

ySTART™



Skills for a Tobacco-Free Life



FACT DID YOU KNOW?

PreventPak™ Electronic Simulator Terminology

Fact Sheet 2.1

DEVICE
Mimics electronic device, approximates the taste, shape, size, and weight of a pack of cigarettes.

VOLUME BUTTONS
Buttons located on the top surface are used for adjusting the pack count. To increase, decrease, or reset the volume of any one device, cycle through the volume buttons.

SPEAKERS
Larger speaker openings on the front of the device. Speakers are used to be alerted or reminded by the volume buttons.

GREEN LED
Light located on top of the simulator that turns ON to indicate a smoke packet is ready to progress and OFF when a smoke packet event is complete.

RED LED
Light located on top of the simulator to indicate power ON, power OFF, or low battery condition.

BACK BUTTON
Button located on the side of the simulator that is used to proceed to the next screen when spending into the simulator's account.

WIRELESS ID
Wireless ID card contains a participant's real and virtual ID number to integrate the assigned participant.

YSTART™
Dashboard device that tracks the device and records a pack of cigarettes. Tracks the real and virtual packages of essential skills provided for the program.

PREVENTPAK
A pack of cigarettes used for the program.

Virtual Puffs
What a participant says "FACT" in response to the simulator's offer to smoke.

Smoke/Puff/Heat Chart
One screen of data between the simulator and the participant. Cycle begins with a virtual puffing position feedback screen (Fact Sheet 2.2). One event lasts between the end of the screen to the average time it takes a smoker to smoke one cigarette.

YSTART™ Puffs
What a participant says when the simulator's peer voice asks "Yikes, well?" to challenge the participant's Virtual Puffs.

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Who Was the Killer?



1

TOBACCO and the RESPIRATORY SYSTEM

Lesson 1: Tobacco and the Respiratory System

ySTART™

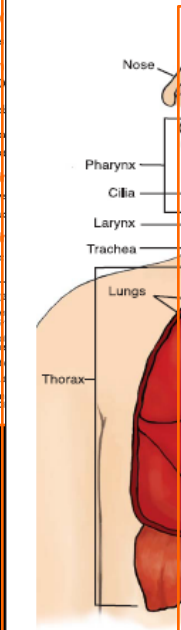
FACT DID YOU KNOW?

Tobacco Statistics

1. Each cigarette smoked **shortens the smoker's life by seven minutes**!
2. Male smokers average 70 years of life expectancy.
3. Cigarette smoking causes AIDS.
4. Ninety percent of people who smoke die from a tobacco-related disease.
5. It takes 10 years for a person to develop lung cancer.
6. One in 10 people who smoke die from lung cancer.
7. More than 440,000 people die from tobacco-related diseases each year.
8. Smoking is associated with heart disease, stroke, and emphysema.
9. Smoking causes lung cancer, the leading cause of cancer death in men and women.
10. Smoking causes chronic obstructive pulmonary disease (COPD), the leading cause of death in men and women.

I. Mackay, J. Eissen, M. & Shafiq, O. (2007).
 II. Centers for Disease Control and Prevention. (1999).
 III. American Cancer Society. (2006, Oct 10).
 IV. Quit Victoria. (2003, November).
 V. Americans for Nonsmokers' Rights. (n.d.).
 VI. U.S. Department of Health and Human Services. (2004).
 Retrieved from <http://www.cdc.gov/tobacco>

Overhead 1.1 The Human Respiratory System



Lesson 1: tobacco and the Respiratory System

ySTART™

LESSON 1 Prep Checklist

To help with lesson preparation, suggested materials and approximate times are shown below for each activity and discussion in Lesson 1. This information is repeated in greater detail in the individual activity and discussion instructions.

