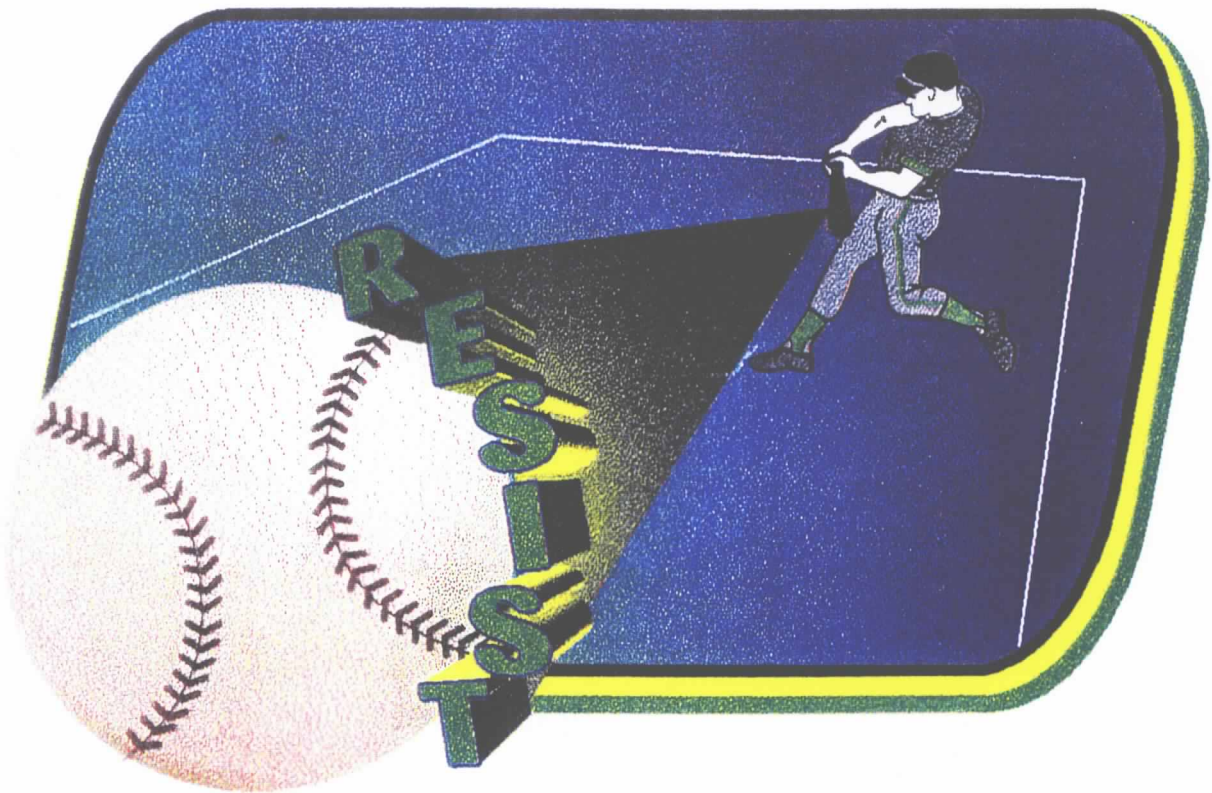


RESIST

Research Education Solutions In
Spit Tobacco



**PEER LEADER
TRAINING GUIDE**

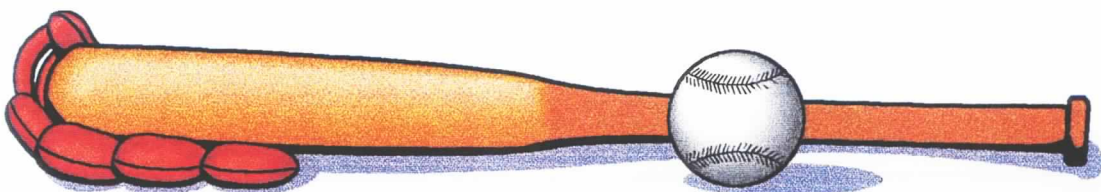
Welcome to Project RESIST

Congratulations!

Peer leaders are the heart of Project RESIST. Because you have been chosen by your teammates as someone they look up to, we have selected you as a peer leader in Project RESIST. Your peers hold you in very high esteem, and what you say and do is very important in influencing their behavior. Without your help, this program would not be possible. We look forward to working with you in what we hope will be an exciting and worthwhile experience for you.

