

SMOKESCREEN

EDUCATOR'S MANUAL

play2PREVENT Lab

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Introduction

Thank you for choosing to play smokeSCREEN with your students. smokeSCREEN is a learning game that teaches adolescents about the dangers and health risks of using tobacco products, including:

- Electronic cigarettes (e-cigarettes)
- Cigarettes
- Other flavored tobacco products

This game was developed for adolescents ages 11 to 14 years old and provides up to 3 hours of gameplay. It can be also used to complement your existing health curriculum.

In this guide, you will find a general overview of the game mechanics, as well as the content areas presented in the game. We recommend that prior to using this game in the classroom, educators like you should review this manual and become familiar with how it works.

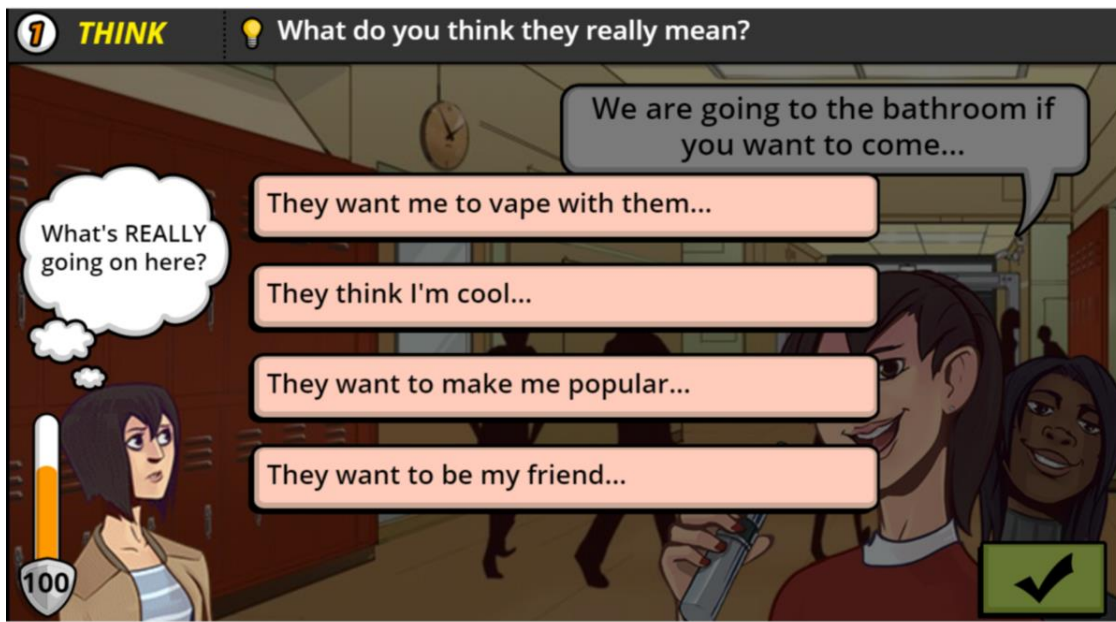
If you have any questions, please contact us at **smokescreen@yale.edu**.

About smokeSCREEN

smokeSCREEN is a product of a collaboration between various research organizations and game developers, including:

- play2PREVENT Lab at Yale University
- Yale Tobacco Center for Regulatory Science
- Tobacco Center of Regulatory Science for Vulnerable Populations at the University of Southern California
- 1st Playable Productions

The game addresses a range of challenges that young teens in our current society often face. In particular, it focuses on youth decision-making around tobacco use (e.g., electronic cigarettes, conventional cigarettes, and flavored tobacco products), and includes strategies to prevent teens from smoking.



Curriculum: Overview

Lesson Objectives

Students will be able to:

1. Explain how using tobacco products, including e-cigarettes, could negatively affect their health and lives
2. Demonstrate effective refusal skills to resist the use of tobacco products
3. Summarize how the media and tobacco marketing aim to influence teens to use their products

Curriculum: Overview

Materials & Preparation

1. Access to smokeSCREEN
 - Visit smokeSCREENgame.org to request access for your students
 - Each student should have a unique login name and password
2. Computers, laptops, or iPads (internet access required)
 - Each of your students will need a computer, laptop, or iPad with internet access in order to play the game
3. Headphones (highly recommended)
 - smokeSCREEN has audio elements and we recommend each student have a pair of headphones while playing the game

Time

The game does not have to be completed in one sitting. If time is limited, smokeSCREEN can be played in increments of 30-60 minutes. On average, the game can be completed in 2 hours.

