

NEW FROM BIG TOBACCO

Menu Of Addiction



STARTERS

A feast of nicotine guaranteed to get you coming back for more!

NICOTINE POUCHES

Experience this smokeless and vapourless menace! Small and discreet, these fresh pouches sit between your gum and cheek, delivering a satisfying nicotine hit in "stealth" mode. Available in high strengths, minty and fruity flavours. Take your nicotine anywhere—in class, at work, on the bus or while scoring a goal!

Served with: A side of nausea, mouth sores, gum irritation, anxiety and nicotine addiction.

MAINS

VAPES

Prepare for a trendy trap! Fewer toxins than cigarettes, no lingering tobacco smell and very affordable, vapes are a popular choice for anyone who loves cool colours, snazzy shapes and fruity flavours designed to suit any palate.

Served with: A dash of shortness of breath, headaches, nausea, dry mouth and throat, and the mental health challenges that come from nicotine dependency.

ON THE SIDE - SPICY SPECIAL

Craving a cannabis-like chill? We've got a surprise for you! This isn't a regular vape—this one's laced with SPICE, a synthetic concoction marketed to look like cannabis but hiding a chaotic cocktail of chemicals. Dark horse of the vape world, served from your local ice cream van. Order at your own risk – actual ingredients may differ to those advertised.

Served with: Seizures, chest pain, and other health complications.



MENU OF ADDICTION

LESSON PLAN

OVERVIEW

Lesson Section	Time	Activity	Teaching Methods	Resources
Presentation	10 min	<ul style="list-style-type: none"> Hand out the Menu of Addiction Deliver the Menu of Addiction presentation about addiction and nicotine. Engage students with interactive questions and discussions. 	<ul style="list-style-type: none"> Teacher-led presentation 	<ul style="list-style-type: none"> Slides
Activity 1 (Group Task)	20-25 min	<ul style="list-style-type: none"> Option 1: Create a Healthy Menu – Design a menu with items that are good for the brain and body. Option 2: Create a Menu of Addiction – Highlight harmful things people can become addicted to. 	<ul style="list-style-type: none"> Group work- Creative thinking 	<ul style="list-style-type: none"> - Menu templates- Markers/Pens/Paper
Presentation	10 min	<ul style="list-style-type: none"> Continue the presentation discussing topics about Big Tobacco and Product Marketing 	<ul style="list-style-type: none"> Teacher-led presentation 	<ul style="list-style-type: none"> Slides
Activity 2 (Group Task)	15-20 min	<ul style="list-style-type: none"> Create a Poster: "Why I Won't Start" – Design a poster with reasons to say no to nicotine, including drawings, slogans, or symbols. 	<ul style="list-style-type: none"> Group OR Independent work Art and design 	<ul style="list-style-type: none"> - Poster templates- Colouring materials
Wrap-Up Discussion	5 min	<ul style="list-style-type: none"> Continue the presentation discussing topics about Illegal Tobacco and Vapes and how to spot them 	<ul style="list-style-type: none"> Whole-class discussion 	<ul style="list-style-type: none"> - Support services slide

PRESENTATION

Slide 1: Introduction – What's Being Served?

- Today, we're looking at the 'Menu of Addiction' - but this isn't about food. Instead, it's about the hidden dangers of nicotine and how it can sneak into our lives. We'll learn how nicotine affects our bodies, how companies try to trick us into choosing it, and why it's important to say 'no' to nicotine. Let's dig in and find out what's really being served!
- What do you think 'addiction' means? (Encourage responses)

Slide 2: What is Addiction?

- Addiction happens when someone craves something so much they can't stop—even when it's harmful. It can take over their thoughts, feelings, and choices.
- Addiction affects the brain's reward system, particularly a chemical called dopamine, which makes you feel good. What kinds of things can people become addicted to? (Possible answers: sweets, video games, nicotine, screens)
- Look at the puzzle at the back of the menu? Can you make your way out of the maze easily? It's tricky, like addiction!

Slide 3: Meet Sneaky Nicotine

- Nicotine is a chemical found in tobacco plants. It's highly addictive, which means it makes people want to use it again and again.
- It changes how your brain works, making it harder to concentrate and easier to feel stressed when you don't have it.

Slide 4: What Do You Think?

