



#9960 SPIT TOBACCO EXPOSED

HUMAN RELATIONS MEDIA, 2001
Grade Level: 6-12
18 mins.
1 Instructional Graphic Enclosed

DESCRIPTION

Chew, snuff, twist, spit, dip, and plug--all names for smokeless tobacco. Presents medical facts about tobacco and nicotine. Covers the poisons in tobacco, the effects of nicotine, and changes to the mouth caused by smokeless tobacco. Discusses oral cancers, and interviews former users. Briefly relates withdrawal symptoms. NOTE: Cancer patient disfigured by surgery.

ACADEMIC STANDARDS

Subject Area: Health

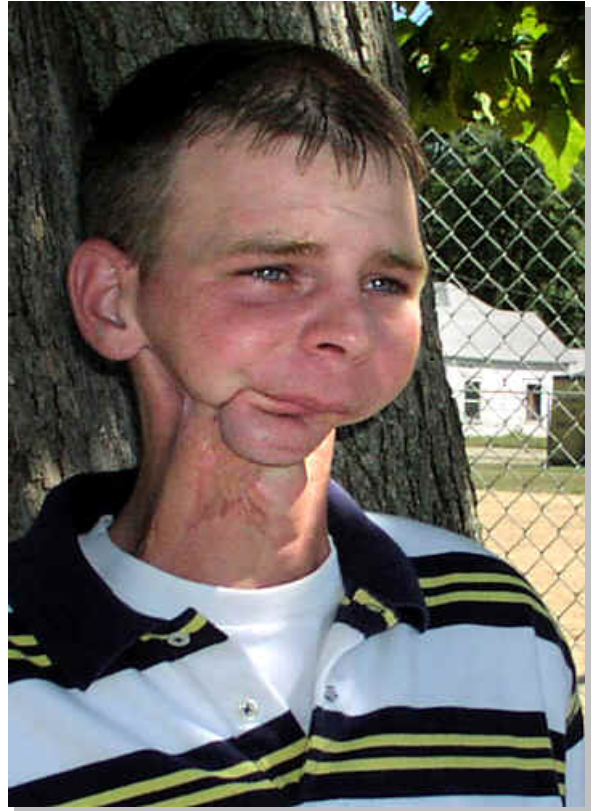
- Standard: Understands aspects of substance use and abuse
 - ♦ Benchmark: Knows the short- and long-term consequences of the use of alcohol, tobacco, and other drugs (e.g., physical consequences such as shortness of breath, cirrhosis, lung cancer, emphysema; psychological consequences such as low self-esteem, paranoia, depression, apathy; social consequences such as crime, domestic violence, loss of friends) (See INSTRUCTIONAL GOALS 1, 2, 3, and 4.)
 - ♦ Benchmark: Knows influences that promote alcohol, tobacco, and other drug use (e.g., peer pressure, peer and adult modeling, advertising, overall availability, cost) (See INSTRUCTIONAL GOALS 5.)

INSTRUCTIONAL GOALS

1. To identify the physical damage that chewing tobacco does to various body systems.
2. To illustrate that addiction to tobacco is extremely difficult to break.
3. To identify the warning signs of diseases caused by using spit tobacco.
4. To depict how a person's life and health can be altered forever by using chewing tobacco products.
5. To show how tobacco companies try to manipulate young people into using their products.

BACKGROUND INFORMATION

Spit tobacco (also called smokeless tobacco) was once considered a product primarily chewed by old men in rural communities. However, today spit tobacco has a new allure. Even though the number of adult spit tobacco users has declined, use of chewing tobacco products among young people continues unabated. One study indicates that nearly 16% of high school boys are current smokeless tobacco users. Young men under the age of 21 comprise the largest portion of the spit tobacco market. Why? Because the tobacco industry continues to lure new users with candylike "starter products" laced with cherry, mint, or licorice flavoring. The increase was dramatic enough to cause Surgeon General Antonia Movello, M.D. to state in 1993, "Within the next couple of decades, the United States may face an epidemic of oral cancer due to the use of smokeless tobacco among teenagers."



VOCABULARY

- | | | |
|--------------------|-----------------------|------------------|
| 1. addicted | 8. gum recession | 15. snuff |
| 2. cancer | 9. heart disease | 16. spit tobacco |
| 3. cavities | 10. leukoplakia | 17. tooth decay |
| 4. chew | 11. mucous membrane | 18. tolerance |
| 5. chewing tobacco | 12. nicotine | 19. withdrawal |
| 6. cigarettes | 13. poison | |
| 7. dip/dipping | 14. smokeless tobacco | |

BEFORE SHOWING

1. Discuss tobacco. List a variety of tobacco products. Discuss why people use tobacco products and the effects on people.
2. Show a can of spit tobacco. Discuss how it is used. Share personal experiences or describe people you have seen using spit tobacco.

DURING SHOWING

1. View the video more than once, with one showing uninterrupted.
2. Stop the video after the question is posed, "So why would someone use spit tobacco?" Discuss possible answers to the question.

AFTER SHOWING

Discussion Items and Questions

1. How much more cancer-causing ingredients are placed in the mouth and bloodstream with spit tobacco than with cigarettes?
2. Identify and describe some of the poisons found in spit tobacco.
3. How is spit tobacco absorbed by the body?
4. Why is spit tobacco so addictive? What drug in spit tobacco is addictive? How addictive is it?
5. What does it mean to build up a tolerance to spit tobacco? What does that cause?
6. Why do people use spit tobacco?
7. Tell Rick Bender's story.
8. What effect does spit tobacco have on teeth? On the gums and mouth?
9. What cancers do spit tobacco users have a greater chance of getting?
10. Why are oral cancers so bad? List some symptoms of oral cancers.
11. Why are spit tobacco users at risk of getting other internal cancers? Name the other organs that commonly get cancer in spit tobacco users.
12. How can spit tobacco effect the heart? What effects does nicotine have on the heart and circulatory system?
13. What sports are connected to spit tobacco?
14. What do spit tobacco companies do to increase their visibility and sales?
15. Why can spit tobacco cause a problem with weight control?
16. Describe nicotine withdrawal symptoms. How long do the symptoms last?

Applications and Activities

1. Complete the worksheet "Spit Tobacco: How Much Do You Know?" (See INSTRUCTIONAL GRAPHIC.) Correct the papers and discuss the information.
2. Research a spit tobacco topic, and write a brief paper on your findings. Possible topics include:
 - a. The history of tobacco. Describe various species of tobacco plants, what growing conditions they need, the curing process, and what chemicals are added before it's sold?
 - b. The effects on the body. Include how the damage from spit tobacco is different than from cigarettes. What are the causes, symptoms and treatments for undifferentiated squamous cell carcinoma?
 - c. The social history of snuff and chewing tobacco. Investigate the ways that different social groups used smokeless tobacco throughout history.
 - d. Athletes and chewing tobacco. Why do some athletes become spit tobacco users? Investigate one athlete who is or was addicted to spit tobacco.
 - e. Spit tobacco and the mouth. Investigate the problems that chewing tobacco causes in the mouth and what it does to the physical appearance of a user.
3. Role-play various spit tobacco scenarios.
 - a. You just quit spit tobacco a week ago, and your girlfriend has been supportive. You go to a baseball game with your girlfriend, and when you see baseball players spitting tobacco, you feel tempted. You want to ask for encouragement but don't want to sound weak. What do you do?

