



Smoking and the Tobacco Industry - The Facts Quiz

Aim

- ◆ To explore young people's existing knowledge about smoking and the Tobacco Industry.
- ◆ To introduce the topic, promote discussion and highlight areas that need additional learning opportunities.

Quiz Questions

| | True | False |
|--|------|-------|
| 1 Yesterday, smoking tobacco will have killed 312 people in the UK | | |
| 2 Worldwide over 15 billion cigarettes are smoked every day | | |
| 3 Nobody in Hollyoaks smokes | | |
| 4 British American Tobacco made 1.87 million pounds profit in the first 6 months of 2012 | | |
| 5. Indicate on the scale below the percentage of 15 year olds in England that smoke? 0% _____ 100% | | |
| 6 Kenya is one of the heaviest smoking countries in the world | | |
| 7 In Malawi, in Africa, there is no child labour on tobacco farms | | |
| 8. 200, 000 hectares (an area the size of Luxembourg) of forest are cut down each year because of the Tobacco Industry | | |
| 9. Cocoa powder is one of the ingredients added to cigarettes. | | |
| 10. Cigarettes can be advertised on British television | | |



Quiz Answers

1. **True** - 312 people in the UK die each day from smoking
2. **True** - Worldwide over 15 billion cigarettes are smoked every day
3. **True** - Since the first episode none of the Hollyoaks characters have ever been seen smoking on screen
4. **False** - They are the world's second biggest cigarette company and made £1.87 **billion** profits from operations in the first 6 months of 2012
5. **10%** of 15 year olds smoke regularly in England NHS Information Centre (2012). Smoking prevalence continues to rise after this age. In Newcastle in 2013, 5% of secondary pupils reported smoking regularly (Health Related Behaviour Survey)
6. **True** - According to the Kenyan Ministry of health up to 15% of under 15 year olds now smoke and approximately 45% of 18 to 30 year olds
7. **False** - Child labour is still common in many tobacco growing countries including Malawi, Argentina, Brazil, China, India, Indonesia, Vietnam and Zimbabwe
8. **True** - In many developing countries forests are cut down to provide fuel for the process of drying the tobacco leaves
9. **True** - The tobacco industry add many chemicals to cigarettes to make them taste better for smokers. One of these is cocoa powder.
10. **False** - Cigarette advertising on British television was banned in 1963. However, the cigarette companies got round this ban by sponsoring sports events e.g. snooker, cricket, motor racing, which until recently were then televised. In 2003 all tobacco sponsorship of sports events was outlawed across Europe with the exclusion of motor racing. Tobacco advertising of motor racing was banned within Europe in 2005. However where races are held in non European countries such as China some tobacco advertising is still allowed. The industry also pays actors to smoke their cigarettes in films which are targeted at young people. Electronic cigarettes can currently be advertised on British TV.



Smoking the Facts ... What Do You Know? (Upper Key Stage 2 and above)



Do you think the following statements are true or false?

| | True | False |
|--|------|-------|
| 1. In Britain 60% of young people aged 11-15 years smoke | | |
| 2. The most dangerous substance in cigarettes is nicotine – this is the cause of cancer and other health problems. | | |
| 3. In Britain half of the adult population smokes | | |
| 4. Breathing in smoke from other people's cigarettes (second hand smoking or passive smoking) is harmful to health. | | |
| 5. Smoking is a good way to lose weight. | | |
| 6. Cocoa powder is one of the ingredients added to cigarettes. | | |
| 7. It is illegal for a shopkeeper to sell cigarettes to people under the age of 16. | | |
| 8. Young people who smoke even a few cigarettes a week are more likely to suffer from coughs, chest illness and shortness of breath. | | |
| 9. Each year about 84,000 people die in the U.K. from smoking related diseases. | | |
| 10. Cigarettes can be advertised on British television. | | |



Smoking What Do You Know?