As a peer leader, your goals will be to help your teammates to:

1. understand the negative effects spit tobacco has on health
2. resist social pressure to use spit tobacco
3. recognize and resist the marketing strategies that the tobacco industry uses to try to get teens to use spit tobacco.



FOREWORD

RESIST stands for **R**esearch **E**ducation **S**olutions **I**n **S**pit **T**obacco.

Project RESIST is a program dedicated to the prevention of oral cancer and other negative health effects associated with spit (smokeless) tobacco use among high school baseball athletes. This project is designed specifically to prevent athletes from starting to use spit tobacco (ST). For those who use ST to help quit their use and remain tobacco free.

ACKNOWLEDGMENTS

This training guide is supported by funds received from the National Cancer Institute and adapted from training manuals associate with Project Path (Oregon Research Institute), Teens As Teachers (The American Nonsmokers' Rights Foundation).

Project RESIST
University of California San Francisco
School of Dentistry
Department of Dental Public Health & Hygiene
San Francisco, CA 94143-0754
1-800-252-4088
Fax: (415) 476-0422

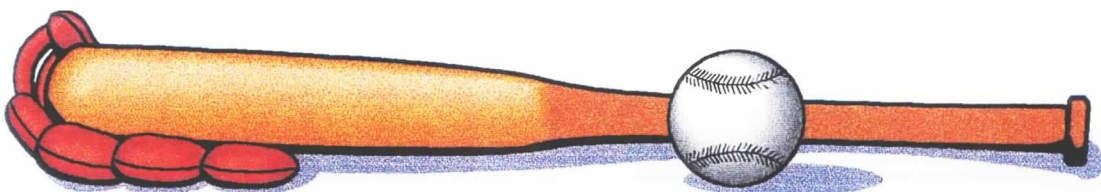
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1. understand the negative effects spit tobacco has on health
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PRESENTING THE ONE HOUR TEAM SESSION

OBJECTIVE

As a peer leader
you will lead a 1 hour team
meeting using the following
lesson plan and script as a
guide

LESSON PLAN FOR PEER LEADERS

TIME	CONTENT	ACTIVITY
I. 2 Min.	I. Introduction	
II. 8 Min.	II Show the Video Tape: <i>Dangerous Game</i>	II. Questions
III. 15 Min.	III. Present Slide Presentation: ST use, ingredients, & refusal skills	III. Group discussion
IV. 20 Min.	IV. Discuss Smokeless Tobacco Advertisement	IV. Small group activity with ST ads
V. 2 min.	V. Conclusion	V. Develop an anti-tobacco activity with your team

PEER LEADER OUTLINE (ANNOTATED VERSION)

Presenter Time

I. Introduction (2 Min.)

Some researchers from the University Of California San Francisco came to us about putting on a program to help prevent spit tobacco use at our school & since baseball athletes generally are considered role models for other students here at the school they asked us to make a presentation to the baseball team. Our goal is to try to get you guys involved in promoting non-use of ST. So _____, _____, and I agreed to do this.

So I am going to begin by showing you this video the Dangerous Game. I know some of you might have already seen this video but I know you will probably get something more a 2nd time.

II. Video Tape (8 Min.)

⇒ **SHOW** Video tape the Dangerous Game

⇒ **ASK** the following questions

1. Does this video make you think differently about spit tobacco?

IF YES: So what was it?

IF NO: why?

2. What was wrong with the guy who had the mustache & San Diego Padres cap On? IF NO ONE

ANSWERS: Did you notice any problems with his face.

II. Video Tape Cont'

3. how about his speech? Did you notice anything odd about the way he talked?

4. Do you think all professional baseball athletes would agree with what is being said in this video? What are some of the reasons do you think the baseball players use?

⇒INTRODUCE_____to present the slides

Well_____has some slides, which shows us what happened to that ST user & what could happen to anyone who uses ST.

Presenter Time

III. Slide Presentation (15 Min.)

⇒TURN SLIDE PROJECTOR, & TURN OFF LIGHTS

SLIDE 1: This is the RESIST logo we are using for our T-shirts

SLIDE 2: "The U.S. Public Health Service puts tobacco caused deaths in this country at 453,000 a year. That's more than the combined total Americans killed yearly by auto, fire and other accidents, by alcohol related causes by murder and suicide, and by AIDS, cocaine and heroin."

