

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Disease Control and Prevention
Atlanta, GA 30341-3717

MTV TALKS TOBACCO
Office on Smoking and Health
Mail Stop K-50
4770 Buford Highway NE
Atlanta, GA 30341-3717

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**A Two-Part Video &
Facilitator's Guide**



MUSIC TELEVISION®

TALKS TOBACCO





The decision to smoke is most often made in the teen years: 80% of adult smokers smoked their first cigarette before their 18th birthday.



Teen smoking rates have increased each year since 1992. In 1996, 22.2% of high school seniors

smoked daily—up from 17.2% in 1992.

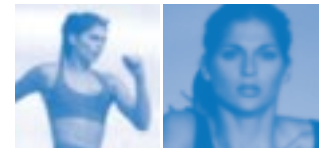
Educating teenagers about the addictive effects of nicotine and the positive effects of a healthy lifestyle is essential if we are to reverse these recent increases in the number of teenagers who smoke.

The Centers for Disease Control and Prevention (CDC) has developed a two-part video and facilitator's guide to provoke thought and stimulate discussion about teen smoking.

In part one of the video, former cast members of MTV's *Real World* talk candidly about the pitfalls of cigarette smoking. Issues they discuss include the addictiveness of tobacco, the effects of smoking on health and physical performance, cigarette advertising targeted at teens, teen access to tobacco, and the social consequences of smoking.

The second part features Gabrielle Reece, a professional volleyball player, model, and former host of *MTV Sports*. With street luge champion Roger Hickey, Gabby discusses her

conviction that smoking can stop young people from being able to actively participate in all kinds of sports and recreation.



By presenting a credible, "unpreachy" message from other young people, both parts of this video encourage teens to view tobacco use as a problem that is relevant to them. All of the actors donated their time for this project because they believe in a healthy, smoke-free lifestyle. CDC tested the video extensively with young people and used their feedback to produce this final version.

This video can be used as part of a comprehensive health education program; an alcohol,



tobacco, or other drug use program; or a current events or media literacy curriculum. The facilitator's guide pro-

vides suggestions for discussion questions and activities before and after the video to help focus and stimulate students' interest.

To have a copy of the video and facilitator's guide mailed to you, complete the order form and drop it in the mail. If you have questions about other materials related to teens and tobacco use, please call 1-800-CDC-1311.

FILL OUT & RETURN THIS FORM

Please send me the MTV Talks Tobacco video and facilitator's guide.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____

Fax: _____

For more information about teens and tobacco, call 1-800-CDC-1311 or visit the Office on Smoking and Health's web site at <http://www.cdc.gov/tobacco>.