Setting

smokeSCREEN can be played anywhere as long as there is internet access. In addition, students can log onto the game on one device (i.e. iPad) and then log into a different device (i.e. computer) to continue playing.

Curriculum: Content Areas

smokeSCREEN focuses on the following content areas:

1. Electronic Cigarettes (e-cigs)
2. Flavored Tobacco
3. Health Effects of Smoking
4. Tobacco and the Media
5. Tobacco Marketing
6. Addiction

The game is designed to be an effective, theory-informed educational tool to facilitate students' learning. In addition to gameplay, educators may consider leading discussions and/or activities around each of the content areas with their students.

The following pages summarize main points and key takeaways of each content area that your students will learn from playing the game.

Curriculum: Content Areas

Electronic Cigarettes (e-cigs)

1. E-cigarettes, such as JUULs, almost always have nicotine in them, even if the packaging says that it doesn't
2. "Water vapor" from e-cigarettes, such as JUULs, actually contain toxic chemicals known to cause certain cancers and diseases
3. Teens that use e-cigarettes, such as JUULs, are much more likely to use other tobacco products, such as cigarettes
4. The nicotine found in e-cigarettes, such as JUULs, can damage a teenager's brain

Flavored Tobacco

1. Candy and fruit flavors mask the bad taste of tobacco, making it easier for teens to start using
2. Flavored tobacco products, like hookah and cigarillos, contain a lot of nicotine and are highly addictive
3. Most flavored tobacco products, such as hookah or cigarillos, are just as dangerous to your health as cigarettes

Health Effects of Smoking

1. Smoking causes damage to almost every organ in the body
2. Smokers have a greater chance of having high blood pressure, heart attacks, and strokes
3. Heart disease can start to develop at any age in smokers
4. Even people who smoke fewer than five cigarettes a day can have early signs of heart disease
5. Smoking and breathing in other people's smoke can increase your risk of getting heart disease and cancer
6. A person is more likely to get coughs, colds, and pneumonia if they smoke
7. Smoking causes shortness of breath, making it difficult to play sports
8. Bacteria from smoking can cause bad breath, yellow teeth, and tooth decay

Curriculum: Content Areas

Tobacco and the Media

1. Teens who see tobacco use in the media are more likely to have positive attitudes about smoking
2. Tobacco use in the media gives teens the false idea that a lot of people use tobacco products and rarely shows the consequences
3. The more teens see tobacco products being used in the media, the more likely they will become users themselves

Tobacco Marketing

1. Companies that sell tobacco products, including e-cigarettes, target teens by using candy flavors
2. Tobacco companies spend billions of dollars every year promoting their products, with a specific focus on teens

Addiction

1. Addiction to tobacco products can happen quickly in teens because their brains are more vulnerable to nicotine
2. Because of nicotine addiction, most teens will end up using tobacco products into adulthood

Discussion Points

In the game, players navigate their character's social network by completing 7 storylines (or "levels").

To facilitate their understanding of the material presented in the game, we encourage teachers to engage with their students in a discussion or interactive activity following the completion of each of the 7 levels as they each cover different content areas.

1. The New Kid

In this story, each player starts off in a new school and will begin to make friends. As they navigate their social network and meet their peers, players will be introduced to the dangers of electronic cigarettes, like JUULs.

Questions to guide your discussion include the following:

What exactly are e-cigarettes?

What is in e-cigarettes?

Why are e-cigarettes especially dangerous to teens and pre-teens?

