



American Heart Association.

EmPOWERED to Serve™

Create Smoke-Free Communities

LESSON PLAN

Call to Action

This lesson educates participants about how to help improve community health by curbing tobacco use. With the rise of e-cigarette use among young adults, tobacco use continues to be a key impact on the health and wellbeing of our communities. Learn how to join You're the Cure and help your community be smoke-free.



Community Needs

Secondhand smoke causes real problems:

- It causes heart disease, stroke, lung cancer and other illnesses in nonsmoking adults.
- It contributes to about 41,000 deaths among nonsmoking adults and 400 deaths in infants each year.
- It increases children's risk for many conditions.

The annual cost of tobacco use is estimated to be \$320 billion due to health care expenditures (\$170 billion) and lost productivity (\$150 billion) associated with tobacco use.

The rise of e-cigarettes and vaping are causing a new generation to become addicted to tobacco:

- 1 in 4 high-school-age kids now report using e-cigarettes (vaping). They're the most popular tobacco product among adolescents.
- Many adolescents think vaping is safe. It's not – and it can deliver higher concentrations of addictive nicotine than traditional cigarettes.
- Adolescents clearly prefer flavored e-cigarettes. The AHA advocates for laws that remove all flavored tobacco products from the market.
- About 95% of adult smokers began smoking before they were 21. If they don't start by 26, they're unlikely to ever start.



Three Important Points

- Gather facts about the effects of tobacco use.
- Be an advocate for smoke-free communities.
- Join You're the Cure and make yourself heard.

Preparing for the Lesson

- Budget at least 30 minutes to present the lesson.
- Review the speaker notes prior to the lesson to be familiar with the information and know what additional resources are used.
- View the YouTube video featured on slide 16 at youtu.be/dknSq9STx68.
- We recommend distributing handouts prior to beginning the lesson.
- Additional resources are available on the Resources List PDF. These could be added to lengthen the presentation or provide ideas for small group discussion. You may also provide the Resources List PDF to attendees so they have links to information discussed in the lesson.
- Contact your local AHA office to learn more about current advocacy efforts in your local area. Visit heart.org for more information.

Program Materials

No access to a computer projector? Print the slides and use them as a script to deliver your health lesson.

- Flip chart and markers.
- Handouts (one copy per participant):
 - Youth and Tobacco: A New Crisis <http://bit.ly/2F9rLkS>
 - You're the Cure flyer <http://bit.ly/2Ewcf1X>
- Pens



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- Goody bags (optional): Reach out to local businesses, such as hospitals, wellness centers, local clinics and other health organizations. Ask them about donating giveaways for participants. Also, check out the American Heart Association online store (ShopHeart.org) or the American Diabetes Association online store (ShopDiabetes.org) for pamphlets or recipe booklets.

Audiovisual Needs

- Projector for PowerPoint slides.
- Internet connection (optional).

Wrap-Up

Reminder! Once participants have left, be sure to complete the Ambassador Questionnaire.

Slide Program with Talking Points and Discussion Questions

The Speaker Notes section of the PowerPoint presentation includes scripted comments for the lesson. Use these to deliver the lesson. The notes also include discussion questions to engage participants. For your reference, here is a list of the discussion questions:

- What are some of the other benefits to businesses in passing a smoke-free policy?
- How does lack of smoke-free laws affect members of our community?
- What do you think are some challenges for our local and state governments in getting community support of smoke-free policies?
- What types of things can we do as a community to overcome those barriers?
- What would make it easier?
- What makes it harder?
- What types of things might we do as a community to increase access to smoke-free workplaces and public places?
- What action steps can we commit to make TODAY to move ahead?