

## Clued Up Quiz

- 1. Stay in your teams**
- 2. Choose as many answers as you think are right**
- 3. Nominate a team member to announce the answers**

**1. Smoking can cause:**

- A. Erectile dysfunction
- B. The contraceptive pill to be less effective
- C. Mouth, throat and bladder cancers

**2. Nicotine from a cigarette reaches the brain in**

- A. 7 minutes
- B. 3 minutes
- C. 14 seconds
- D. 6 seconds
- E. 7-10 seconds

**3. People who start smoking:**

- A. May not realise they are experiencing the symptoms of addiction at first
- B. May experience the symptoms of addiction before becoming weekly (or even daily) smokers
- C. Will need more nicotine over time

**4. Look at the quotations and decide in your teams if you think they were really made by people working in the tobacco industry. Make a pile of those you think are genuine and a pile of those you think are not.**

*"Marlboro's phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers...15 to 19 years old...my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds."*

*"[T]he base of our business is the high school student."*

*"If you are really and truly not going to sell to children, you are going to be out of business in 30 years"*

*"We don't smoke the s\*it, we just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid"*

*"Each cigarette smoked can be equated to one chest x-ray"*

*"Very few consumers are aware of the effects of nicotine, i.e. its addictive nature and that nicotine is a poison"*

**5. Passive smokers inhale**

- A. Sidestream smoke (the smoke from the tip of the cigarette)
- B. Mainstream smoke (which smokers inhale then exhale)
- C. Third hand smoke – the residue left on clothes, furnishings, walls

**6. “Smoking helps your body deal with stress”**

- A. True
- B. False

**7. “Imperial Tobacco have taken the Scottish Government to court over their plans to ban vending machines, and to ban the display of cigarettes in shops”**

- A. True
- B. False

**8. If you spent £6.50 on 20 cigarettes every day, you’d spend enough in a year to buy:**

- A. A house
- B. A brand new car
- C. Flights, an hotel and spending money for a weekend break to New York for 4 people

**9. Which of these is an ingredient in some cigarettes?**

- A. Whale vomit
- B. Dog hair
- C. Cow saliva
- D. Chicken feathers

**10. Which TV soap has never shown smoking?**

- A. Emmerdale
- B. Hollyoaks
- C. Eastenders
- D. Coronation Street

**11. Which of the following are offences which you or others could be prosecuted or fined for?**

- A. Attempting to buy or buying cigarettes if you are under the age of 18
- B. Someone attempting to buy or buying cigarettes for you if you are under 18
- C. Smelling of cigarette smoke

## Q1. Smoking can cause:

- A. Erectile dysfunction
- B. The contraceptive pill to be less effective
- C. Mouth, throat and bladder cancers

### A1:

- A. **During an erection, veins which would otherwise carry blood away from the penis tighten up. If these veins are blocked by fatty deposits, or the valves in the veins that keep blood in the penis are damaged by the effects of smoking, the erection is harder to maintain.**
- B. **Yes – the toxins in tobacco hinder the metabolisation of hormones**
- C. **Yes – the toxins and heat damage delicate membranes when leaving the body as well as entering the body. Toxins also build up over time**

## 2. Nicotine from a cigarette reaches the brain in

- A. 7 minutes
- B. 3 minutes
- C. 14 seconds
- D. 6 seconds
- E. 7-10 seconds

### A2: E – 7-10 seconds

## 3. People who start smoking:

- A. May not realise they are experiencing the symptoms of addiction at first
- B. May experience the symptoms of addiction before becoming weekly (or even daily) smokers
- C. Will need more nicotine over time

### A3: A, B and C

- Inhaling tobacco smoke delivers concentrated dose of nicotine reaching the brain in 7-10 seconds
- **This releases two chemicals (noradrenaline and dopamine) which both act as stimulants**
- Symptoms of nicotine addiction occur very quickly – before becoming a weekly (or possibly daily) smoker
- **Novice smokers may not recognise signs of dependence**
- Over time, smokers need greater amounts of nicotine

## 4. Look at the quotations and decide in your teams if you think they were really made by people working in the tobacco industry. Make a pile of those you think are genuine and a pile of those you think are not.