2. Free After School

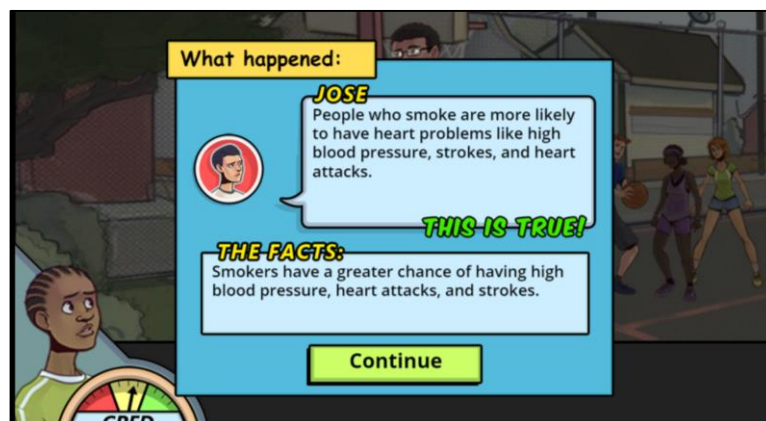
Beyond school, players will continue to ward off peer pressure and the temptation of smoking e-cigarettes and conventional cigarettes. Questions to guide your discussion include the following:

What can you do to avoid being in situations where you will be pressured into smoking?

What are some ways teens are pressured by their peers?

What do you think is the most dangerous consequence of smoking?

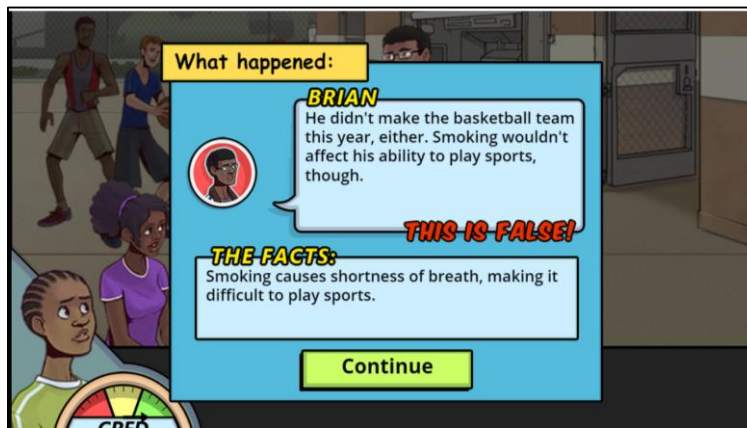
To you body? To your brain?



Discussion Points (Continued)

3. The B-Team

Your character is a fan of sports, especially basketball. During this storyline, your character learned about how smoking can impact his or her athletic ability. Questions to guide your discussion include the following:
*In what ways does smoking impact sports performance?
How will this impact your character's ability to help his/her basketball team win matches and tournaments?*



4. Musical to My Ears

*In this story, the player is part of the school's popular drama club. But as players learned, drama club isn't without drama. Some of your peers are vaping and smoking. Questions to guide your discussion include the following:
What does secondhand smoking mean to you?
Who is harmed from secondhand smoking? Why?*



Discussion Points (Continued)

5. Pushing Limits

As you've learned, the media is a common platform that tobacco companies use to get teens to start smoking. Questions to guide your discussion include the following:

What is likely to happen when more teens see tobacco products being used in the media?

How is tobacco use often portrayed in the media? Positively or negatively?

How does it influence teens' attitudes towards using tobacco products?

6. Not My Flavor

In this story, the player is introduced to the dangers of flavored tobacco. You also learned about how flavored tobacco products are heavily marketed to teens. Questions to guide your discussion include the following:

Why do you think tobacco companies add candy and fruit flavors to their products? Who are they trying to appeal to?

Why do you think tobacco companies are trying to appeal to this group?

Why aren't teens aware they can become addicted to flavored tobacco?



Discussion Points (Continued)