SLIDE 3: This slide shows the ingredients in snuff & it's no wonder users have a 6 times greater risk of getting cancer than non-users. The nitrosamines are of special concern since they are chemicals known to cause cancer in 30 species of animals

III. Slide Presentation Cont.'

SLIDE 3 (cont') including human beings. In Spit tobacco the amount of nitrosamines allowed is totally unregulated

SLIDE 4: (spit tobacco nitrosamine slide) This slide shows the amount of nitrosamines allowed by law in food & the amount in ST products. For example salami only can have 5 parts per billion. Any higher amount is illegal & a meat company can be shut down. However, the amount of nitrosamine in spit tobacco as you can see is incredibly higher because currently the FDA does not regulate tobacco products. It is no wonder it causes oral cancer.

SLIDE 5: (Healthy skin slide) This slide shows the skin on the inside of the mouth which is healthy. See the uniform color and texture.

SLIDE 6: (Sick cheek slide) This slide shows tissue changes as a result of using tobacco. See how the tissue is old, wrinkled, and white. There is no way of knowing whether this lesion is cancer or not unless a Dr. cuts a piece of tissue out of it looks at it underneath a microscope. So if a guy has something like this in his mouth he needs to stop using ST & if the lesion doesn't go away he needs to see a Dr. to get it taken out. If this turned out to be oral cancer they would have to take out not only all of this tissue, but they would also have to remove the teeth & jaw associated with the tissue & EVEN part of the tongue.

SLIDE 7: This is the piece that comes out. Note the teeth, part of the jaw, and part of the tongue. Even with this surgery this athlete has a 50% chance of living 5 years. Without surgery he will probably be dead in one year.

SLIDE 8: Without the surgery the cancer continues to grow.

III. Slide Presentation Cont'

SLIDE 9: It will even eat through the cheek or the lip (slide 10)

SLIDE 10: Now this doesn't just happen to old people. This is a picture of Sean Marasee a 19 year old baseball athlete who used Copenhagen for 6 years. He got cancer on the inside of his lower lip. He had that surgery.

SLIDE 11: He died anyway in less than a year later. His parents sued the tobacco industry and lost.

SLIDE 12: The other ingredient of special interest in ST is nicotine. Nicotine is addicting Two characteristics of an addicting substance is tolerance and dependence. Dependence slide (Read what is on the slide)

SLIDE 13: Tolerance slide (Read what is on the slide)

The tobacco company uses the characteristics of tolerance & dependence to sell their products. They have starter products that make low amounts of nicotine available, but overtime people naturally progress to brands they have higher amounts of nicotine available because tolerance and dependence set in.

SLIDE 14: The tobacco companies tell us that they don't manipulate the amount of nicotine in spit tobacco, they are lying to us when they say that... what they don't tell you is they change the pH of different brands so the nicotine (the addictive substance) is more available to the body in some brands than others. As you can see Copenhagen with a pH of 8.0 makes 50% of nicotine available whereas Skoal Bandits a starter brand had a lower pH makes only 2% of nicotine available for use by the body. So the tobacco industry spends millions of dollars a year promoting starter products like Skoal. They don't have to advertise Copenhagen because nicotine addiction takes care of getting users to buy it.

III. Slide Presentation Cont.'

SLIDE 15: So why do users start using ST? Studies show that over half of users begin because a friend offers it to them. So we wanted to take a few minutes to talk about effective ways of saying no to ST when its offered. This slide shows 6 ways to refuse ST without hurting someone's feelings or making them feel uncomfortable.

IV. Advertisement Analysis

⇒ HAVE ST ADS READY

⇒ ASK the following questions

1. Who do you think the tobacco industry is trying to reach in this smokeless tobacco ad?
 2. Legally, tobacco companies are required to put warning labels on their ads. Do you see any warning labels here? Why do you suppose they made it that color?
 3. What images do you think this ad associates with smokeless tobacco use?
 4. Do you think tobacco companies are manipulating you when they make it look like attractive, healthy, young people use ST?
 5. Look at the ad showing two young men hiking up the mountain with their mountain bikes. Is there anything in this ad that is dishonest or misleading?
 6. Do you think using ST is associated with good health, vigor, independence, being "cool"?
-
-

V. Conclusion (2 Min.)

_____, _____, and myself would like to thank you guys for listening to us today. We hope you have learned something new and will think twice if you use spit tobacco, and if you don't use be smart and don't start.

We also would like to have us, as a team come up with some anti-tobacco activity that we can sponsor. Since athletes are targeted by tobacco companies to use their products, we could make an important statement for other kids.

Does anyone have some ideas in how we can promote nonuse of spit tobacco? We would now like to hand out some T-shirts that our team can wear to help promote non-use of spit tobacco.

HELPFUL HINTS

GUIDING YOUR TEAMMATES

Set an example for your group, and your job will be easier. If you are thoughtful and interested in RESIST, your teammates are more likely to be interested. Remember, your teammates selected you, and they will look to you for direction.

1. Always be prepared.

- Keep yourself informed, find out the date of the 1-hour team session
- Before the session, read through the directions to be sure you know your part
- Check with our research team or the other Peer Leaders on your team if anything is confusing or if you aren't certain of your responsibilities

2. Help everyone in your group participate.

- Listen to what everyone has to say
- Encourage everyone to respect one another
- Be the "devil's advocate": Take an opposing view to encourage discussion and debate
- Don't boss other group members
- Be considerate of your teammates' opinions and they'll cooperate more

MOST IMPORTANTLY, HAVE FUN!!!

WHAT TO DO "IF"

Things don't always run smoothly. Here are some ideas to use when members of your group don't cooperate. If:

THEY DON'T TALK OR PARTICIPATE

- Call on them first next time
- Tease them into giving you an answer
- Relate the question to something they are interested in
- Pay a lot of attention to them when they do answer
- Play "Devil's Advocate"

EVERYONE TALKS AT ONCE

- Ask for their cooperation
- Ask them to raise their hands

THEY GIVE SILLY ANSWERS OR AREN'T SERIOUS

- Ask them to think of a better idea
- Take them aside and ask them to help you out
- Question them more about their answers
- Compliment students when they give good answers

THEY DON'T PAY ATTENTION

- Ask them a question that might catch their attention
- Ask them to pay attention
- Ask harder questions
- Use a little humor to make the discussion more exciting

WHAT TO DO "IF"

Things don't always run smoothly. Here are some ideas to use when members of your group don't cooperate. If:

THEY DON'T GIVE FULL ANSWERS OR FINISH TOO QUICKLY

- Get more information by asking them why
- Ask them to explain what they mean
- Ask them to describe in more detail

THEY TRY TO TAKEOVER THE CONVERSATION

- Say, "OK, let's see if someone else has another answer"
- Explain that it's important for everyone to talk

THEY CHANGE THE SUBJECT

- Ask the original question of another teammate
- Say, "let's get back on the subject"

THEY SAY THAT THEY ALREADY KNOW IT ALL

- Ask them how they know it all
- Ask them something they don't know
- Ask them what they think is most important

SMOKELESS TOBACCO COMPANIES FOCUS THEIR ADVERTISING ON YOUTH

- FACT:** The tobacco industry focuses on YOUTH because they know that most adults, if they never used tobacco, won't start. The PRIMARY AIM of the tobacco industry is to get YOUNG adults HOOKED and ADDICTED at as early age as possible.
- FACT:** Spit tobacco companies focus its advertising on YOUTH-oriented, outdoor images aiming towards YOUNG males. Misleading images link tobacco use with healthfulness, independence, and being "cool", suggesting more people use tobacco than actually do.
- FACT:** Tobacco companies create "YOUTH brands" with specific nicotine content and specific taste to overcome TEENS' resistance to the unpleasant flavor of most tobacco products.
- FACT:** Tobacco advertising has been banned from television since 1971. However, ST products are advertised at sports events such as auto racing, rodeos, and many other activities that take place at stadiums, fairgrounds, and tracks.
- FACT:** Free samples of smokeless tobacco are given away at rodeos, and sports events

- FACT:** Tobacco companies spend \$5.2 billion each year and more than \$1 million every 2 hours advertising and promoting their products.
- FACT:** Tobacco kills more Americans each year than AIDS, alcohol, car accidents, murders, suicides, illegal drugs and fires combined. 453,000 deaths per year.
- FACT:** ST products can be obtained at no charge through the mail, with no verification of the age of the person requesting it.
- FACT:** There are no laws limiting what goes into tobacco products, unlike other products like bacon, and applesauce.
- FACT:** Teenagers consume 26 million containers of chewing tobacco every year.
- FACT:** It takes only 2-3 drops of pure nicotine to quickly kill an adult.
- FACT:** Nicotine is more addictive than heroin.
- FACT:** Chewing tobacco contains nicotine, therefore, chew is addictive and harmful.

