Publications

www.cdc.gov/HealthyYouth/tobacco/publications.htm

Tobacco Use Prevention Publications – DASH/HealthyYouth

http://www.cdc.gov/HealthyYouth/tobacco/publications.htm

CDC Home Search Health Topics A-Z

National Center for Chronic Disease Prevention and Health Promotion

Healthy Youth!

Health Topics

Tobacco Use Publications

This list provides links to potentially useful resources but is not intended to be exhaustive.

CDC Publications

Accepting Funds from the Tobacco Industry [pdf 50K]. CDC Guidance for Collaboration with the Private Sector. This document provides guidance for schools and communities to consider prior to establishing partnerships with the private sector and accepting money directly from the tobacco industry to implement youth tobacco prevention programs.

Best Practices for Comprehensive Tobacco Control Programs. This publication was designed to help states plan and establish effective tobacco control programs to prevent and reduce tobacco use, including among school age youth.

Guidelines for School Health Programs to Prevent Tobacco Use and Addiction [pdf 230K]. These guidelines identify strategies for schools that are most likely to be effective in preventing tobacco use and addiction among young people.

Media Sharp. This kit is an important new tool to help middle- and high school youth evaluate media messages and make healthy, life-saving choices. CDC's MediaSharpSM kit includes an entertaining 7-minute video and an easy-to-follow teacher's guide loaded with activities, handouts, and discussion topics.

Recommendations of the Task Force on Community Preventive Service. These recommendations provide a systematic review of the effectiveness of selected population-based interventions designed to prevent and control tobacco use.

School Health Index: A Self-Assessment and Planning Guide. This tool enables schools to identify the strengths and weaknesses of tobacco use prevention policies and programs and develop an action plan for improvement.

Tobacco-Free Sports. These publications include materials to help coaches, school administrators, and state and local health departments promote the importance of choosing an active and tobacco-free lifestyle.

National Youth Tobacco Survey. Data on the prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum.

ON THIS PAGE

- [CDC Publications](#)
- [Other Federal Agency Publications](#)
- [Non-Federal Publications](#)
- [Related Journal Articles by CDC Staff](#)

SEE ALSO

- [Order Form for Tobacco Use Materials from CDC/DASH](#)
- [Tobacco Links](#)
- [More Topics—more publications and links.](#)

Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use School Health Guidelines

www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm

The screenshot shows a web browser window with the address bar displaying <http://www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm>. The page features the CDC logo and navigation links such as "CDC Home", "Search", and "Health Topics A-Z". The main content area is titled "Healthy Youth! Health Topics Tobacco Use School Health Guidelines" and includes a sub-header "Guidelines for School Health Programs to Prevent Tobacco Use and Addiction". A paragraph explains that these guidelines identify effective strategies for preventing tobacco use and addiction among young people. A PDF link is provided: "Guidelines for School Health Programs to Prevent Tobacco Use and Addiction [pdf 235K]. Morbidity & Mortality Weekly Report February 25, 1994;43(RR-2):1-18. Also available in HTML." Below this, a "See also:" section lists links for "Summary", "How You Can Help", and "Publications and Links". The footer contains contact information for the Division of Adolescent and School Health, including the National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, and the Department of Health and Human Services.

Tobacco Guidelines - PDF - DASH/HealthyYouth

[http://www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm](#) Google

CDC
SAFER • HEALTHIER • PEOPLE™

[Healthy Youth](#)

Health Topics

[Tobacco Use](#)

[School Health Guidelines](#)

[Contact Us](#)

[CDC Home](#) | [Search](#) | [Health Topics A-Z](#)

National Center for Chronic Disease Prevention and Health Promotion

Healthy Youth!

Health Topics
Tobacco Use
School Health Guidelines

Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

These guidelines identify strategies most likely to be effective in preventing tobacco use and addiction among young people. The guidelines were developed by CDC staff in collaboration with experts from other federal agencies, state agencies, universities, voluntary organizations, and professional associations.

 [Guidelines for School Health Programs to Prevent Tobacco Use and Addiction \[pdf 235K\]. Morbidity & Mortality Weekly Report February 25, 1994;43\(RR-2\):1-18. Also available in HTML.](#)

See also:

- [Summary](#)
- [How You Can Help](#)
- [Publications and Links](#)

Learn about viewing PDF files with [Adobe Acrobat](#).

[Healthy Youth Home](#) | [Contact Us](#)

[CDC Home](#) | [Search](#) | [Health Topics A-Z](#)

[Policies and Regulations](#) | [Disclaimers](#)

Page last reviewed: September 5, 2006
Page last modified: September 5, 2006
Content source: National Center for Chronic Disease Prevention and Health Promotion, Division of Adolescent and School Health

[Division of Adolescent and School Health](#)
[National Center for Chronic Disease Prevention and Health Promotion](#)
[Centers for Disease Control and Prevention](#)
[Department of Health and Human Services](#)

Centers for Disease Control and Prevention, Smoking and Tobacco Use

www.cdc.gov/tobacco

Smoking and Tobacco Use :: Office on Smoking and Health (OSH) :: CDC

http://www.cdc.gov/tobacco/

CDC Home
Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) #

Smoking & Tobacco Use

Home

- About This Office
- Quit Smoking
- Basic Information
- Data and Statistics
- State and Community Resources
- Youth Tobacco Prevention
- Tobacco Control Programs
- Health Disparities
- Global Tobacco Control
- Publications and Products
- Media Communications
- Interagency Committee on Smoking and Health
- Frequently Asked Questions

Quick Links

For help with quitting...

