

Lending Library List

BOOKS

Bridges out of Poverty: Strategies for Professionals & Communities

Designed specifically for social, health, and legal services professionals this book includes case studies, detailed analysis, charts and exercises, and specific solutions you and your organization can implement right now to help people in poverty. 2000, 284 pp, Aha! Process Inc. [LL B14]

The Cigarette Papers

In 1994 a package containing 4,000 pages of secret internal tobacco industry documents arrived at the office of Stanton Glantz. These documents provide an inside account of the activities of one tobacco company, Brown & Williamson, and its parent, British American Tobacco, over more than thirty years. Quoting extensively from the papers and adding background and context, this book offers a keyhole view of the tobacco industry, promising to change the public's perception of the industry, of tobacco litigation, and of public policy making. 1996, 539pp, Stanton A. Glantz. [LL B13]

People and Issues in Tobacco Control

This book is a collection of 124 interviews conducted via email with people actively involved in tobacco control from around the world. The subjects come from various walks of life: there are physicians, lawyers, researchers, administrators, high school students, elected officials, and lifelong smokers. The book stitches together their individual contributions to tobacco control into a large tobacco control community handbook. 2002, 402pp, Philippe Boucher, Oak Press. [LL B11]

A Question of Intent

This hardcover book written by David Kessler, describes his discoveries and dealings with the Tobacco Industry. 2001, 492pp, BBS Public Affairs. [LL B01]

Tobacco Use by Native North Americans: Sacred Smoke and Silent Killer

This work presents the origins, history, and contemporary use (and misuse) of tobacco by Native Americans. It describes wild and domesticated tobacco species, analyses traditional practices and beliefs, and presents data revealing increasing rates and consequences of commercial tobacco use by Native Americans. 2000, 454pp, Joseph C. Winter. [LL B06]

Tobacco War

This book offers motivational message and profound insight into the war on Big Tobacco by groups and individuals in CA. 2000, 469pp, Glantz / Balbach. [LL B04]

You Are The Target

This book explores the targeting of consumers by the Tobacco Industry in an interesting and easy to read manner. 2002, 199pp, Georgia Lovell, CHRYAN. [LL B05]

CD FORMAT

CDCynergy Social Marketing Edition

Published by Turning Point, the CDCynergy - Social Marketing Edition is intended to be a tutorial and planning guide for applying social marketing systematically to public health programs. It aims to help public health professionals to analyze health problems and to plan, implement, and evaluate social marketing programs to address those problems. Designed as an interactive training and decision support tool, the CD-ROM contains case studies, commentary from experts in the field of social marketing and tutorials for each stage of effective program development.

[LL CD10]

LGBT Populations and Tobacco

This presentation first looks at what is known about tobacco use prevalence among Lesbian/Gay/Bisexual/Transgender populations. The focus then shifts to ways the tobacco industry targets LGBT. Finally, it looks at some communication strategies for reaching LGBT populations and some suggested action steps for making inroads into the LGBT community. 2003, Tobacco Technical Assistance Consortium.

[LL CD07]

Media Literacy for Health

This activity curriculum covers a variety of topics including nutrition, physical activity, relationships, ATODA, and more. Discussion guidelines and handouts are included and ready to print. 2001. The New Mexico Media Literacy Project. K-12.

[LL CD01]

Reverse the Addiction

This CD includes five, four-hour prevention presentations on addiction, violence, tobacco, body image, and the tobacco industry. 1999.

[LL CD02]

Understanding Media

This CD contains over 200 examples of media and corresponding discussion Q & A. Teachers, parents, and community members can use this tool to teach children about the effects of media on a variety of health issues. 1996, The New Mexico Media Literacy Project.

[LL CD03]

Winning the Heart of Your Editorial Board

This is a copy of the web-based training held 2-14-05. It will help you gain the knowledge and skills to educate on the impact of a tobacco price increase on the editorial pages of your local newspaper.