A Quiz for Young People Answers

1. **FALSE!** 4% of young people aged 11-15 years in the UK smoke. Put another way 96% of young people aged 11-15 year DO NOT smoke. (Smoking, Drinking and Drug Use in Young People. Health and Social Care Information Centre, 2012)
2. **FALSE!** Many health problems, especially lung cancer are caused by the tar in smoke. Tobacco smoke contains over 4,000 chemicals, at least 50 of which are toxic or cause cancer. This includes tar, acetone, arsenic, hydrogen, cyanide, formaldehyde and ammonia. Nicotine is the addictive substance in cigarettes but it can be safely administered in the form of Nicotine Replacement therapy for those trying to quit.
3. **FALSE!** One in four adults in the UK smokes or put another way 20% smoke and 80% do not smoke. (Integrated Household Survey www.lho.org.uk)
4. **TRUE!** Second hand smoke or passive smoking kills. It also causes discomfort such as sore eyes, headaches, runny nose, coughing and throat irritation. It can also make some health problems such as asthma worse. Second hand smoke increases the risk of lung cancer, heart disease, middle-ear problems in children and sudden infant death syndrome.
5. **FALSE!** Smoking cigarettes can make you want to eat less but weight lost this way does far more damage than good. There are other healthy ways of managing weight such as looking at the type and amount of food eaten and taking more exercise.
6. **TRUE!** The tobacco industry add many chemicals to cigarettes to make them taste better for smokers. Cocoa powder is one of these
7. **FALSE!** From the 1 October 2007 it became illegal for shopkeepers to sell cigarettes and tobacco products to anyone under the age of 18.
8. **TRUE!**
9. **TRUE!**
10. **FALSE!** Cigarette advertising on British television was banned in 1963. However, the cigarette companies got round this ban by sponsoring sports events e.g. snooker, cricket, Formula 1, which until recently were then televised. From 2005 all forms of sports sponsorship has been banned in Europe. Tobacco companies try to get round the ban on advertising in the UK by using the area in shops where the cigarettes are on sale – known as point of sale advertising, by using attractive packaging for each brand on sale even though most are very similar in content. This is allowed in small shops only although from April 2015 the law will not permit this.



Secondhand Smoke Quiz; Test Your Knowledge

1. How many chemicals does tobacco smoke contain?
 - i. 40
 - ii. 400
 - iii. 4000

2. Name 3 of the chemicals found in cigarette smoke
 - i.
 - ii.
 - iii.

3. True or false? The smoke that comes from a cigarette (called side stream smoke) makes up 85% of the smoke in a smoky environment.

4. Name 4 of the health risks of being exposed to secondhand smoke
 - i.
 - ii.
 - iii.
 - iv.

5. How many children under the age of 16 years in the UK live in a house where they are exposed to secondhand smoke?
 - i. 2 million
 - ii. 4 million
 - iii. 8 million

6. How many children under the age of 16 have to go into hospital each year as a result of exposure to secondhand smoke?
 - i. 950
 - ii. 9,500
 - iii. 95,000





Secondhand Smoke Exposure Quiz Answers

1. iii. 4000, over 50 of which are known to be cancer causing (carcinogenic)
2. The chemicals include;

| Chemical | Common Name and Use |
|------------------|-------------------------------------|
| Arsenic | Deadly poison |
| Formaldehyde | Embalming fluid |
| Cadmium | Found in batteries |
| Hydrogen cyanide | Deadly poisonous gas |
| Acetone | Paint stripper/nail varnish remover |
| Ammonia | Powerful cleaning agent |
| Benzene | Petrol fumes |
| Butane | Lighter fuel |
| DDT | Pesticide |
| Carbon Monoxide | Gas in car exhaust fumes |
| Methanol | Rocket fuel |
| Nicotine | Addictive drug used in pesticide |
| Tar | Road surfaces |
| Polonium | Radio active fallout |
| Radon | Radio active gas |
| Toluene | Industrial solvent |

3. **True.** Side stream smoke also contains higher concentration of toxins than mainstream smoke.
4. Headache, sore throat, nausea, dizziness, coughing, eye irritation, heart disease, vascular disease, stroke, lung cancer, chronic obstructive airway disease, cot death (sudden infant death syndrome), asthma, glue ear, increased risk of meningitis, dental decay, reduced sense of smell, contributes to learning difficulties, behaviour problems and language impairment.
5. i.2 million
6. ii. 9,500 hospital admissions. In addition there are 300,000 primary care contacts.