7. Final Project

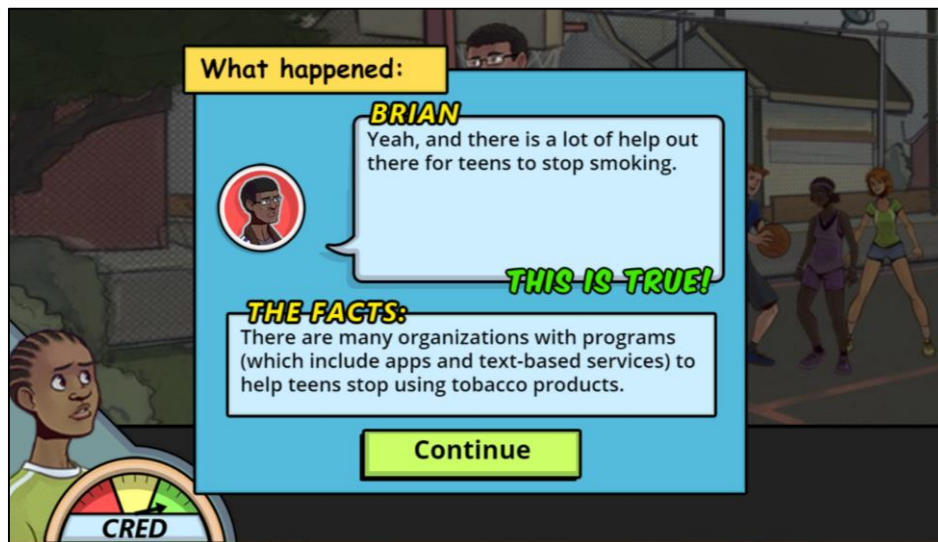
Your player has successfully navigated the first year at his/her new high school and have warded off the pressures of smoking. Now some of your friends who smoke are thinking about quitting. Questions to guide your discussion include the following:

What can you do to help a friend who is trying to smoke?

What programs are there to help smokers quit?

What are some important messages you learned from playing smokeSCREEN?

Was there anything that surprised you from playing the game?



Walkthrough: Overview

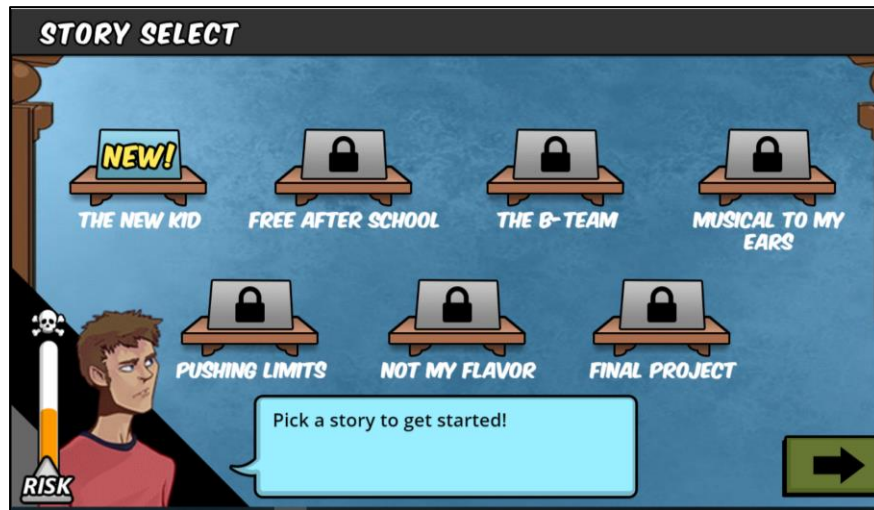
Welcome to smokeSCREEN!



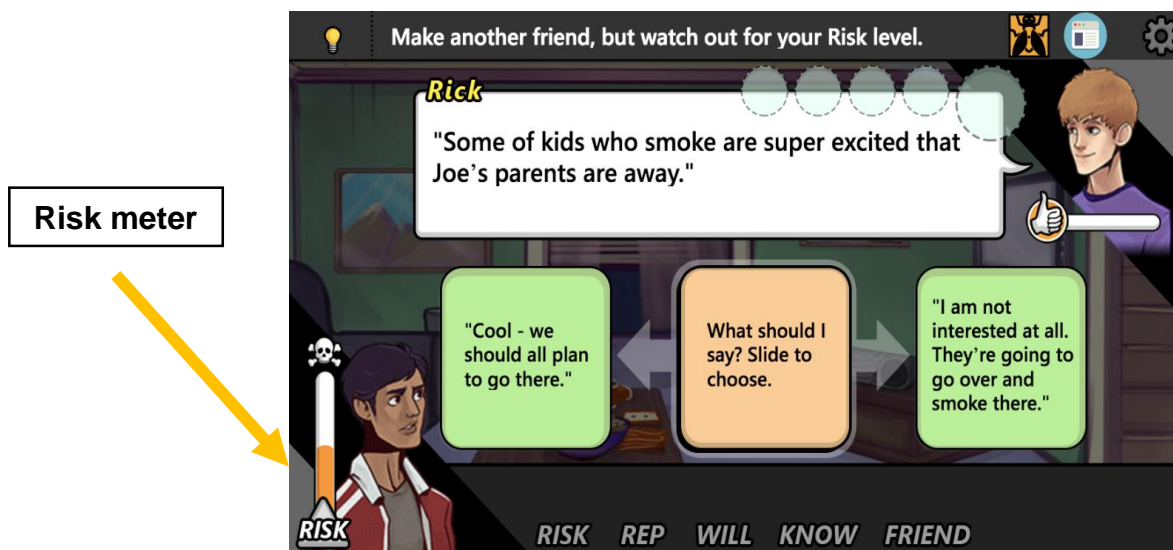
smokeSCREEN begins by asking each player to choose 1 of the 8 possible characters below.