[LL CD12]

CURRICULA

I Can't Breathe. A Smoker's Story. (DVD)

This powerful video is the story of Pam Laffin. Pam started smoking when she was ten and died from emphysema in 2000 at the age of 31. The video coupled with the moderators guide is designed to help lead classroom discussions about the consequences of smoking. 2002, 20 min / 24 pp, CDC, 11-14 year-olds.

[LL CR08]

No Ifs, Ands, or Butts: Smoking Kills

After viewing this graphic video teens will come away with the lasting impression that tobacco use only leads to death and disease. While focusing mostly on the health effects of smoking the video also touches on tobacco advertising, spit tobacco, and the dangers of herbal cigarettes and bidis. Fact sheets and student activities are also included. 2002, 24 min / 41pp, Human Relations Media, 14-18 year-olds.

[LL CR11]

Scene Smoking: Cigarettes, Cinema & the Myth of Cool

In the Scene Smoking video professionals from the entertainment and health fields discuss real-life choices they've made and what they think about the depictions of smoking on-screen. The accompanying guides suggest activities to promote critical thinking and discussion. 2002, 59 min American Lung Association, high school. [LL CR07]

Smoke Screeners

The video and activities help students become critical of the smoking they see on TV and in the movies. 1999, 14 min, 16 pp, middle / high school. [LL CR04]

Smoking: The Toxic Truth

Great for the classroom this video features teen smoker testimonial as to why they smoke. Toxicity and addiction are discussed while a larynx cancer patient and his doctor illustrate the seriousness of tobacco use. A presenter's resource guide includes pre/post-tests, student activities and handouts for parents and youth. 2002, 28 min / 56pp, Discover Films Video, 14-18 year-olds. [LL CR10]

Tobacco Action Curriculum

This curriculum includes a video and six core activities and supplemental booklets to help create a youth Action Team. 1991, 18 min, Human Relations Media, 10 - 12 yr olds. [LL CR05]

Tobacco-Free Youth: An Activity Guide

This book presents many creative options for conducting tobacco prevention activities. 1997, 30 pp, STAT, youth. [LL CR03]

Uncovering the Smoke Scene

This curriculum aims to provide students with the ability to analyze the media that surrounds them, emphasizing manipulation by the tobacco industry. The video is in nine segments and hosted by Wisconsin youth. The teaching guide includes fact sheets and after-viewing quizzes and activities. 2002, 27 min / 62 pp, 11-14 year-olds. [LL CR09]

Up In Smoke

Activities help students understand the effects of tobacco on health and deal with peer pressure. 1997, 29 min / 45 pp, middle school. [LL CR06]

GUIDES

College Advocacy Guide

This is a guide on how to establish college advocacy and create a college coalition to fight tobacco use. 2000, 121 pp, college students. [LL G05]

Communities of Excellence in Tobacco Control

This is a planning guide designed to help communities implement comprehensive tobacco control programs. It can also assist existing tobacco control programs in strengthening their efforts. 2000, 142 pp, American Cancer Society. [LL G04]

Dispelling the Myths About Tobacco: A Community Toolkit for Reducing Tobacco Use Among Women

This toolkit includes suggestions and ideas in the form of presentations, programs, media outreach, and other activities. A highlight is the video Women and Tobacco: Seven Deadly Myths. 2001, 17 min / 63 pp, CDC. [LL G08]

Environmental Strategies: Addressing Teen Tobacco and Alcohol Use

This toolkit is an excellent starting point for those concerned with the well being of children and the consequences of underage drinking and tobacco use. The toolkit describes research-based prevention strategies geared towards youth that have been proven to work nationally and locally. 2006, Wisconsin Clearinghouse. [LL G11]

Fit, Healthy, and Ready to Learn

This is a school health policy guide addressing physical activity, healthy eating and tobacco use prevention – all of which should be mainstays in classrooms. 220 pp, school policy makers, teachers, adults.
[LL G07]