Smoking the Facts ... What Do You Know? (Secondary Age Quiz)

| | | |
|--|-------------|--------------|
| <p>1. Indicate on the scale below the percentage of adults (over 18's) in the UK that smoke?</p> <p>0% _____ 100%</p> | | |
| <p>2. Indicate on the scale below the percentage of 15 year olds in England that smoke?</p> <p>0% _____ 100%</p> | | |
| | True | False |
| <p>3. The most dangerous substance in cigarettes is nicotine – this is the cause of cancer and other health problems.</p> | | |
| <p>4. For most people smoking is easy to give up.</p> | | |
| <p>5. Breathing in smoke from other people's cigarettes (second hand smoking or passive smoking) is harmful to health.</p> | | |
| <p>6. Smoking is a good way to lose weight.</p> | | |
| <p>7. Cocoa powder is one of the ingredients added to cigarettes.</p> | | |
| <p>8. It is illegal for a shopkeeper to sell cigarettes to people under the age of 16.</p> | | |
| <p>9. Young people who smoke even a few cigarettes a week are more likely to suffer from coughs, chest illness and shortness of breath.</p> | | |
| <p>10. A Philip Morris (makers of Marlboro) employee, once compared the danger of smoking to eating too much apple sauce!</p> | | |
| <p>11. Cigarettes can be advertised on British television.</p> | | |

Smoking the Facts ... What Do You Know Answers.

1. **20%** of adults in the UK smoke (2013, www.lho.org.uk). This means that only one in five of the adult population of Britain smokes or put another way 20% smoke and 80% **do not smoke**.
2. **10%** of 15 year olds smoke regularly in England NHS Information Centre (2012).
3. **FALSE!** Many health problems, especially lung cancer are caused by the tar in smoke. Tobacco smoke contains over 4,000 chemicals, at least 60 of which are toxic or cause cancer. This includes tar, acetone, arsenic, hydrogen, cyanide, formaldehyde and ammonia.
4. **FALSE!** The nicotine in cigarette smoke is addictive, which makes it difficult for some people to stop. Many people have given up however – 11 million in the U.K.
5. **TRUE!** Second hand smoke or Passive smoking causes both discomfort such as sore eyes, headaches, runny nose, coughing and throat irritation and serious health problems such as asthma, cot death, middle-ear infections/glue ear in children, lung cancer and heart disease.
6. **FALSE!** Smoking cigarettes can make you want to eat less but weight lost this way does far more damage than good. There are other healthy ways of managing weight such as looking at the type and amount of food eaten and taking exercise.
7. **TRUE!** The tobacco industry add many chemicals to cigarettes to make them taste better for smokers. One of these is cocoa powder.
8. **FALSE!** From the 1 October 2007 it became illegal for shopkeepers to sell cigarettes and tobacco products to anyone under the age of 18.
9. **TRUE!**
10. **TRUE!** In 1976, Dr H Wakeman of Phillip Morris, makers of Marlboro cigarettes said “Anything can be considered harmful. Apple sauce is harmful if you get too much of it. (Interviewer – I don’t think many people are dying from apple sauce). They’re not eating that much”.
11. **FALSE!** Cigarette advertising on British television was banned in 1963. However, the cigarette companies got round this ban by sponsoring sports events e.g. snooker, cricket, motor racing, which until recently were then televised. In 2003 all tobacco sponsorship of sports events was outlawed across Europe with the exclusion of motor racing. Tobacco advertising of motor racing was banned within Europe in 2005. However where races are held in non European countries such as China some tobacco advertising is still allowed. The industry also pays actors to smoke their cigarettes in films which are targeted at young people.