



ADVERTORIAL

OUR KIDS ARE FAST LEARNERS



Quitline 131 848

When a parent quits, there's less chance their child will grow up to be a smoker and more chance they'll have full and healthy life. It's time to ditch the durrries - it's time to quit. Isn't your child worth it?

Australian Government

ADVERTORIAL

DITCH THE DURRIES

BEFORE IT'S TOO LATE



We all know that our kids are quick to pick things up. They look to their parents for guidance. In fact, as a parent you are probably the most important role model in your child's life.

The children of smokers are more likely to take up smoking. Over 50 per cent of Aboriginal and Torres Strait Islander people smoke and could be passing on an addiction to their child that will put them at risk of smoking-related disease and premature death.

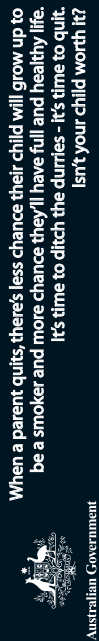
The same disease and death that is having an enormous impact on our community.

Smoking is not okay, especially around kids.

Cigarettes are poison. The smoke from every cigarette contains thousands of dangerous chemicals.

Imagine what those chemicals could do to a child's lungs, not to mention their overall health and development.

Call 131 848 today, or go to australia.gov.au/quitnow



Every cigarette is doing you damage

Authorised by the Australian Government, Capital Hill, Canberra



PREPARATION BEFORE READING

An advertorial means that this report is part advertisement which promotes a product or service, and part editorial which makes comments about particular issues.

This advertorial is appealing to parents to quit smoking so their children are less likely to take up the habit. It tells us that if a child's parents are smokers, there is a greater chance that the child will also smoke. The problem is that smoking cigarettes is addictive and each cigarette contains thousands of dangerous chemicals that can lead to smoking-related disease and death at a young age.

This Australian Government campaign urges parents to "Ditch the Durries before it's too late" and gives a phone number and internet address where parents can seek help to quit smoking.

Read Our Kids are Fast Learners pages 10 - 11

ACTIVITY 1: SCANNING FOR SPECIFIC INFORMATION

1. When a parent quits smoking, there's less chance their child will grow up to be a smoker.

TRUE

FALSE

2. What is the Quitline phone number?

3. The children of smokers are more likely to take up smoking.

TRUE

FALSE

4. What percentage of Aboriginal and Torres Strait Islander people smoke?

5. List two problems associated with smoking cigarettes.

6. People who smoke could be passing on an addiction to their children.

TRUE

FALSE

7. What is the slogan for this anti-smoking campaign?

8. Who is the target audience for this campaign?



ACTIVITY 2: UNDERSTANDING WORDS IN CONTEXT

Write your own meaning for the words from the article in the boxes below.
(Read the words from the article as well as the sentences around them).

Words from the article	My words that mean the same thing
Our kids are fast learners.	
As a parent, you are probably the most important role model in your child's life.	
Smoking puts children at risk of smoking-related disease and premature death.	
Cigarettes are poison.	
Imagine what these chemicals could do to a child's lungs, not to mention their overall health and development.	

ACTIVITY 3: WHAT'S IN A CIGARETTE?

Did you know that Tobacco smoke contains over 4,000 different chemicals?

At least 43 are known carcinogens (cause cancer in humans).

Chemicals in cigarettes and tobacco smoke make smoking harmful. Along with the nicotine, inside a cigarette there's insecticide, which increases your heart rate and blood pressure. It also slows down the blood flow and makes it harder for oxygen to reach the feet and hands resulting in poor circulation. Cigarettes also contain naphthalene (mothballs), phenyl (paint stripper), butane (lighter fluid), arsenic (rat poison), ammonia (bleach and floor cleaner) and acetone (nail polish remover).

Children exposed to cigarette smoke also take in the same carbon monoxide present in car fumes. This mixes with blood cells and deprives the body of oxygen. Car smoke and cigarette smoke have got the same amount of carbon monoxide.

www.health.gov.au



1. List 10 chemicals that exist in cigarettes.

ACTIVITY 4: DESIGN AN ANTI-SMOKING POSTER

Use your computer to design a poster to persuade teenagers not to smoke. The example below has a slogan, an easily recognisable anti-smoking icon and a simple colour design.

What ever you do



Just don't smoke

My anti-smoking poster:

