

## Prevention Strategies

You can do three things to help prevent the main causes of death in North Carolina. You can exercise, eat right, and avoid smoking. Your tribe must avoid smoking to survive. As always, your survival tools are education and action.

**Your challenge** is to prepare five public service announcements on stopping smoking.

## Survival Plan: Bringing You a Public Service Announcement

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### Background Information

**Level:** Our class is a mixture of beginning, intermediate and advanced students. This project can be adjusted to meet the needs of any level student.

**Objectives:** Students will

- learn about Chronic Lung Disease and how it affects the individual and the family
- learn about the effects of smoking, including passive smoking, on the body
- use this information and work with their classmates and instructors to write and produce five Public Service Announcements about stopping smoking and preventing COPD

**Time:** Our class meets daily for four hours. We completed this project in approximately three weeks spending at least one hour per day and totaling about 15-17 hours.

## Education and Action



### *FIRST WEEK*

#### **Introduction**

We began with a straw exercise. I gave all students a drinking straw. I asked them to pinch their noses closed and breathe through the straw for 30 seconds. After this time, students were breathing rather heavily and exclaiming that this exercise was moderately difficult. I went on to explain that this is how someone who smokes a pack of cigarettes per day breathes.

I then passed out stirring straws to each student, to many “Oh my goodness” remarks. I asked the students to pinch their noses and breathe through this small straw for only 20 seconds, as it would be much more difficult. At the 10-second mark, several students had stopped, and only about 5 students actually made it the entire 20 seconds. I then explained that breathing through this small straw is similar to the breathing of a person with COPD. There were many shocked faces and shaking heads.

## **Discussion**

At this point I explained our challenge and asked the students, “ ***In your opinion, why do people smoke?***” The class responses were comprehensive:

- curiosity
- teenagers thinks they’re invincible
- parental influence
- rebellion
- TV, movies, music
- peer pressure
- stress
- depression
- desire to lose weight

## **Survey**

Next, we instructors gave the students a quick survey regarding their use of and exposure to tobacco. The Survey Results for our class are included at the end of this project plan.

## **Research**

Students spent the rest of the week doing internet research. They worked in pairs and printed information they deemed important. At the end of the week, we came together and discussed their findings. At this point, we did a class KWL to identify What I **K**now, What I **W**ant to Learn, and What I Have **L**earned. Our class KWL is included at the end of this project plan.

## *SECOND WEEK*

### **Guest Speaker**

We started this week with a guest speaker, Mr. Murphy Webber. Mr. Webber is a respiratory therapist from the Wilkes Regional Medical Center Respiratory Health Department. He gave a PowerPoint presentation about COPD. He discussed how the lungs work and the physical effects of smoking on lungs. At the end of the presentation, he answered students’ questions.

## Discussion

We asked the students, “From your research, what are the causes of COPD?” Their responses were accurate and showed they understood the basics of the topic:

- smoking
- passive smoking
- air pollution
- occupational pollutants (coal mines, paint, etc.)

## Planning Public Service Announcements

The rest of this week we devoted to choosing our target audiences for each PSA. The class decided that the most important groups of people to focus on were

- adult smokers,
- teenagers, and
- pregnant mothers.

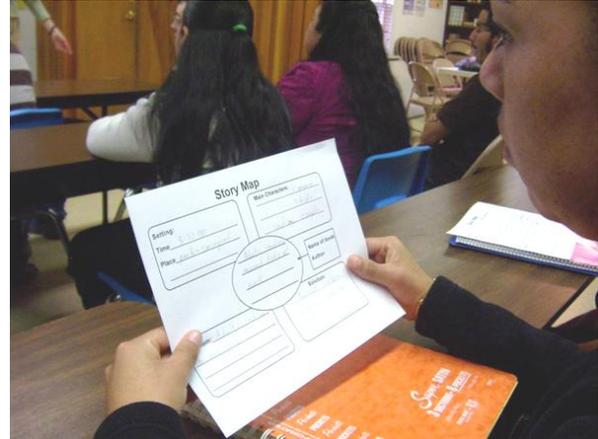
Since only one of our students actually smokes, we decided to approach this project with prevention as our goal. Not only would we focus on prevention of teenage and adult smoking, but also prevention of passive smoking, which affects everyone.

We spent around 3 hours trying to decide on the ideas for each PSA. We asked the students to speak about their experiences with smoking: at work, at the park, at home, and with family. We then asked them what their concerns were regarding their children. During this class discussion, I wrote their answers and concerns on the board. From this list, we were able to come up with skit ideas. The class decided on the following:

<b>Target Audience</b>	<b>Message</b>
adult smokers	stop before it's too late
adult smoker	children want a better life for their parents
adult smokers	effects on children – passive smoke
teenagers	prevent from smoking
pregnant mothers	quality of life for the family

After deciding on the target audiences for each, we began thinking about possible scenarios. We wrote Story Maps for each skit. Our Story Maps are given at the end of this project plan. For the story maps form, go to [http://www.everythingsl.net/in-services/graphic\\_organizers.php](http://www.everythingsl.net/in-services/graphic_organizers.php) and click

on *Story Map* under the heading *Activity Downloads*. (Or you can go to <http://www.everythingsl.net/>, search for *graphic organizers*, and click on the entry titled *Graphic Organizers for Content Instruction*.)



