



8OUTOF10.COM

**VKAT Guide for the
8outof10.com Campaign
Spring/Summer 2009**



VKAT 8outof10.com Campaign Guide



Background for VKAT Advisors

One of the things that influences whether youth initiate smoking is their perception about how many teens smoke.

If they perceive that most high school students smoke, then middle school youth are more likely to start smoking. They may think of smoking as something they will need to do in order to be comfortable in the high school social environment. We know from research done nationally and in Vermont, that this misperception of smoking as “the norm” among high school students is very common among middle school youth. Fortunately, research has also shown that correcting such misperceptions has been effective in reducing the level of tobacco use.

The 2001 Vermont Youth Risk Behavior Survey (YRBS) data showed that 22% of 8th through 12th graders were current smokers. Media materials were developed for the campaign using the phrase “about 8 out of 10” high school students choose NOT to smoke. The latest YRBS (2007) indicated the prevalence rate of smoking among youth at 16%, so more and more Vermont youth have chosen not to smoke. There are many reasons for the decline in youth smoking including community coalition, Department of Education, OVX and VKAT efforts, and the “8 out of 10 campaign” has likely contributed to the decline as well.

The 8outof10.com (“correcting misperceptions”) campaign was first developed in 2001 to help correct a commonly held belief among tweens (10-13 years old) that most high school students smoked. This common misperception is a critical one to correct, since expectations (or norms) influence behavior. After an initial run as a stand-alone campaign in 2001, it was transformed into a common theme campaign and has been run several times since then.

Because it is critical to repeat the “correcting misperceptions” message to continue to make progress, in February and March of 2008 the Vermont Department of Health launched another wave of the 8outof10.com campaign with new TV ads and materials.

Progress to date on changing misperceptions

The objective of the campaign is to decrease the proportion of middle school students (or tweens age 10 to 13) who incorrectly perceive that most Vermont high school students smoke. Before the campaign, the Vermont Health Survey (YHS) showed that 47% of middle school students had that (incorrect) perception. In 2004, the YHS showed a significant drop to 22%. And after the updated 2008 campaign that number has been reduced even further to 16%. Thanks to our partners like you we’ve made great progress in changing this misperception since the first campaign ran in 2001, but changing perceived norms takes time. Our aim is to eventually bring this figure to zero, and ***your willingness to spread the word is a critical part*** of our ability to do just that.

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For VKAT Members

Our 8outof10.com campaign is trying to spread the word about how many Vermont high school youth do NOT smoke cigarettes. The 8outof10.com magnetic poetry, Magic 8-Balls, 8-dollar bills, website, television spots, idea lists (and other materials) were made to help us to do that. These tools help reinforce that about 8 out of 10 Vermont teenagers choose **not** to smoke – this translates into the youth smoking rate of 16%. Help us spread the word to other middle school youth. We know that YOU know what 8 out of 10 means, and we hope you'll help us pass it on.

FIRST: Check out our www.8outof10.com website. It has fun features, information and links, free downloads, request form to get free stuff, and you can contact us to let us know what you think.

SECOND: Spread the word about what “8 out of 10” means and the fun things the website can do.

THIRD: If you have a local Our Voices Xposed (OVX) group in your area, work with them to get some of them to come to your middle school and play the “In the Know” game (see last page) with students at your school.

If you don't have an OVX group in your area, see if your VKAT adult advisor can help you get a couple of high school students to come to your school to talk about why they choose not to smoke and to play “In the Know” game with students at your school. Or, you may have an older brother or sister who can help. When high school students play the game with middle school students, they are role models for not smoking. And middle school students get to see first hand that not everyone in high school smokes.

On the day before the classroom visit, you can help set the stage by (with teacher permission) writing 8outof10.com (or something like, “8 out of 10 of us don't”) on the blackboard as a way of getting people curious about what it means. You and the high school students can talk together to decide how you can help out with the game (like keeping scores or handing out prizes).

THANK YOU for all of the great work you do in the fight against Big Tobacco! ☺

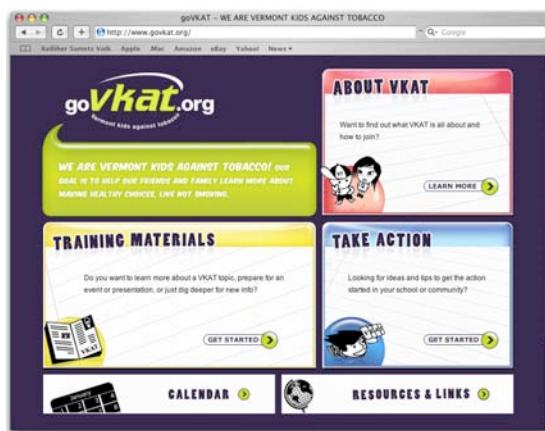
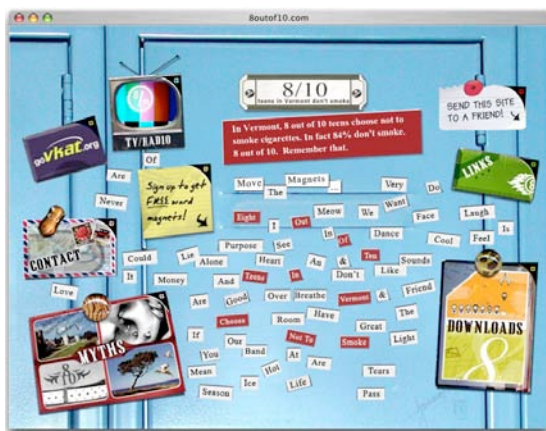
NOTE: This project can count as one of your March/April Common Theme activities.