1-800-QUIT-NOW
1-800-784-8669
TTY 1-800-332-8615

Related CDC Sites

- Division of Cancer Prevention and Control
- Division of Reproductive Health

More CDC Sites

Smoke-Free Air
New Report: Prevent heart disease **GO >>**

Quit Smoking | Health Effects | Smoke-Free Air >>

Text size: [S](#) [M](#) [L](#) [XL](#)

- Email page
- Print page
- Bookmark and share
- Subscribe to RSS
- Listen to audio/Podcast

New Report

SECONDHAND SMOKE EXPOSURE AND CARDIOVASCULAR EFFECTS
Making Sense of the Evidence

Learn More... >>

Resources For You

- Individuals**
Health Effects, Quit Smoking, Secondhand Smoke...
- Children & Adolescents**
Tobacco-Free Sports, DVDs and Videos...
- Researchers & Scientists**
Surgeon General's Reports, State Data, Surveys, Fact Sheets...

Smoke-free air prevents heart attacks!
Learn more

Spotlight

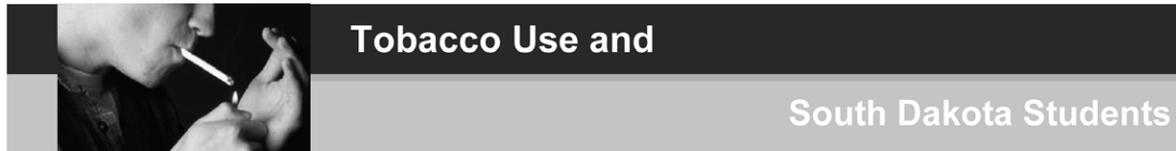
- 2010 Calendar & Health eCards
- GATS Fact Sheets and Reports
- Secondhand Smoke & Heart Disease
- Cardiovascular Effects of Secondhand Smoke (flash animation)

Tools & Resources

- [At A Glance 2009](#)
- [Question Inventory on Tobacco](#)
- [Fact Sheets](#)
- [Smoking & Health Resource Library](#)
- [Media Campaign Resource Center](#)
- [Surgeon General's Report](#)
- [MMWRs](#)
- [State Tobacco Activities Tracking and Evaluation \(STATE\) System](#)
- [New Citations](#)
- [Widget](#)
- [Publications Catalog](#)

Contact Us:

- CDC/Office on Smoking and Health
4770 Buford Highway
MS K-50
Atlanta, Georgia
30341-3717
- 800-CDC-INFO
(800-232-4636)
TTY: (888) 232-6348
24 Hours/Every Day
- tobaccoinfo@cdc.gov



Tobacco Use and

South Dakota Students

What is the problem?

The 2007 South Dakota Youth Risk Behavior Survey indicates that among high school students:

Cigarette Use

- 55% ever tried cigarette smoking, even one or two puffs.
- 25% currently smoked cigarettes. (1)
- 12% smoked cigarettes on 20 or more days during the 30 days before the survey.
- 8% smoked cigarettes on school property. (2)
- Among students who currently smoked cigarettes, 63% tried to quit smoking cigarettes during the 12 months before the survey.

Other Tobacco Use

- 11% currently used smokeless tobacco. (3)
- 6% used smokeless tobacco on school property. (2)
- — currently smoked cigars, cigarillos, or little cigars. (4)

Any Tobacco Use

- — reported current cigarette use, current smokeless tobacco use, or current cigar use.

What are the solutions?

Better health education • More family and community involvement • Healthier school environments

What is the status?

The 2008 South Dakota School Health Profiles indicates that among middle schools and high schools:

Health Education

- 54% required students to take two or more health education courses.
- 54% taught 15 key tobacco-use prevention topics in a required course.
- 32% had a lead health education teacher who received professional development during the two years before the survey on tobacco-use prevention.

Family and Community Involvement

- 33% provided families with health information to increase parent and family knowledge of tobacco-use prevention.
- 50% gathered and shared information with students and families about media or community-based tobacco-use prevention efforts during the two years before the survey.
- 56% worked with local agencies or organizations on efforts to reduce tobacco use during the two years before the survey.

School Environment

- 35% prohibited all tobacco use at all times in all locations. (5)
- 36% sometimes, almost always, or always required students who were caught smoking cigarettes to participate in an assistance, education, or cessation program.
- 16% provided tobacco cessation services for students, faculty, and staff at school or through arrangements with providers not on school property.
- 74% posted signs marking a tobacco-free school zone.
- 42% used the School Health Index or a similar self-assessment tool to assess their policies, activities, and programs in tobacco-use prevention.

