Do Not Smoke Educational Campaign: Collaboration with a School District to Prevent Teen Smoking

Lisa Otto MSN, RN, CMSRN

Background

Smoking is a significant problem in the United States with health, societal, and financial cost.
- Lung cancer is the leading cause of death with health care expenditures of $289 billion. ¹
- Active smoking causes 80 percent of lung cancer deaths. ²
- Tobacco use is the single most preventable cause of death. ³
- Smoking causes cancer, lung disease, and cardiovascular disease.

Teenage Smoking

Most smokers begin smoking during teenage years.
- 3,900 youth try cigarettes daily. ⁴
- 950 youth become new, regular smokers daily. ⁴
- 11.7% of middle school students use tobacco. ⁴
- 8.4% of middle school students smoke cigarettes. ⁴

Movies that show smoking are a risk factor for youth smoking initiation. ⁵
- Exposure to marketing and media promoting tobacco increases youth chances 2.2 times for starting tobacco use. ⁶

Prevention of teen smoking may be the most significant intervention in reducing incidence of lung cancer. ⁶

Purpose

Prevent youth smoking through education in a middle school environment.

Implementation

Build on the middle school student’s previously learned knowledge about respiratory physiology by correlating the do not smoke program with the respiratory unit of study.

Objectives
Teach the negative physiologic and health consequences of smoking and shape smoking beliefs.
1) Effect of smoking on diffusion and oxygenation.
2) Cell mutation and development of cancer.
3) Excess mucous production and infections.
4) Heart strain and development of heart disease.
5) Yellow teeth color and smelly clothes.
6) Impact on daily activities and sports.
7) Media influence on smoking.

Educational Program
Promote comprehension and perception of real negative health consequences of smoking.
- Educational groups of 50-60 students.
- Pathophysiologic changes in emphysema and bronchitis
- Images of excess mucous, lung infection, over distended alveoli, lung cancer, and heart disease.
- Demonstrate mucous accumulation and pneumonia by filling balloons with whip cream.
- Inflate paper bags and form a barrel exhibiting the development of barrel chest.
- Open forum for student discussion and questions.

Evaluation

Approximately 300 middle school student attend the program annually.
- Students identified misperceptions about smoking.
  - Smoking makes you skinny.
  - Smoking is cool.
- Student discussion topics
  - Media literacy.
  - Smoking in movies.
  - Commercials on television.
  - E-cigarettes.
  - Second hand smoke.
  - Smoking candy.
  - Effects of smoking after smoking cessation.
  - Smoking cessation resources.
  - Smoking effect on sports performance.

Future Plans

- Expand the program to other schools.
- Target media literacy and gender themes.
- Develop a longitudinal research study to follow the smoking habits of middle school students that attended the educational program as compared to students without the education.

Future Study

- Assess youth perception of smoking on health and well being pre and post participation in the do not smoke program.
- Assess smoking initiation and cessation rates of students that attend the program.

Contact Information
Lisa_Otto@Baylor.edu

*References upon request