ANTI-TOBACCO ACTIVITIES

OBJECTIVE

Upon completion of this section, as a peer leader you will be able to:

Discuss ideas with your team for a team anti-tobacco activity

ANTI-TOBACCO TEAM ACTIVITY #1

Handout RESIST T-shirts and talk about all team members wearing the RESIST T-shirts to school on a specific day. For example wearing the T-shirts will get other students at the school asking about smokeless tobacco. The team members can be role models for the rest of the school.



ANTI-TOBACCO TEAM ACTIVITY #2

FACT:

There is no limit placed on tobacco products, unlike other products -- even applesauce!

Legislation being proposed would require the manufacturing, labeling, sale, distribution, advertising and promotion of tobacco products to be regulated like other products, such as food.

Our senators and representatives vote on tobacco-control legislation based on how much campaign money they have received from the tobacco industry. The tobacco companies have so much clout that they can force TV stations to pull anti-tobacco ads and interviews with whistle blowers!

WHAT CAN I DO ABOUT IT?

WRITE letters to President Clinton and Commissioner Kessler of the Food & Drug Administration supporting their efforts to regulate tobacco product advertising. (See attached sample letters.)



Date

President William J. Clinton
White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear President Clinton:

I am a member of a high school baseball team in California who supports the FDA's efforts to control the sale, distribution and marketing of tobacco products in the United States. Dip and chew, just because they are "smokeless" tobacco products, are no safer than cigarettes, even though the tobacco companies want teenagers to believe so. Their false advertising depicting young men in athletic activities appeals to many kids, and we want this to stop!

You have my support for your proposed regulations and I join you in challenging a powerful giant like the tobacco industry. I hope the FDA will also have the courage to pass the controls of the sales, distribution, and marketing of deadly tobacco products to children.

Sincerely,

Your Name
Your school
Your Address

Date

Commissioner Kessler
Dockets Management Branch (HFA-305)
Food & Drug Administration, Room 1-23
12420 Parklawn Drive
Rockville, MD 20857

Dear Commissioner Kessler:

I am a member of a high school baseball team in California who supports the FDA's efforts to control the sale, distribution and marketing of tobacco products in the United States. Dip and chew, just because they are "smokeless" tobacco products, are no safer than cigarettes, even though the tobacco companies want teenagers to believe so. Their false advertising depicting young men in athletic activities appeals to many kids, and we want this to stop!

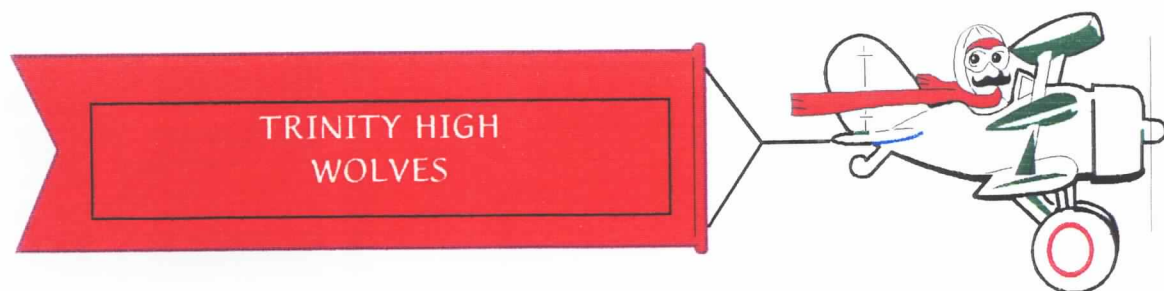
I support President Clinton for his proposed regulations, and urge you to adopt the plan to control the sales, distribution, and marketing of deadly tobacco products to children.

Sincerely,

Your Name
Your School
Your Address

OTHER TEAM ANTI-ST ACTIVITIES

- Anti-ST posters throughout the school
- School-wide contest to come up with anti-spit tobacco poster ideas
- Baseball team sponsoring of an anti-tobacco dance
- Distribution of sunflower seeds or sugarless gum around school. You could probably get a sunflower seed company to donate the seeds to your group for free when they know why.