For You and Your Family

For use in implementing prenatal smoking education trainings and counseling interventions for African Am, Asian, Am Indian and Hispanic women. 300 pp, ETR, health educators and providers.
[LL G02]

Secondhand Smoke Presentation Manual

This manual is designed to assist tobacco control advocates and physicians in preparing and presenting talks about secondhand smoke and clean indoor air to a variety of audiences, including community groups, business groups, public officials, media representatives and organizations. 2001, 85 pp, American Nonsmokers' Rights Foundation.
[LL G09]

Sustainability Toolkit: 10 Steps to Maintaining Your Community Improvements

This toolkit teaches how your organization can sustain the improvements they've made in community health and/or quality of life in the face of budget cuts. The toolkit will help prioritize programs and implement a sustainability plan. 2001, 72pp and CD Rom, Center for Civic Partnerships.
[LL G10]

TAG: You Can Be It

A guide to assist agencies in creating a Teen Advisory Group (TAG) that builds upon the individual strengths of members. 42 pp, ETR, youth program leaders, teachers.
[LL G01]

This Way Out

This book presents an outline for discussion and awareness activities related to tobacco attitude and health issues. 2000, 32 pp, TEG, teen / young adult.
[LL G03]

Youth Advisory Guide

This guide is designed to show how to integrate youth into tobacco prevention programs. It provides a foundation on which agencies can create and sustain an assemblage of youth advocates. 2000, 96 pp, program leaders.
[LL G06]

VIDEOS

Ad Libbing It

Humorous program exposes the advertising practices of the tobacco industry to try to hook young people to cigarettes and alcohol. 17 min, Altschul Group Corp, grades 7-12.
[LL V31]

Beyond Your Mission: Addressing Tobacco's Impact (DVD)

Created by the Wisconsin Network on Tobacco Prevention & Poverty, this DVD encourages service organizations to address the impact that tobacco use has on the populations that they serve. Joining the Network is one way to combine resources and develop support systems so we can all be more successful in serving those in need. 2005.
[LL V39]

Calm Down and Follow the Moves

For parents, the subject is talking to their kids about tobacco, alcohol and other drugs. Teens narrate. 2000, 13 min, Central CAPT.
[LL V01]

Fighting Back

This video is a great intro and promotional film. Not many hard facts but it gets your blood rushing. 1998, 12 min, Americans for Non-Smoker's Rights.
[LL V04]

Investing in Tobacco Control: A Guide for State Decision Makers

This edited broadcast includes state legislators and national experts from around the country discussing tobacco control programs. 2001.
[LL V28]

Making a Killing

Reveals the truth behind once-secret corporate documents. The documents show how Philip Morris promotes its products through political campaigns, the media, and more. 2000, 29 min, INFACT. [LL V25]

Media Campaign Resource Center Video Catalog

The CDC's Media Campaign Resource Center provides organizations with tobacco counter-advertising materials that will save them time and money. This set of eight videos allows you to preview the radio and television ads that are available. [LL V07]

No-Puff Pals vs. Big Tobacco, Inc (DVD)

The video uses animation to provide an early introduction to the hazards of tobacco for first through fourth graders. The No-Puff Pals use their super powers to show kids the ugly truth about smoking and chewing tobacco. Kids also learn that everyone has "no-puff" power – all you have to do is say no to tobacco. 12 min. (Also available in DVD format - LL V37 DVD). [LL V37]

NOVA: Search for A Safe Cigarette

NOVA gains unprecedented access to tobacco research and manufacturing facilities and asks the question: Can science help create a safer cigarette? 2001, 60 min, WGBH. [LL V36]

Second Hand Smoke

This video analyses the ingredients found in cigarette smoke that millions of non-smokers, involuntarily inhale. It deals with protecting children and smoke in the workplace. 13 min, National Health Video Inc., adult. [LL V03]

Secrets Through the Smoke

This video is designed to promote critical thinking and stimulate discussion about how the tobacco industry has used the science of addiction to promote the use of tobacco. 55 mins, CDC. [LL V17]