From the story maps determined by the students, we instructors scripted the basic PSAs. The scripts are included in the addenda to this project plan. Finally, the students enjoyed a bit of ad lib in the rehearsals that followed.

### *THIRD WEEK*

#### **Rehearsal**

During this last week, we spent the majority of our time practicing the skits. I (Tammy) taught students about acting, emphasizing the importance of sincerity and seriousness. We also decided on props, clothing, and the ages of each character as well. I also purchased several fake cigarettes in order for the PSAs to seem more real.

A few days before we were scheduled to film the PSAs, our director Deborah Britton came and filmed our dress rehearsal. We then watched it and could see what we needed to do to improve for the final take.



## **Performance**

Finally, we were fortunate enough to find a professional videographer, Mr. Mule Ferguson, who volunteered his time to come film the PSAs. This was a great opportunity and learning experience for all involved.

To support various computers and operating systems, our Public Service Announcements are available as both .MP4 files (which play in QUICKTIME) and .AVI files (which play in Windows Media Player). QuickTime is available online as a free download at [www.quicktime.com](http://www.quicktime.com)

## **We Met Our Challenge!**

We believe our students are much more informed about COPD and how it affects not only the individual, but the family as well. Also, we feel we met our challenge and that the PSAs are very effective and poignant.



## Smoking Survey Results

1. Do you smoke?
  - 11 out of 15 students don't and have never smoked.
  - 3 out of 15 students have smoked in the past, but have stopped
  - 1 out of 15 students currently smokes
  
2. Why do you smoke?
  - I have smoked for many years
    - habit
    - My husband smokes, so it's hard to quit.
  
3. Do you live with a smoker?
  - 14 out of 15 students do not live with a smoker
  - 1 out of 15 students does live with a smoker
  
4. Is smoking allowed inside your home or must a smoker "take it outside"?
  - 12 out of 15 students say smoking is not allowed inside their homes
  - 3 out of 15 students say they do allow smoking inside the home
  
5. Smoking affects:
  - the lungs, the mouth/throat/ the heart/ the kidneys/ the bladder
  
6. Do people smoke at your job?
  - 10 out of 15 students say they are around smokers on the job
  - 5 out of 15 students either don't work or are not around smokers on the job
  
7. Are you worried about your children being influenced to smoke?
  - 15 out of 15 students say yes
  
8. What do you think are the major influences on your children?
  - peers
  - older family members

## K-W-L

Wilkes Community College ESL Class

COPD—Chronic Lung Disease

Eyda Bennett, Tammy Griffin and John Anderson -- Instructors

<b>K</b> <b>What I Know</b>	<b>W</b> <b>What I Want to Learn</b>	<b>L</b> <b>What I Have Learned</b>
<p>-Smoking is bad for your health.</p> <p>-COPD is a Lung Disease</p>	<p>-How does smoking cause COPD?</p> <p>-What is COPD?</p> <p>-What are the symptoms of COPD?</p> <p>-Can being around passive smoke cause me to have COPD?</p> <p>-Is there a cure?</p>	<p>-Prolonged smoking damages the lungs</p> <p>-COPD is a disease characterized by lung damage and decreased lung capacity.</p> <p>-Symptoms—cough, bronchitis, shortness of breath, pain, need for oxygen</p> <p>-Passive smoke can cause COPD.</p> <p>-No, there is no cure. However, if the person stops smoking, the lungs can regain some of their previous strength.</p>

# Story Map

<b>Setting:</b> Time <u>12:30 P.M.</u> Place <u>Bench in the parking lot</u>	<b>Main Characters:</b> <u>3 women smoking and laughing</u> <u>1 woman with oxygen tank</u>	
<b><u>CO-WORKERS ON BREAK</u></b> <u>By WCC Moravian Falls ESL</u> <u>Day Class</u>		<b>PSA Name and Author</b>
<b>Problem:</b> <u>Co-workers smoking, not thinking about consequences</u> _____	<b>Solution</b> <u>Stop before it is too late.</u> _____ _____	

# Story Map

**Setting:**  
Time 6:00 P.M.  
Place At home

**Main Characters:**  
Mother and Teenage son  
\_\_\_\_\_

**The Smoking Mother**  
By WCC Moravian Falls ESL  
Day Class

**PSA Name  
and  
Author**

**Problem:**  
Son wants Mom to quit smoking and  
takes her cigarettes from her purse

**Solution**  
Son wants to save Mom's life.  
\_\_\_\_\_

# Story Map

<b>Setting:</b> Time <u>5:30 P.M.</u> Place <u>Park – Swing Set</u>	<b>Main Characters:</b> <u>3 Moms and 3 kids</u> <u>Smoking friend</u>	
<b><u>ADULT FRIEND SMOKING</u></b> <b><u>AROUND KIDS AT PARK</u></b> <b><u>By WCC Moravian Falls ESL</u></b> <b><u>Day Class</u></b>		<b>PSA Name and Author</b>
<b>Problem:</b> <u>Adult smoking around kids</u> _____	<b>Solution</b> <u>Protect children from</u> <u>secondhand smoke</u>	