*“Marlboro’s phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers...15 to 19 years old...my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds.”*

*“[T]he base of our business is the high school student.”*

*“If you are really and truly not going to sell to children, you are going to be out of business in 30 years”*  
*“We don’t smoke the s\*it, we just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid”*

*“Each cigarette smoked can be equated to one chest x-ray”*

*“Very few consumers are aware of the effects of nicotine, i.e. its addictive nature and that nicotine is a poison”*

**A4: 1 point for each if considered genuine. Extra point if someone guesses that the reference to an x ray was from a medical institution/wasn't made by someone in a tobacco company**

*“Marlboro’s phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers...15 to 19 years old...my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds.”*

Philip Morris report, 1975

*“[T]he base of our business is the high school student.”*

Lorillard Tobacco Company Executive, 1978

*“If you are really and truly not going to sell to children, you are going to be out of business in 30 years”*

Bennett LeBow, Tobacco CEO

*“We don’t smoke the s\*it, we just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid”*

R J Reynolds Tobacco

*“Each cigarette smoked can be equated to one chest x-ray”*

University of Iowa Cancer Centre

*“Very few consumers are aware of the effects of nicotine, i.e. its addictive nature and that nicotine is a poison”*

Brown and Williamson Memo 1978

Source: ‘You Are The Target’ Georgina Lovell 2002

## **5. Passive smokers inhale**

- A. Sidestream smoke (the smoke from the tip of the cigarette)
- B. Mainstream smoke (which smokers inhale then exhale)
- C. Third hand smoke – the residue left on clothes, furnishings, walls

A5: Answers: A, B and C

**‘Secondhand Smoke’ contains more than 4,000 toxins containing more than 40 carcinogens\*. It is made up of:**

1. **Mainstream smoke:** breathed in and out by other smokers
1. **Sidestream smoke:** comes from the tip of a burning cigarette and makes up 85% of smoke in a smoky environment (mostly invisible) and contains a higher concentration of toxins than mainstream smoke

**‘Third-hand smoke’ residual nicotine reacts with ambient nitrous acid (HONO) to form:** carcinogenic tobacco-specific nitrosamines (TSNAs) which stick to clothes, fabric and surfaces and can then be absorbed by touch, breathing in or ingesting dust. As young children’s respiratory systems are less well-developed and because they breathe more rapidly and ingest objects more readily, they are more vulnerable to the effects of second hand smoke.

- Secondhand smoke is classified in USA as Class B human carcinogen
- Short term health effects: eye irritation, headache, cough, sore throat
- Longer term: non-smoker living with a smoker = 25% increased risk of lung cancer
- Children and infants particularly susceptible = pneumonia, bronchitis, coughing, wheezing, onset/ worsening of asthma, ear infections, increased risk of cot-death
- > 17,000 children under 5 years admitted to hospital each year in UK; 50 a day in Greater Glasgow and Clyde

**6. “Smoking helps your body deal with stress”**

- A. True
- B. False

A6: Answer: B, false.

Laughter:

- Releases chemicals that make you feel good
- Stimulates your immune response
- Oxygenates your blood
- Lowers heart rate and blood pressure
- Boosts circulation
- Relaxes muscles

**7. “Imperial Tobacco have taken the Scottish Government to court over their plans to ban vending machines, and to ban the display of cigarettes in shops”**

- A. True
- B. False

**A7: A, True**

Sinclair Collins Ltd, a firm owned by Imperial Tobacco, challenged the ban on sales from vending machines but the case was rejected by the Court of Session 13th May 2011.

Imperial tobacco also challenged the banning of the display of cigarettes and lost, but appealed which delayed the law coming into force until October. They succeeded in pressuring the government in Venezuela to drop a law enforcing plain packaging.

**8. If you spent £6.50 on 20 cigarettes every day, you’d spend enough in a year to buy:**

- A. A house
- B. A brand new car
- C. Flights, an hotel and spending money for a weekend break to New York for 4 people

**A8: C, Flights, an hotel and spending money for a weekend break to New York for 4 people!**

**9. Which of these is an ingredient in some cigarettes?**

- A. Whale vomit
- B. Dog hair
- C. Cow saliva
- D. Chicken feathers

**A9: Answer: A, Whale Vomit or Ambergris**

**10. Which TV soap has never shown smoking?**

- A. Emmerdale
- B. Hollyoaks
- C. Eastenders
- D. Coronation Street

**A10: B. Hollyoaks**

**11. Which of the following are offences which you or others could be prosecuted or fined for?**

- A. Attempting to buy or buying cigarettes if you are under the age of 18
- B. Someone attempting to buy or buying cigarettes for you if you are under 18
- C. Smelling of cigarette smoke

**A11: Answers: A and B – from april 2011**

**Tobacco and Primary Medical Services (Scotland) Act 2010 (Part 1):**

New Offence 1. [Sale of tobacco products or cigarette papers to persons under 18](#)

- Maximum penalty £2,500

New Offence 2. [Purchase or attempted purchase of tobacco products or cigarette papers by persons under 18](#)

- Maximum penalty £200

New Offence 3. [Purchase or attempted purchase of tobacco products or cigarette papers on behalf of persons under 18](#)

- Maximum penalty £5,000

New Offence 4. Failure for someone under the age of 18 who is in possession of tobacco products or cigarette papers in a public place to comply with a request from the police to surrender these items or to supply a name and address