C a p t i o n e d M e d i a P r o g r a m

- b. Your friend wants to be a rodeo rider. He has all the gear and knows all about rodeos. When you go to a rodeo with him he uses chewing tobacco and offers you some. What do you do?
- c. A friend who has been using spit tobacco for less than a year asks you for advice after the dentist tells him he has six new cavities and his gums are in bad shape. How will he tell his parents?
4. Draw the inside of a human mouth. Make sure the teeth, gums, palate and tongue are all visible. Then add the diseases and conditions listed below to your picture.
 - a. Yellow-stained teeth.
 - b. Bad breath.
 - c. Leukoplakia.
 - d. Gum recession.
 - e. Cancer of the mouth.
 - f. Smoker's palate.
 - g. Hairy tongue.
 - h. Swollen, bleeding gums.
 - i. Tooth decay.
 - j. Tooth loss.
5. Invent a new slang word for chewing tobacco products. Consider making it clear with your word choice that tobacco is a cancer-causing poison.
6. Share Sean Marsee's story. (See RELATED RESOURCES.) Investigate other real-life stories of spit tobacco users. Discuss feelings and issues related to these stories.
7. In the future, a day may come when all tobacco will disappear from use. Write a paragraph from a textbook in the year 2215 explaining how tobacco use was ended.
8. Create a new warning label for spit tobacco products. Consider using graphics, pictures, colors, and symbols. Make your warning easy-to read and as persuasive as possible.
9. Calculate the amount of money a tobacco user spends in a year. How much is that for the next four years? Suppose the tobacco use doubles. How much is the cost for four years?
10. Draw a gravestone. Create an epitaph on it with an imaginary name, date of birth and death, and a rhyming verse or simple statement. Make it clear how deadly tobacco is.
11. Imagine traveling to visit friends in "Spitsville"—a town where everyone uses chewing tobacco. Create a travel journal describing the trip. Draw a postcard to send home. Include:
 - a. What did you see there?
 - b. What kinds of activities did the residents of Spitsville enjoy, aside from chewing tobacco?
 - c. Where did you eat?
 - d. What was it like to live in a place where people used tobacco all day?
12. Create a poster that shows the effects of spit tobacco on the mouth, throat, stomach, lungs, liver, heart, brain, and reproductive organs. Present the poster and facts to a younger class.
13. What does *addiction* mean?
 - a. Write down the official definition of *addiction*.
 - b. Now create a kid-friendly definition of addition.
 - c. Draw a picture of "addiction."

SUMMARY

This program presents a strong and memorable message that the use of “smokeless” or spit tobacco can kill and kill quickly. Using interviews with users, former users, and cancer patients, the video reveals that chewing tobacco is a disgusting habit that often causes serious health problems, and puts young people at great risk to early disease and death. Stark footage shows some of the devastating damage that spit tobacco or “snuff” does to teeth, gums, and mouth. This straight-forward presentation of the real dangers of tobacco chewing will discourage students from ever taking their first dip.



CMP RELATED RESOURCES

- *Smoking Exposed #9962*
- *The Teen Files Flipped: Tobacco #9925*

World Wide Web



The following Web sites complement the contents of this guide; they were selected by professionals who have experience in teaching deaf and hard of hearing students. Every effort was made to select accurate, educationally relevant, and “kid safe” sites. However, teachers should preview them before use. The U.S. Department of Education, the National Association of the Deaf, and the Captioned Media Program do not endorse the sites and are not responsible for their content.

• WHY QUIT SMOKING?

<http://whyquit.com/>

Read personal stories of people who died young because of tobacco, including Sean Marsee. Also on the site is nicotine information, tips to stop using, and other details.



• SGR4KIDS

<http://www.cdc.gov/tobacco/sgr/sgr4kids/smokless.htm>

This is the “Surgeon General’s Report for Kids about Smokeless Tobacco.” It contains TIPS (Tobacco Information and Preventive Source), sets straight some myths teens hold about smokeless tobacco, has facts about real harm it can cause, and offers nine ideas to stop all types of tobacco use in your community.

- **TOBACCO QUESTIONS AND ANSWERS**

http://www.zoot2.com/justthefacts/tobacco/spit_tobacco.asp

This Web site begins by summarizing the essential information about spit tobacco and lists quick facts about it. At the top of the page there are links to numerous clever online games and activities that require answers to tobacco-related questions. Extended information in the column to the left about other danger drugs teens engage in.