# Story Map

<b>Setting:</b> Time <u>11:00 A.M.</u> Place <u>Moravian Falls Elementary</u> <u>School Playground</u>	<b>Main Characters:</b> <u>4 Mothers, 5 Children, and</u> <u>1 Spokesperson</u>	
<b><u>PARENTS AND CHILDREN</u></b> <b><u>PLAYING SOCCER</u></b> <u>By Moravian Falls ESL Day</u> <u>Class</u>		<b>PSA Name and Author</b>
<b>Problem:</b> <u>The father has COPD and cannot</u> <u>participate in the Soccer game with his</u> <u>son</u>	<b>Solution</b> <u>To prevent future generations</u> <u>from smoking</u>	

# Story Map

<b>Setting:</b> Time <u>11:00 A.M.</u> Place <u>College Campus</u>	<b>Main Characters:</b> <u>Presenter, Graduates, Audience</u> <u>(including pregnant Mom smoking</u> <u>with child)</u>	
<b><u>GRADUATION CEREMONY</u></b> <u>By WCC Moravian Falls Day</u> <u>Class</u>		<b>PSA Name and Author</b>
<b>Problem:</b> <u>Pregnant mother smoking and</u> <u>coughing</u>	<b>Solution</b> <u>Help Mom stop smoking in order to</u> <u>be around for her kids</u>	

# SCRIPTS FOR PUBLIC SERVICE ANNOUNCEMENTS

## CONVERSATION DURING OFFICE BREAK

**Target audience:** Smoking Adults

**Participants:** Avilania Reyes, Elsa Garcia, Blanca Mejia Velásquez, and Maria Niz.

*A group of three women, are coughing, laughing, and talking.*

*Avilania Reyes says:* Can you give me one?

*All ad lib:*

Can you give her one more too?

Hey! It was a good party last night.

Hey! What are you doing tonight? Are you going to the party tonight too?

*Elsa Garcia answers:* Maybe yes.

*Maria Niz walks by with her oxygen tank and coughing.*

*The three women stop talking as they look at Maria and look at their cigarettes.*

## CONVERSATION BETWEEN MOTHER AND SON

**Target audience:** Smoking Mothers

**Participants:** Jairo Isaak Rodriguez Niz (son)  
Elsa Garcia (mother)

*Jairo walks in while his mother is working on the computer. He takes her purse to take out the cigarettes. He thinks that if he throws them away, she will quit smoking.*

*His mother notices her purse is gone and gets up looking for it. When she sees him, she says:*

*Elsa:* "What are you doing with my purse?"

*Jairo:* "Nothing".

*Elsa:* "Are you taking my money?"

*Jairo:* "No."

*Elsa:* "What is in your hand? Cigarettes?"

*Jairo:* "Mama, I just wanted you to quit smoking".

*The mother (Elsa) realizing the importance of this moment, embraces her son and says to him:*

"OK, I will stop."

## CHILDREN ON SWINGS WITH THEIR MOTHERS

**Target audience:** Smoking Adults

**Participants:** Irma Amaya, Elsa Garcia and son Gael, Avilania Reyes and son David, Maria Martinez and daughter Paulina, and Maria Lopez.

*While the mothers are pushing their children on the swings and Maria Lopez is sitting in one of the swings, Irma Amaya comes by smoking a cigarette and coughing.*

*Irma:* Hey Maria! Hello. How are you doing?

*She continues to walk towards them smoking and coughing. Maria doesn't answer. All the mothers leave with their children.*

*Spokesperson (John Anderson):* "Smoking not only affects you, but also those around you."

## ADULTS PLAYING SOCCER WITH CHILDREN

**Target Audience:** Teenagers

**Participants:** One Teen (Noe Santiago Ponce) with his Mother (Maria Irma Amaya) and her oxygen tank

Children playing: Paulina and Eddie

Adults: Maria Martinez, Tammy Griffin, Avilania Reyes, Rosa Elvia Garcia, Mayra Guerrero, and Aracely Sandoval.

*The mother is sitting down coughing and her son adjusts the tank to help her. They look wistfully at the children and adults playing soccer.*

*Spokesperson* (John Anderson): "When you become a parent, which of these two parents do you want to be? IT IS YOUR CHOICE!"

## A SMOKING PREGNANT WOMAN ATTENDING A GRADUATION CEREMONY

**Target Audience:** Pregnant Moms

**Participants:** Mayra Guerrero (smoking mother), Deborah Britton (presenter), Elsa Garcia, and Maria Martinez (graduates)

*Presenter (Deborah Britton):* Ladies and Gentleman, we are so happy that you could come to join us in this wonderful occasion. Now I would like to introduce to you and to award certificates to Elsa Garcia . . . . Maria Martinez...

*The mother is smoking and coughing continuously at the graduation ceremony, holding her daughter, Arely.*

*Spokesperson (John Anderson):* What kind of family life will this family have? Will the mother be able to be an active participating parent? Will she live long enough to see her children graduate from college?