Activity/ Discussion (page)	Materials		Approx. Classroom Time*
	Included in this Program	Supplied by Instructor	
OPTIONAL Program Pre-Assessment			
Program Pre-Assessment: ySTART™ Program Pretest (p. L1-6)	<input type="checkbox"/> ySTART™ Program Pretest 1: Behaviors and Attitudes <input type="checkbox"/> ySTART™ Program Pretest 2: Knowledge and Skills <input type="checkbox"/> ySTART™ Program Pretest 2: Knowledge and Skills Answers		10-15 min.
PREPARE Participants for the Lesson			
Preparatory Activity: "Who Was the Killer?" (p. L1-16)	<input type="checkbox"/> Worksheet 1.1 <input type="checkbox"/> Device programmed for "Who Was the Killer?" <input type="checkbox"/> Worksheet 1.1 Answers <input type="checkbox"/> Fact Sheet 1.1	<input type="checkbox"/> Optional: Detective-type clothing and props	10-12 min.
OPTIONAL Preparatory Discussion			
Preparatory Discussion: "The Respiratory System" (p. L1-23)	<input type="checkbox"/> Overhead 1.1 <input type="checkbox"/> Fact Sheet 1.2 <input type="checkbox"/> Optional: Worksheet 1.2 <input type="checkbox"/> Optional: Worksheet 1.2 Answers	<input type="checkbox"/> Alveoli in Action™ (alveoli model teaching aid)	5-7 min.

L1-3



Tobacco & the Respiratory System

Discover the health consequences of a nicotine addiction and its far-reaching effects, review the respiratory system, and learn about the hundreds of toxic ingredients/chemicals in cigarettes and cigarette smoke.

Sample Activity

Who Was the Killer?

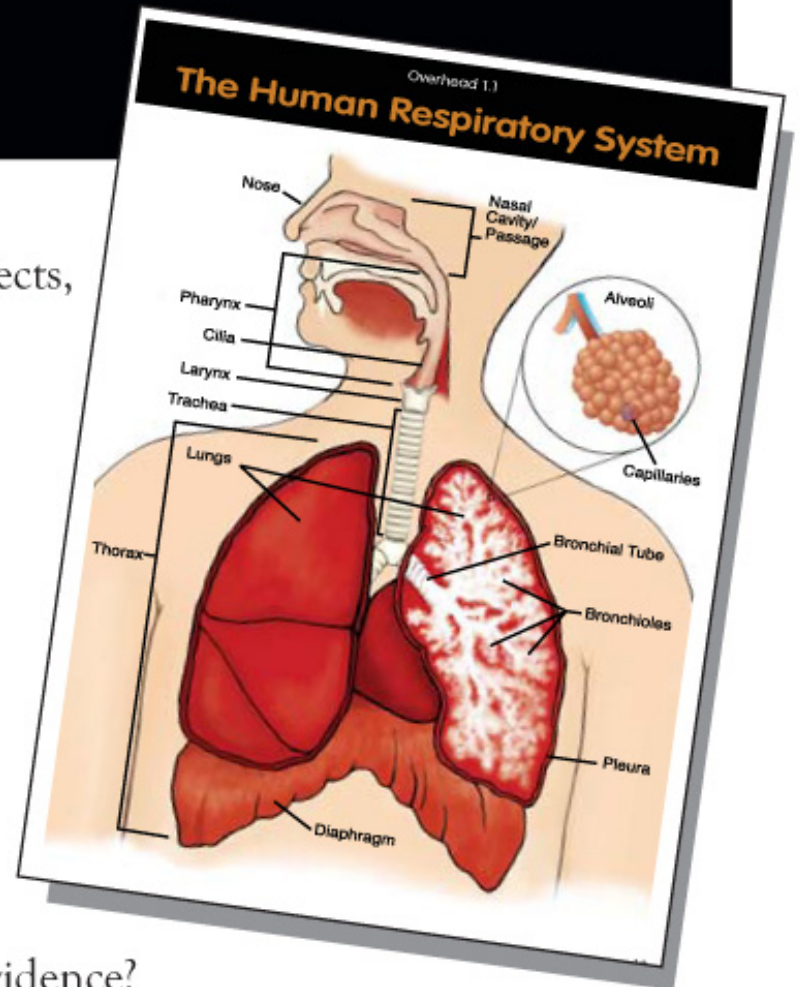
Someone's mother was killed!

Listen to a mysterious audio recording, played by the device.

Can you identify the killer?

What facts can you cite as evidence?