There are 7 storylines to complete - each with its own social network. To begin, players will start by clicking on the first story: "THE NEW KID".



Players navigate their social network by interacting with other peers in their high school. They are placed in various situations and must decide if they want to be better friends with those they meet, while also building their reputation, willpower, and knowledge. They must also prevent their risk meter from filling up (by avoiding risky decisions). Players will lose the game if their risk meter elevates to the top.

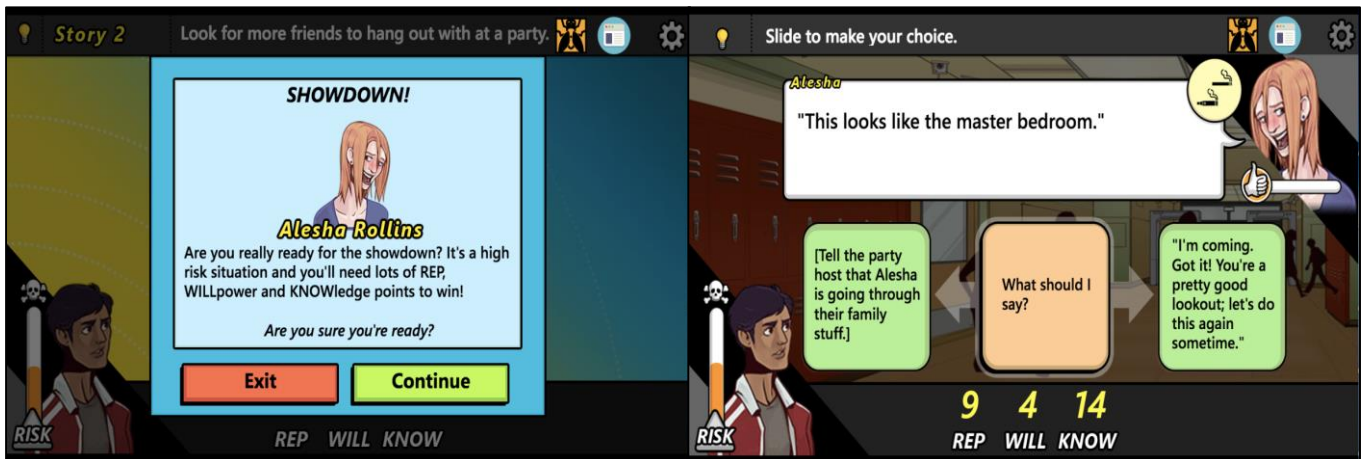


Players build these qualities by interacting with their peers and playing mini-games embedded in the social interactions with other characters (see pages 17-19).

Walkthrough: Showdown

After interacting with all the characters in a social circle in each of the 7 stories, players will face a final “boss” character in a showdown that tests their ability to succumb to peer pressure.

This final character is a peer who tries to get the player to engage in smoking. The player must use his or her reputation, willpower, and knowledge points to refuse the final character’s offers, while also preventing their risk meter from filling up. In order to win the showdown and advance to the next level, players must successfully ward off the pressures asserted from this final character.



Walkthrough: Mini-Games

As they navigate their social networks in each level, players will face various mini-games, including:

- Posters
- Know sense
- Refusal power

Posters

In the Posters mini-game, players must convince their peers to not use tobacco by making a convincing poster advertisement, comprising of an image and three pieces of text. To create a successful poster, players must match the image and texts to the message assigned to them. Creating a poster that accurately conveys the message assigned will earn the player additional reputation points.