- **TOBACCO AD GALLERY**

<http://tobaccofreekids.org/adgallery/>

Let your class decide for themselves how and why smokeless and other forms of tobacco sell as well as they do. Search for domestic and foreign tobacco advertisements by country, company, brand, or ad type. All ads are clearly labeled and thumbnails can be blown full-size. Great for class research or class discussions.

- **THE TOBACCO CONNECTION**

<http://www.oralcancerfoundation.org/tobacco/index.htm>

A link from the Oral Cancer Foundation home page, this Web site, through the use of photographs and facts, reveals the link between tobacco use and oral cancer. Loaded with statistics to discuss with your class.

INSTRUCTIONAL GRAPHIC

- SPIT TOBACCO: HOW MUCH DO YOU KNOW?

Name _____



Spit Tobacco: How Much Do You Know?

Directions: For each of the statements below, circle either “True” or “False.”

1. Chewing tobacco is not as addictive as other tobacco products, such as cigarettes. True/False
2. Spit tobacco users absorb nicotine through the mouth or nose. True/False
3. An injection of one drop of nicotine in its purest form will kill an average-sized person. True/False
4. Using spit tobacco products makes your breath smell better. True/False
5. People who use spit tobacco are at risk of developing white, precancerous patches in the mouth. True / False
6. Early signs of mouth cancer may occur after just a few years of using spit tobacco. True/False
7. The nicotine in tobacco products, like snuff, is addictive in the same way that heroin and cocaine are addictive. True/False
8. Young people who haven't experimented with tobacco by age 18 will probably never start. True / False
9. Sugar and other sweeteners are often added to spit tobacco so that the flavor will be more appealing. True/False
10. Spit tobacco products help fight cavities. True/False

Spit Tobacco: How Much Do You Know? Answer Key

- 1. Chewing tobacco is not as addictive as other tobacco products, such as cigarettes.**
FALSE! Tobacco in any form is extremely addictive.
- 2. Spit tobacco users absorb nicotine through the mouth or nose.**
TRUE! The nicotine in spit tobacco is absorbed by the membranes in the mouth and nose, and then travels through the bloodstream to the rest of the body.
- 3. An injection of one drop of nicotine in its purest form will kill an average-sized person.**
TRUE! Nicotine is a very deadly poison. In fact, it is used in pesticides and insecticides because it is such an effective killer.
- 4. Using spit tobacco products makes your breath smell better.**
FALSE! Tobacco turns your teeth yellow and brown, and it causes bad breath.
- 5. People who use spit tobacco are at risk of developing white, precancerous patches in the mouth.**
TRUE! One of the early warning signs of mouth cancer is leukoplakia—precancerous sores in the mouth which do not go away quickly. Unfortunately, most spit tobacco users ignore the early warning signs and don't realize they have mouth cancer until it is too late.
- 6. Early signs of mouth cancer may occur after just a few years of using spit tobacco.**
TRUE! The mouth is harmed by every single dip of spit tobacco that is used. Tobacco is an irritant that quickly causes sores in the mouth. Short-term use of spit tobacco can cause cracked lips, white spots, sores, and bleeding in the mouth.
- 7. The nicotine in tobacco products, like snuff, is addictive in the same way that heroin and cocaine are addictive.**
TRUE! According to the Surgeon General, nicotine in any form is even more addictive than heroin and cocaine.
- 8. Young people who haven't experimented with tobacco by age 18 will probably never start.**
TRUE! When you consider how hard it is for tobacco users to quit their habit, it makes sense to steer clear of spit tobacco products. Plus, young people who use tobacco may be more likely to use alcohol and other drugs, such as marijuana.
- 9. Sugar and other sweeteners are often added to spit tobacco so that the flavor will be more appealing.**
TRUE! Some spit tobacco products are enhanced with cherry, licorice, or mint flavoring. The tobacco companies do this because they are hoping that they can make new users ignore the natural flavor of tobacco—which is usually bitter and unpleasant.
- 10. Spit tobacco products help fight cavities.**
FALSE! The high sugar content in spit tobacco actually makes it easier to get cavities. And because the tobacco stays in the mouth for long periods of time, there is a greater chance of tooth and gum decay.