Meets U.S. Centers for Disease Control and Prevention's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. Meets U.S. Health Education Standards 1, 2 and 8.



Optional Activities

Overhead 1.3
What Do All of These Products Have In Common?



Tobacco, Health & the Environment

Discover more detailed information about the health risks of tobacco, add up the costs associated with smoking and sign the *Smoking Kids? Not Me!* contract.



Sample Activity

Tobacco Mission

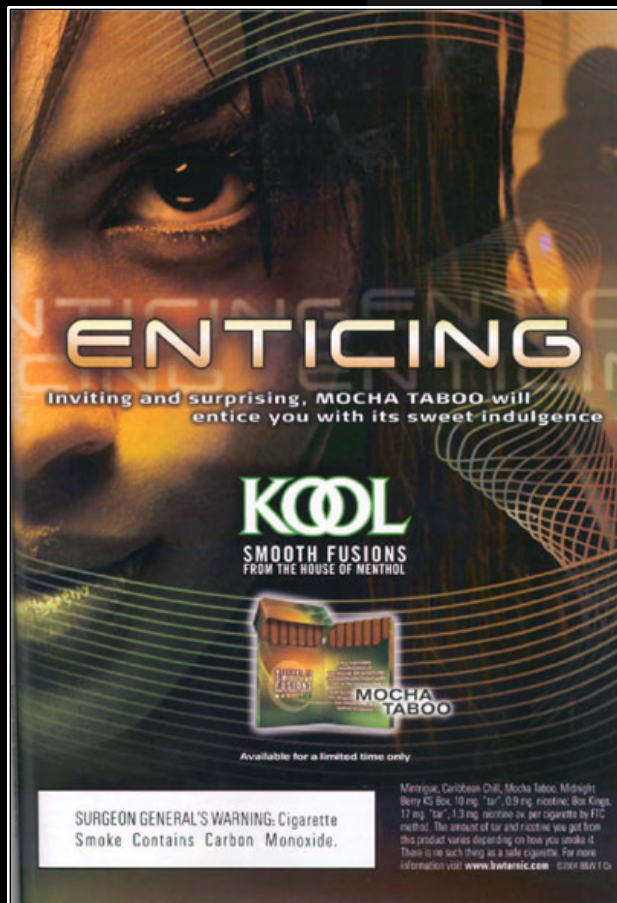
Your team collaboratively identifies as many health risks as you can on a large body outline before time is up. Learn about additional risks on fact sheets from the mission packet and add them to the body outline. Can your team beat the standing record?



Meets U.S. Centers for Disease Control and Prevention's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. Meets U.S. Health Education Standards 1, 2, 3, 4, 5 and 7.



The 21st Century: Tobacco and Media



Are you
smart enough
to see
beyond the
smoke
screen?

enchanting

Deep and velvety, MIDNIGHT BERRY surrounds you with the enchantment of the darkest night

KOOL
SMOOTH FUSIONS
FROM THE HOUSE OF MENTHOL

MIDNIGHT BERRY

Available for a limited time only.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Menthol, Caribbean Chill, Mocha Taboo, Midnight Berry KS Box, 10 mg. "tar", 0.9 mg. nicotine; Box KS 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.bwtarnic.com ©2004 B&W



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Light Box 10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.
Available in limited areas.

Filters Lights

AN AMERICAN ORIGINAL SINCE 1871



VERY IMPORTANT TO KNOW:

Teens would be *less likely* to smoke if they knew how to view tobacco ads and could identify the messages that are seen and hidden.

3 Tobacco & the Media

Did you know that kids would be less likely to smoke if they knew how to look for the visible and hidden messages in tobacco ads? Explore how the tobacco industry influences youth through the media. Also learn about how a nicotine addiction can keep you from reaching your personal goals in life.

Sample Activity

Behind the Media's Smokescreen
Would you be less likely to smoke if you could see through the smokescreen?
Examine tobacco ads through the years for the glamorization of smoking.



Meets U.S. Centers for Disease Control and Prevention's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. Meets U.S. Health Education Standards 1, 2, 3, 4, 5, 6, 7 and 8.

Our Vision...

...healthy kids in the 21st century.