Walkthrough: Mini-Games

Know Sense

In Know Sense, players use their wits and knowledge to figure out the truth behind common misunderstandings about tobacco use. Players determine whether what their friends are saying about tobacco is true, false, or just an opinion. The key to succeeding in this game is using correct facts about a topic to back up the player's judgement.

If the player's friend says something incorrect, the player engages in a battle called *It's On!* with their friend, in which the player must debunk incorrect statements with witty remarks. Completing Know Sense successfully will earn the player knowledge points.



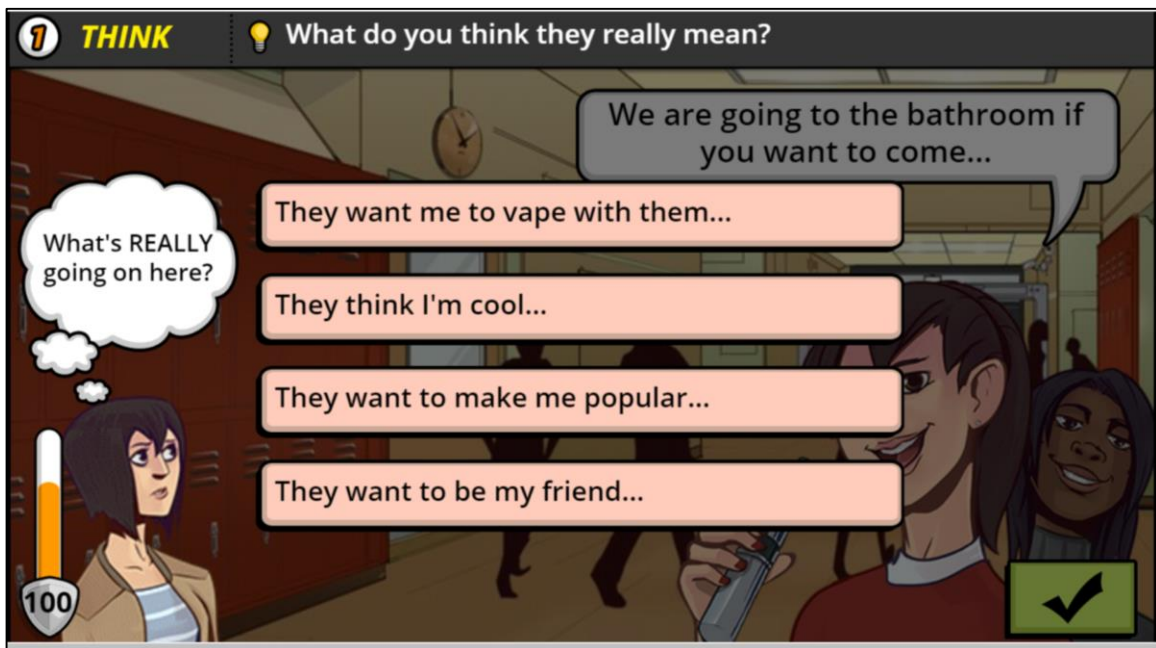
Walkthrough: Mini-Games

Refusal Power

In Refusal Power, players help a friend resist peer pressure to engage in risky behaviors. The game asks players to break down the process of peer pressure and refusal by asking 4 questions:

1. What is really going on in this situation?
2. What are the reasons I would not want to engage in this behavior?
3. How is my peer trying to pressure me?
4. What are some ways I can say no to my peer while still saving face?

Successfully completing Refusal Power will earn the player willpower points.



Conclusion

Students complete smokeSCREEN by completing all 7 storylines in the game.

We hope you and your students enjoy playing smokeSCREEN!

We would like to extend our thanks to our funders, CVS Health, for their support on this project as part of their Be the First Campaign, which seeks to help deliver the first tobacco-free generation.

Questions? Email us at smokescreen@yale.edu.

The logo for 'SMOKE SCREEN' is rendered in a bold, bubbly, yellow font with a thick black outline. The letters are slightly slanted and have a 3D effect, giving it a playful, comic-book-like appearance.