Smokeless...NOT Harmless

This short but effective video looks back at the many tactics used to sell smokeless tobacco over the past century. Counter marketing techniques and the true effects of the product are then shown. 2002, 5 min, CDC. [LL V05]

Smokeless Tobacco: A Spittin' Image

An overview of the impact that smokeless tobacco can have is presented along with interviews of youth. 14 min. [LL V09]

Smokeless Tobacco: Breaking Free

This video graphically illustrates the health hazards of smokeless tobacco. Interviews with teens provide a basis for discussion of the issues in the classroom. 1997, 17 min, Youth. [LL V13]

Smoking and Human Physiology

Dramatic statistics and inner body photography illustrate the devastating effects of cigarette smoking. 19 min, AIMS. [LL V35]

Smoking: Truth or Dare

Hosted by Leeza Gibbons, this popular video discusses the damage of smoking and tobacco use. 1998, 34 min, AIMS Multimedia, youth. [LL V11]

The Tobacco Industry Lies

This video shows youth's role in the launch of the 3rd message of the WTCB – The Tobacco Industry Lies. 2001, 4 min. [LL V21]

The Truth About Tobacco

The grandson of tobacco company founder RJ Reynolds hosts this powerful multimedia presentation. Patrick Reynolds offers many ways to motivate youth to stay tobacco free. Included are links to cool anti-tobacco websites, photos, art and quitting tips. 2000 20 min, Notobacco.org, youth. [LL V20]

They're Rich – You're Dead (English)

This video uses personal testimonies of smokers and non-smokers to illustrate the extent of cigarette addiction. The video also follows the medical treatment of cigarette smokers. 2001, 41 min. Two CD-Roms accompany the video and include presentations and quizzes. [LL V08]

Tobacco-Free You and Me

In this video kids discuss how they are targeted by the tobacco industry and reasons and ways to resist. 19 min, grades 4-6. [LL V23]

Tobacco & Socio-Economic Status

Each week, To the Contrary focuses on stories relevant to women, families, and communities of color. This episode of To the Contrary focuses on women smoking and low socio-economic status. It includes interviews with experts in the field of smoking cessation and low socio-economic status. PBS' To the Contrary [LL V38]

Up In Smoke

This video follows the ban of tobacco billboards across the country and their replacement with anti-smoking messages. 6 min. [LL V24]

What to Say

This film demonstrates the six-step process of approaching teens in a variety of situations. 14 mins, educators, counselors & administrators. [LL V12]

What Would You Do?

Discusses how to approach friends to talk about their risky behavior and get results. 2000, 11 min, youth. [LL V26]

Women and Tobacco: Seven Deadly Myths

Hosted by Christy Turlington, this video explores some of the common myths about smoking and empowers women to become or stay smoke-free. A facilitator's guide is also included. 2001, 7 min, CDC. [LL V22]

CULTURALLY OR LANGUAGE SPECIFIC RESOURCES

Spanish Language or Latino

Asi Como Tu – Just Like You

A Latino family bonds together as the father discovers the dangers his smoking poses to himself and his family. Spanish, 1991, 27 min, ETR/TECC. [LL VS08]

Finding the Power (L)

Finding the Power delivers the message that Latino youth in urban communities have the power to quit smoking and make a difference. The video is delivered using the music video style. 1998, 9 min, ETR/TECC. [LL VS07]

Me Muero Por Fumar – I Die To Smoke

This motivational video utilizes family drama and testimonials to stress the importance of willpower in quitting smoking. Spanish w/ English subtitles, 1991, 21 min, ETR/TECC. [LL VS03]

Mi Bebe Fumando? – My Baby's Smoking?