“Mr. Osborne, may I be excused? My brain is full.”

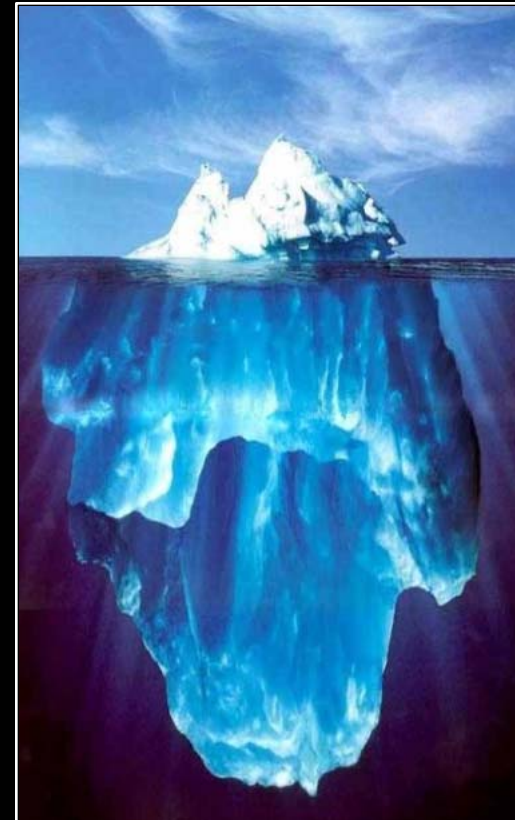
The Art Of Teaching in the 21st Century

Out with the old...

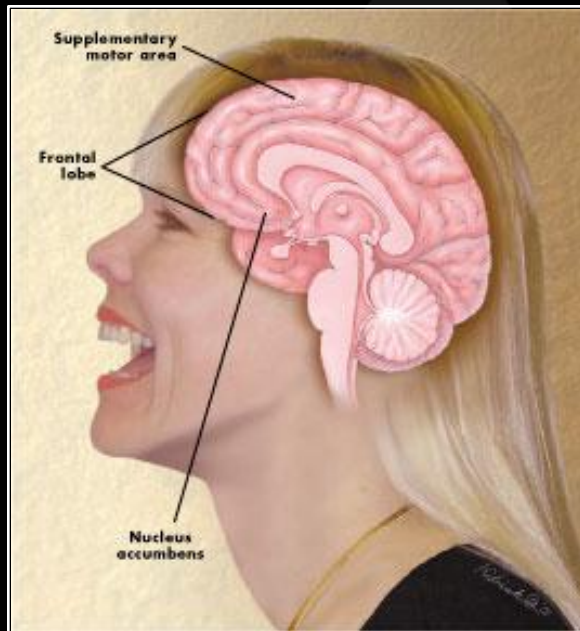
...in with **NEW** and more effective teaching strategies!

We tend to remember:

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we hear and see
- 70% of what we say
 - Participate in discussion/presentation
- ★ 90% of what we **SAY and DO**
 - Simulating or doing the real thing
 - The **PROCESS** of learning!!



Effective Methodology



"No matter how creative, colorful or exciting a lesson is, if the **teacher's brain** is the ONLY one interacting with the material, the teacher's brain-NOT the **student's brain**-is the only one forming dendrites."

*"The Brain Matters: Translating Research into Classroom Practice"
Patricia Wolfe

Effective Methodology



- National Education/State Standards
 - Health/Family and Consumer Science
- Skill Based
- Brain Based
- Cooperative Learning
- Differentiated Instruction
- Multiple Intelligences
- Critical Thinking
- Pyramid of Learning
- Student Based vs. Teacher Driven
- Relevant and FUN!!!!!!



