

Tobacco CPDU course outline
Robert Crown Center

Tobacco Truths is an online, self-paced course designed to accomplish two goals; first, participants will increase their knowledge of the tobacco industry and tobacco related issues, second, participants will obtain research-based lesson plans to use with their students to decrease tobacco use in their school.

Below is a course content outline.

- I. Increased knowledge for educator
 - a. Basics of respiratory system
 - b. Basics of circulatory system
 - c. Tobacco basics
 - i. Information about the plant
 - ii. Effects on the body (neurology, cancer, vanity aspect)
 - d. Traditional Delivery methods (cigarettes, cigars, pipes, chewing tobacco)
 - e. New delivery methods (lozenges, nicotine water, etc.)
 - f. Statistics on usage
 - g. Advertising
 - i. Tobacco company methods and strategies
 - ii. Anti-smoking campaign methods and strategies
 - h. Sales and Internet sales
 - i. Current legislation
 - j. Addiction and quitting options
 - k. Resistance skills
 - l. Second hand smoke
 - m. What makes an effective program
- II. Increasing skills (Lesson plans)
 - a. Respiratory system basics
 - b. Circulatory system basics
 - c. Tobacco basics
 - i. What's in cigarette smoke and why?
 - ii. Delivery methods
 - iii. How does nicotine affect the body?
 - iv. What is cancer?
 - d. Vanity aspect of what nicotine does to the body
 - e. Advertising...why do kids smoke?
 - f. Statistics...myth vs. reality
 - g. Resistance skills
 - i. Excuses, strategies
 - ii. Discuss cost of smoking
 - iii. Anti-smoking raps/songs
 - h. Quitting (for kids and their parents)