Portrays a Latino Family including a pregnant mother, overwhelmed by secondhand smoke from the father's cigarettes. Spanish, 1991, 21 min, ETR/TECC. [LL VS04]

The Last Smoker

This video follows the experiences of a group of Latino teens from the year 2070 that travel back in time through the web and encounter smoking for the first time. 20 min, UCLA Center For The Study of Latino Health. [LL VS01]

The Subject is Smoking

Latino high school youth, healthcare professionals, and members of Cultural Clash Theatrical group provide an overview of tobacco use, secondhand smoke and cessation. 1994 30 min, ETR/TECC.
[LL VS14]

They're Rich – You're Dead

This video uses personal testimonies of smokers and non-smokers to illustrate the extent of cigarette addiction. The video also follows the medical treatment of cigarette smokers. Spanish subtitles. 2002, 30 min.
[LL VS17]

Native American

Environmental Strategies: Addressing Teen Tobacco and Alcohol Use

This toolkit is an excellent starting point for those concerned with the well being of children and the consequences of underage drinking and tobacco use. The toolkit describes research-based prevention strategies geared towards youth that have been proven to work nationally and locally. 2004, 282 pp and CD Rom, Wisconsin Clearinghouse.
[LL G11]

For You and Your Family

For use in implementing prenatal smoking education trainings and counseling interventions for African Am, Asian, Am Indian and Hispanic women. 300 pp, ETR, health educators and providers.
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TAG: You Can Be It

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[LL G01]

Tobacco - A Gift of Choice

Focusing on tobacco use and abuse the video is designed to discourage Native American youth from using tobacco outside of its traditional sacred function. The history and tradition of tobacco use is instilled in the first portion of the video while the second portion presents tobacco use in a pro/con rap between youth. 16 min, Shenandoah Film Productions.
[LL VS02]

Tobacco Use: A Gift of Choice

Uses modern music and traditional lessons passed down from tribal elders to send a message of respect for the proper use of tobacco to American Indian youth. 1991, 16 min, ETR/TECC.
[LL VS10]

Tobacco Use by Native North Americans: Sacred Smoke and Silent Killer

This work presents the origins, history, and contemporary use (and misuse) of tobacco by Native Americans. It describes wild and domesticated tobacco species, analyses traditional practices and beliefs, and presents data revealing increasing rates and consequences of commercial tobacco use by Native Americans. 2000, 454pp, Joseph C. Winter, adult.
[LL B06]

Tobacco: Use or Abuse

A group of urban American Indian youth discovers the dangers of recreational tobacco use but learn to take pride in its traditional use. 1993, 16 min, ETR/TECC.
[LL VS09]

Tribal Tobacco Policies

Presents secondhand smoke as a health hazard. Shows interviews with tribal members and examines no-smoking policies that can be used within the American Indian community. 1997, 14 min, ETR/TECC.
[LL VS11]

Asian/Asian American

Can You Kick It?

Teens use humor to discuss the tobacco industry's targeting of Asian American /Pacific Islander youth and educate others on the dangers of smoking. 1995, 15 min, ETR/TEC.
[LL VS13]

Farewell to Smoking

This video dramatizes a tobacco-related death and features interviews with Vietnamese health professionals. Vietnamese, 1988, 21 min, ETR/TECC.
[LL VS16]

Finding the Power (A/ PI)

Finding the Power delivers the message that Asian American / Pacific Islander youth in urban communities have the power to quit smoking and make a difference. The video is delivered using the music video style. 1998, 9 min, ETR/TECC.
[LL VS06]

How to Quit Smoking

This video is a step-by-step tobacco cessation program for Vietnamese adults that emphasizes alternate activities to cigarette smoking. Uses testimonials for men who have quit smoking. Vietnamese, 15 min, ETR/TECC.
[LL VS12]

Journey to Long Life

Shows a Cambodian family in which the father tries to quit smoking after his father becomes ill. Cambodian, 1991, 16 min, ETR.
[LL VS05]

Our Children Our Future

Explains that although smoking is accepted in Laotian culture, cigarettes are hazardous to ones health. 1993,14 min, ETR/TECC.
[LL VS15]