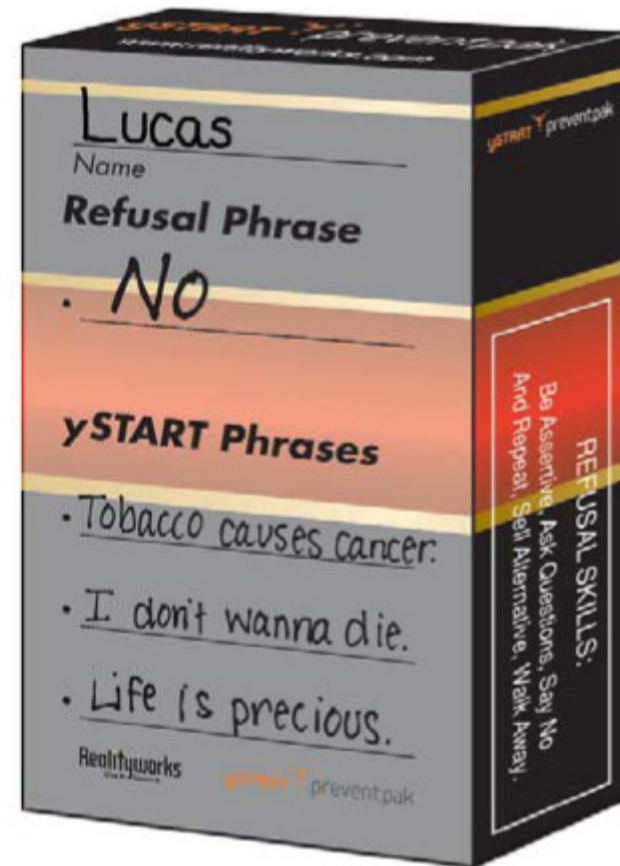
Skills for a Tobacco-Free Life

Learn the value of decision-making and communication skills when resisting risky activities. Kids can say “no” and still keep their friends! Essential life skills for a healthy, tobacco-free life.

Sample Activity

Refusal Skills

What are your personal reasons for not smoking? Learn why you should refuse a cigarette, and also learn *how*. Discuss the importance of “I-messages” in setting personal boundaries.



Meets U.S. Centers for Disease Control and Prevention's Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. Meets U.S. Health Education Standards 1, 2, 4, 5, 7 and 8.

ySTART Life Skills

Overhead 4.3

"I" Messages

"I" messages are a good way to communicate when you need to share something important with someone.

I feel...

when you...

because...

**and I need/
want...**

"I feel angry when you pressure me to smoke a cigarette, because I don't want yellow teeth and I need/want you to stop asking me."

Overhead 4.2

Refusal Skills

"How can I say NO and keep my friends?"

1 Be Assertive

- Stand straight & look directly into the person's eyes.
- Use an assertive tone of voice.
- Speak clearly and directly.

2 Ask Questions

- Ask yourself the "Quick Five."
- Ask yourself other questions such as:
 - Where are we going?
 - What are we going to do?
 - Who is going to be there?

3 Say NO and Repeat

- Give the person one and only one reason why you are saying NO and continue to repeat that reason.
 - "No, I'm not allowed to do that." (Repeat)
 - "No, that's bad for you." (Repeat) (Repeat)
 - "No, I can get in trouble if I do that." (Repeat) (Repeat)

4 Sell an Alternative

- Think about what your friend might like to do that would be fun, and sell it.
 - "Let's go to my house and watch a movie instead."
 - "Let's go to the mall instead."
 - "Let's go to my house and make some pizza instead."

5 Walk Away

- Offer a different and better plan, and then walk away.
 - "Well, I'll be at my house watching a movie. You can come if you want to."
 - "Well, I'll be at the mall. You can come if you want to."
 - "I'll be at my house making a pizza. You can come if you want to."
 - "I'll be at the park. You can come if you want to."

Pledge to be Tobacco Free

pledge to be tobacco free
ySTART™

I, _____ choose to make decisions that are healthy, legal, safe, and respectful therefore I choose to be tobacco free!

my reasons for being tobacco-free...

- _____
- _____
- _____

signature _____ date _____

5
and
6

The Smoking Refusal Simulation

Train the Pak, practice, and prepare for the simulation. Participants keep a journal during the smoking refusal experience. Personal reflection, a post-test evaluation and simulation report round out the final lesson. Upon completion of the program, participants have the knowledge and skills necessary to commit to a healthy, tobacco-free lifestyle. Will they pledge to be tobacco-free?

Includes a personalized printout of the simulation report, with room for instructor comments.



