



## CONTRA COSTA COUNTY OFFICE OF EDUCATION

# Tobacco-Use Prevention Education (TUPE)

### 2017-18 Monthly Themes

More fast facts, resources, and suggested activities available online at: [www.cocoschools.org/TUPE](http://www.cocoschools.org/TUPE)

MONTH	THEME/IMPORTANT DATES	FAST FACT
SEPTEMBER	<b>Stop Calling it Vapor!</b>	E-cigarettes, also referred to as vapes, vape pens, e-hookahs, and mods, heat e-liquid that generally contains nicotine, flavorings, additives, and propylene glycol. The e-liquid becomes an aerosol, not just water vapor!
OCTOBER	<b>Tobacco is a drug too!</b> Red Ribbon Week 10/22-10/31	Nicotine is a highly addictive neurotoxin and exposure to nicotine, either in cigarettes or e-cigarettes, can harm brain development.
NOVEMBER	<b>Break the Cycle!</b> Great American Smokeout 11/16	Did you know? Most smokers try many times before quitting for good. Every day, week, or month without smoking is a success, not a failure. The more people try, the more they learn about how to quit and the closer they get to their goal.
DECEMBER	<b>The True Cost of Tobacco</b>	Most adult smokers started as children. In the U.S., 90 percent of all adult smokers started while in their teens or earlier. Every day, another 700 children become regular smokers. One-third of them will die prematurely from a smoking-caused disease.
JANUARY	<b>Make a Healthy Resolution!</b> Happy New Year!	Keep your lungs healthy by taking good care of yourself every day. Don't smoke, avoid exposure to pollutants, prevent infection, get regular health care, and exercise.
FEBRUARY	<b>Keep Your Heart Healthy!</b> Black History Month Valentine's Day 2/14 Through With Chew Week 2/19-2/23	Smoking raises your blood pressure and puts stress on your heart. Teens who smoke show signs of heart stress and a higher resting heart rate. These are warning signs that the heart is working too hard.
MARCH	<b>Kick Butts!</b> #NotaReplacement Kick Butts! Day 3/21	Tobacco's terrible toll is no accident. It's a direct result of the tobacco industry's actions, including marketing that targets children and deceives people about the harmful effects of their products.
APRIL	<b>Tobacco Hurts the Earth!</b> Earth Day 4/22	Cigarette butts are NOT biodegradable and cigarette butts leach toxic chemicals into the environment including lead, arsenic, and nicotine – the same toxic chemicals found in secondhand smoke.
MAY	<b>International Impact of Tobacco</b> World No Tobacco Day 5/31	Tobacco use is the world's leading cause of preventable death. Increasingly, the burden of tobacco use is greatest in low- and middle-income countries that have been targeted by the tobacco industry with its deadly products and deceptive marketing practices.
JUNE	<b>Reflection/Celebration</b> #FinishIt	Share your success story! For example, "This year, our # Peer Educators reached ### of their peers through classroom presentations and school-wide events!"



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