1. Smoked cigarettes on at least 1 day during the 30 days before the survey.
2. On at least 1 day during the 30 days before the survey.
3. Used chewing tobacco, snuff, or dip on at least 1 day during the 30 days before the survey.
4. Smoked cigars, cigarillos, or little cigars on at least 1 day during the 30 days before the survey.
5. Prohibited the use of all tobacco, including cigarettes, smokeless tobacco, cigars, and pipes; by students, faculty and school staff, and visitors; in school buildings; outside on school grounds; on school buses or other vehicles used to transport students; and at off-campus, school-sponsored events; during school hours and non-school hours.
- Data not available.

HealthEdventure

https://www.healthedventure.org/Default2.aspx

Google

Teachers **Students** **Parents** **Careers**

Member Log In:
Username: Password:
(Hint: Your username is usually your email address)
Forgot your password?
Submit

Not a Member?
Information Register

About HealthEdventure.org
Contact Us
Feedback
Member Schools
Our Sponsors
Order Online
SD Health Information

Resources:
Department of Education
Department of Health
K-12 Data Center

Announcements:

- Health EDventure Fall Workshops
- Get a Grip On Tobacco - A Middle School Activity Book
- Fighting Tobacco - An Activity Book for K-5

In the News

- Welcome to South Dakota HealthEdventure! We are pleased to provide this resource to students, teachers, and parents in South Dakota.
- This online health education curriculum would not have been possible without the support of our sponsors and partners.
- We would also like to thank our group of writers, who provided the expert review of curriculum, and our Advisory Council for all their work and support.

TEACHERS

- Lesson Plan Search
- Rubric Bank
- Scope & Sequence

STUDENTS

- Activities & Games
- Health Journal
- Fitness Center

PARENTS

- Health Calendar
- Health Library
- Fitness Center

PILOT SCHOOLS

- Lesson Plan Submission
- Scope and Sequence Info
- Online Resources

Avera  Education Resource Center of South Dakota 

Portal:Tobacco - SourceWatch

http://www.sourcewatch.org/index.php?title=Portal:Tobacco

Log in / create account

portal discussion view source history

WE NEED YOUR SUPPORT!

SourceWatch needs your financial support to survive and thrive. If you've found this information on the people, organizations, and issues shaping the public agenda helpful, please make a tax-deductible donation now.

Portal:Tobacco

Portals: Coal Issues · Real Economy Project · Climate Change · Corporate Rights · **Tobacco** · Water · Front Groups · Global Corporations · Nuclear Issues · See All

The Tobacco Portal edit

 Welcome to **TobaccoWiki**, the online research project to which anyone can contribute. We need **your** help to mine the millions of pages of previously-secret, internal tobacco industry documents [now](#) posted on the Internet. The purpose of Tobaccowiki is to make it easier to find information about tobacco industry behavior, and to reveal what has been learned about the industry through its documents.

Click on the cigarette pack at any time to return to the Tobaccowiki Portal Home Page.

Like Wikipedia [and](#), the collaborative, online, free encyclopedia, Tobaccowiki is also a collaborative project. We need *you* to help us search through the tobacco industry documents now available online [and](#) enter information here about what you find. We welcome participation from everyone: students, journalists, smokers and non-smokers, food service workers, public health workers, tobacco control advocates, musicians, scientists, researchers and just plain curious folks. *Everyone* is invited to join in this project to facilitate access to information in the tobacco industry documents.



[Read more about TobaccoWiki...](#)

Confused about Wikis? See the YouTube video Wikis in Plain English [and](#)

Get Started

Tobacco topics edit

Additives | Airlines | Brainstorming documents | Brand information | Cigarette contaminants | Cigarette design | Consumer letters | Countermeasures against public health activities/programs | End-game strategies | Fire-safe cigarettes | Health claims/health reassurance | Hypotheses | In context of other drugs | Industry-related

SEARCH

Your guide to the names behind the news.

The Basics

- Home page
- Help write history
- Please Donate
- About SourceWatch
- About the Center for Media & Democracy
- About PRWatch
- For whistleblowers

Hot Topics

- The Real Economy
- Coal
- Climate
- Corporate Rights
- Water
- Tobacco
- Front Groups
- Nukes
- Global Corporations
- Recent changes

How To

- Contact us
- Edit a page
- Search SourceWatch
- Explore our index
- Correct errors
- Find answers to FAQs
- Check a random page

References

- ¹Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs-2007*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; October 2007.
- ²The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. U.S. Department of Health and Human Services. 2006.
- ³Centers for Disease Control and Prevention. Guidelines for school health programs to prevent tobacco use and addiction. *MMWR* 1994;43(No. RR-2): 1-19.
- ⁴Schar E, Gutierrez K, Murphy-Hoefer R, Nelson DE. *Tobacco Use Prevention Media Campaigns: Lessons Learned from Youth in Nine Countries*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2006. Available at www.cdc.gov/tobacco.
- ⁵Centers for Disease Control and Prevention. Designing and Implementing an Effective Tobacco Counter-Marketing Campaign. Available at: www.cdc.gov/tobacco/media_communications/countermarketing/campaign/index.htm