DELIVERING PERSONAL ANTI-TOBACCO MESSAGES

OBJECTIVE

Upon completion of this section, as a peer leader you will be able to:

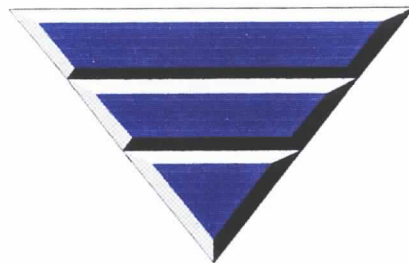
Verbally deliver anti-tobacco messages to other teammates

DELIVERING PERSONAL ANTI-TOBACCO MESSAGES

Because you have been named by many of your teammates as someone they look up to, what you say and do is very important in influencing their behavior. As a result, we have identified you as a "peer opinion leader" and have asked you to personally support non-use of ST products. We think that such an approach will be very effective in preventing nonusers from starting to use ST and in helping those who use quit their habit.

Select 5 new teammates each week for 3 weeks and deliver a personal anti-tobacco message. The messages should include (1) a fact about using ST, and (2) saying something about yourself; (3) To avoid sounding "preachy," speak in terms of "I" instead of "you".

On the following page are various examples of things you could say to your teammates to promote non-use of ST products (dip and chew). These statements, however, are only suggestions. Don't feel you have to use them. Use your own words if you prefer. But, please feel free to use them if you want.



EXAMPLES OF ANTI-TOBACCO MESSAGE

If you, the “peer opinion leader,” are a **ST USER**, you could say the following to another **USER**:

“This stuff causes mouth cancer. I really need to start thinking about quitting. The longer I use, the harder it’s going to be to quit.”

“This stuff causes mouth cancer. I’m thinking about cutting down my use by half the amount for a couple of weeks to help me get ready to quit altogether.”

“This stuff causes mouth cancer. I’ve been thinking about switching to a brand with less nicotine for a couple of weeks to help me get ready to kick the habit for good.”

“Remember those gross pictures of the guy who had mouth cancer from chewing tobacco. I’m thinking about cutting this habit loose before I get hooked.”

“You know, I read that the tobacco industry spends about \$4 billion a year promoting dip and chew use among athletes even though it causes mouth cancer. I think that really sucks and I’m going to try to quit using it.”

“Remember those slides we saw last week? Those chemicals in ST are pretty nasty! I can’t believe they put that junk in it! I think I’m going to quit!”

If you, the "peer opinion leader", are an **ST USER**, you could say the following to a **NONUSER**:

"You're smart for not using smokeless tobacco. I'm trying to quit (or I'm thinking about quitting), but it's really tough because I've been using it so long."

"This stuff can causes cancer. I'm trying to quit, but its' not easy."

"It's easy to get hooked on this stuff. I hope you never start using it."

"I hope you never start using this stuff. I'm getting ready to quit but it's not easy."



If you the “peer leader”, are a **NONUSER** of ST, speaking with a **USER**, the following scenario could take place:

That stuff is expensive, I'm really glad I haven't gotten hooked on it.

Another thing you could say:

That stuff can cause cancer. I chew gum instead of tobacco.

If you, the "peer leader", are a **NONUSER** of smokeless tobacco, you could say the following to a **NONUSER**:

"I was offered some dip the other day at practice, but I want to stay away from it. That stuff causes mouth cancer."

"I was offered some dip the other day at practice, but I don't need that stuff to play better."

"Remember those totally gross pictures of the 19-year-old guy who got mouth cancer from chewing tobacco and he had to have half of his jaw and tongue cut out. I'm sure glad I never started using that stuff. It's easy to get hooked on it."

"I was offered some chew the other day. That stuff looks like dirt. And it smells even worse."

"You know, I've noticed that guys who use ST have really bad breath and yellow teeth. My girlfriend would kill me if I ever used that stuff."



We need to know who you talk to. Please complete the attached form and send it at the end of 3 weeks to study investigators in the attached envelopes.

1) Each week for three weeks select 5 different players to whom you will personally endorse the benefits of not using smokeless tobacco.

2) At the end of each week, place a check on the attached form next to the name of the player to whom you spoke.

3) At the end of the third week, send the form to the study investigators in the attached envelope. At this time you should have checked the names of 15 players total.

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