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Other Ideas

- BRAIN TEASER: Ask people to say what our campaign message will be if the smoking rate drops to 14% in 2010.
- PERFORM IT: You and/or high school students could create and perform song and dance acts with an anti-tobacco message (e.g., anti-tobacco idol, slam poetry, etc).
- INTERVIEWER: Act like an interviewer by bringing an audio recorder or video camera into the room, and asking people what their reasons are for not smoking. Record their comments and play them back all together at the end of the activity.
- WEB PRESENTATION: Take an online tour of the 8outof10.com web site as a group. Or, plan an online scavenger hunt on the site and offer winners prizes.
- LEAD A DISCUSSION: Ask people: *Why do you think so many people say that most high school students smoke, when really very few of them do smoke?*
For example:
 - Is it because smokers tend to be standing around in small groups outside because people don't want them smoking inside?
 - Is it because it's easier to notice something that someone is doing rather than notice what someone is NOT doing?
 - Can they come up with some other reasons people might have the wrong impression about high school students?
- Visit www.8outof10.com to learn more about the campaign and about reasons for not smoking (from real Vermont teens).
- For more ideas and activities, check out www.goVKAT.org.



HOW TO PLAY “IN THE KNOW” GAME

What You’ll Need

- The 10 game questions (see next page – correct answers are underlined).
- 10 small cards for each team (3 per team) to write down their answers.
- Magic markers.
- Prizes for winners should have come with this guide – Magic 8-balls (3) and poetry magnets (20). More may be available from the Vermont Department of Health Tobacco Control Program (allow time for shipping). E-mail tobaccovt@vdh.state.vt.us or call 863-7514. Be prepared with enough prizes in case there is a tie for the highest score.
- One-minute timer or watch with a second hand.



What To Do

- Break people up into teams of three students.
- Write team names on the chalkboard.
- Explain that each team will have a minute to come up with an answer to the question, and then they’ll need to write their answer on ONE card and have a team member hold up the card for the team.
- Explain that they should talk quietly so that other teams don’t get clues from them.
- Explain that each member on the winning team will get a prize.
- Ask the question and give people a minute or so to come up with their team’s answer (or you can write them on a big flip chart and flip it to reveal one question at a time).
- Once all teams have the answer held up, reveal the correct answer.
- Use the chalkboard to mark an “X” under each team name that came up with the right answer.
- After the 10th question, add up all of the “X”s for each team to find out which team won. If you have a tie, both teams will get prizes.
- Give out prizes to winning team(s)!!

The game can take anywhere from 20 to 30 minutes, depending on how much students want to discuss the game with the high school students (or whoever is running the game). Presenters should be ready to talk a little bit about the questions after they’ve given the correct answer.

“IN THE KNOW GAME” QUESTIONS



- 1) Which of the following is caused by smoking?
 - a. Bad breath
 - b. Hair growth
 - c. Fingernails falling out
 - d. Runny nose

- 2) What percent of Vermont adults smoke cigarettes?
 - a. 79%
 - b. 46%
 - c. 17%
 - d. 7%

- 3) Which of these statements do youth most often believe, that is actually NOT true?
 - a. Smoking kills you
 - b. Cigarettes smell bad
 - c. Everyone smokes
 - d. Smoking gives you yellow teeth

- 4) 1 in __ smokers will die from smoking.
Answer: 3

- 5) How many chemicals are in cigarettes?
 - a. 4,000
 - b. 400
 - c. 40
 - d. 4

- 6) What percent of Vermont teens smoke cigarettes?
 - a. 66%
 - b. 46%
 - c. 16%
 - d. 6%

- 7) True or False: Smoking cigarettes will make you more popular.

- 8) What do tobacco company ads try to do to youth?
 - a. Show them that smoking is fun
 - b. Show them that everyone is smoking
 - c. Tell them that they will be liked if they smoke
 - e. All of the above

- 9) True or False: Cigarettes have a chemical that is used in rat poison.
(Arsenic is the poison also found in cigarettes, in case anyone wants to know.)

- 10) True or False: Over half of Vermont teen smokers want to quit.