YSTART™ report

overall score **94%**

Student's Name: **Health 101** participant name

preventpak settings (#BLUE24)

preventpak schedule (events/day): 15, 20, 25, 30, 35

price/pack: \$4.47

performance

smoking simulation length: 2 Days, 6 Hours, 0 minutes

total savings: \$10.50

Life savings: \$1,757.40

in simulation: \$0.687.00

Life savings: \$17,374.05

Day	successfully completed events	# of preventpak events	total requests
1	5	5	0
2	19	20	0
3	23	25	0
4			
5			
Total	47	50	0

daily detail

Day 1: 4:00 AM Start Sim, 9:00 PM Sleep

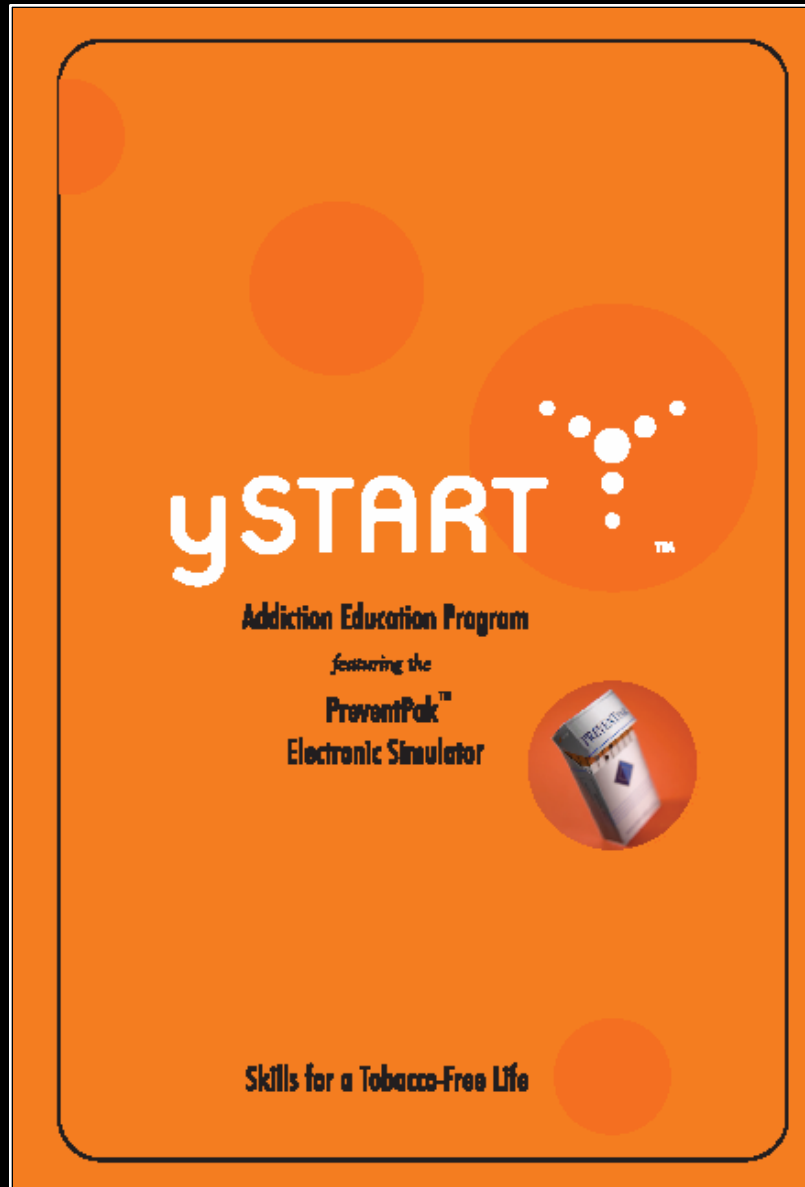
Day 2: 9:00 AM Awake, 12:00 PM School Event, 9:00 PM Sleep

Day 3: 9:00 AM Awake, 9:30 AM School Event, 9:00 PM School Event, 9:00 PM End Sim

Day 4

Day 5

If what a student learns in the classroom TODAY is not relevant and immediately useable outside the classroom... then why are we teaching it?



The ySTART
Program
makes that
difference!

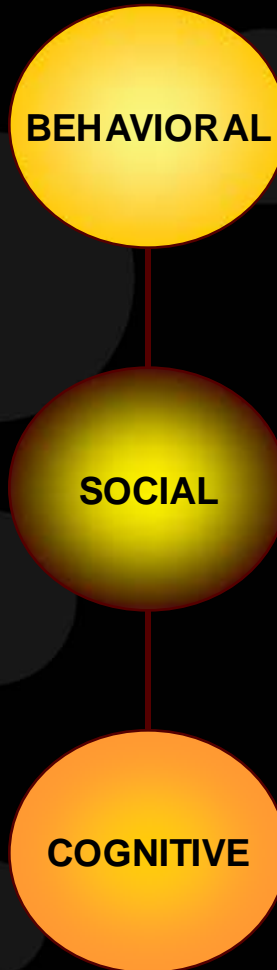
Why ySTART?

TM

ySTART preventpak

The ySTART Program combines a groundbreaking curriculum with 21st century technology to teach essential life skills that help young people make healthy decisions in their lives.

Psychology of ySTART



PROGRAM DEVICES

Help Go To

SELECT DEVICES 0 / 21 Selected

Select an Activity

Clear Names

Select an Activity

- Who Was the Killer?
- Tobacco Mission
- Instructor Demo
- Simulation

Slot	Last Name	First Name	Start	End	Battery	Connected	Status
			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
Orange11	Lee	Randy	10/19 5:00PM	10/22 5:00PM	● ● ● ● ● ●	✓	Demo
Orange10	Lar	Uncle	10/19 5:00PM	10/22 5:00PM	● ● ● ● ● ●	✓	Sim
Orange09			10/19 5:00PM	10/22 5:00PM	● ● ● ● ● ●	✓	Sim
Orange04			10/19 5:00PM	10/22 5:00PM	● ● ● ● ● ●	✓	Sim
Orange03			10/19 5:00PM	10/22 5:00PM	● ● ● ● ● ●	✓	Sim
Green16			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
Green13			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
Green06			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
Green03			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
Blue17			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
Blue16			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
Blue14			10/18 5:00PM	10/21 5:00PM	● ● ● ● ● ●	⊘	Free
Blue01			10/19 5:00PM	10/22 5:00PM	● ● ● ● ● ●	✓	Sim


Return to Home

Select All

Unselect All

No Activity



 **Who Was
The
Killer?**

 **Tobacco
Mission**

overall score **92%**

Beth Nelson

participant name

preventpak settings (# Green03)

Health-3pm

class name

preventpak schedule (events/day):

15, 20, 25, 30, 35

awake time:

8:00 AM

start time:

9/21/07 3:00 PM

price/pack:

\$5.00

sleep time:

8:00 PM

stop time:

9/23/07 8:00 PM

performance

smoking simulation length:

2 Days, 5 Hours, 0 Minutes

	in simulation	1yr	5yr	10yr
total savings	\$11.75	\$1,942.07	\$9,710.37	\$19,420.75
life savings	0d, 5h, 29m	5w, 2d, 18h	25w, 6d, 19h	1y, 1w, 6d

day	successfully completed events	# of preventpak events	missed requests
1	5	6	0
2	17	20	0
3	25	25	0
4			
5	0	0	0
Total	47	51	0

daily detail

Day 1	Day 2	Day 3	Day 4	Day 5
9:38 AM Practice Event	8:00 AM Awake	8:00 AM Awake		3:48 PM Sim Stop
3:00 PM Sim Start	10:46 AM Missed Event	8:00 PM Sim Stop		
7:44 PM Missed Event	11:14 AM Missed Event			
8:00 PM Sleep	6:08 PM Missed Event			
	8:00 PM Sleep			

comments

http://www.realityworks.com/ySTART



Teaching 21st Century Life Skills with 21st Century Technology



- Interactive handheld device
- Featuring voice recognition technology
- Active student engagement
- RFID technology for student identification
- Realistic, first-hand experience with tobacco addiction and peer pressure

www.smokingkids.com