- How might someone who is addicted to nicotine feel and behave? Encourage answers such as: Irritable, anxious, restless, trouble concentrating, and mood swings. These feelings are part of something called withdrawal symptoms, which happen when the body misses nicotine.

Slide 5: Nicotine Withdrawal

- When someone tries to quit nicotine, they might feel mood swings, anxiety, trouble concentrating, increased appetite, and trouble sleeping. These symptoms are a sign that the brain and body are adjusting to being without nicotine.

Slide 6: What Does Nicotine Do?

- Nicotine speeds up your heart, raises your blood pressure, and tricks your brain into wanting more, even when it's harming your body.
- Over time, it can cause anxiety, mood swings, and serious health problems, including lung disease and heart issues

Slide 7: What Products Have Nicotine?

- Can you name some of the things you might find nicotine in? Vapes, Nicotine Pouches, Heat Not Burn, Cigarettes.
- "Nicotine isn't just in cigarettes. It's also in vapes, nicotine pouches, and other products that might look harmless."

Slide 8: Group Task – Create a Menu

- Now it's your turn! In groups, you'll create a menu. You can choose to either design a 'Healthy Menu' with items that are good for the brain and body or a 'Menu of Addiction' showing harmful things people might get addicted to. Think about how these choices impact your physical health, mental well-being, and future opportunities.

Slide 9: Who are Big Tobacco?

- Big Tobacco refers to the giant companies that sell nicotine products. They make millions by keeping people addicted and often target young people to become lifelong customers.
- They use bright packaging, sweet flavours, and products that look like everyday items to attract young people.

Slide 10: How They Target YOU

- These companies use sneaky tactics to attract young people, like bright packaging, candyfloss flavours, and products that look like everyday items.
- This is why it's important to stay alert and make informed choices.

Slide 11: Can You Spot The Difference?

- Here's a challenge! Look at these images and see how many nicotine products you can spot. Some might look like sweets! What tricks do you think these companies use to confuse you?

Slide 12: Can You Spot The Difference?

There are 10 nicotine products here, how many of you thought [point at one] was a sweet?

Slide 13: Group Task (or individual) – Why I Won't Start

- For our next activity, think about five reasons why you would say 'NO' or even encourage a friend to say 'NO' to nicotine. Turn your reasons into a creative poster with drawings, slogans, or symbols. Let's show everyone why making healthy choices matters!
- Your poster could include facts about health, stories of positive choices, or examples of fun things to do with extra time and energy.

Slide 14: Illegal Tobacco & Vapes

- Young people are not only being targeted by companies with sneaky nicotine products, but they are also more likely to buy dodgy products on the illegal market. [point to the Kids Menu and talk about some of the menu items]
- Illegal products are often sold without ID checks and can contain even more harmful chemicals. Buying them also fuels criminal activity.
- They can also put you at risk of fines or getting into trouble with the law.

Slide 15: How To Know If It's Illegal?

- Signs of illegal products:
 - It's super cheap.
 - No health warnings.
 - Strange packaging or no brand name.
 - Seller doesn't ask for ID.
 - Sold in odd places like vans or car boot sales.
- Always check for the signs and make smart choices!

Slide 16: How to Report

- If you see illegal products or underage sales, you can report them at Nolfs-NoButts.co.uk. It's important to keep yourself and others safe.
- By reporting, you're helping to protect your friends, your community, and yourself.



LESSON PLAN

Option 1: Create a Healthy Menu

Objective: To encourage students to think about what contributes to a healthy mind and body, promoting positive lifestyle choices.

Instructions:

Introduction (5 min)

- Explain: We're going to create a menu filled with items that help our brain and body stay strong and healthy. Think of it as designing a special menu where every choice boosts your energy, focus, and happiness.

Design the Menu (15 min)

- Students work in small groups to design a Healthy Menu.
- Include menu sections such as:
 - Starters: Activities that wake up your mind (e.g., breathing exercises, stretches).
 - Mains: Daily habits that keep you strong (e.g., eating fruits, staying hydrated).
 - Desserts: Fun activities that bring joy (e.g., playing with friends, reading a book).
- Encourage creative presentation, such as using menu templates or drawing their own designs.

Presentations (5 min)

- Groups share their menus with the class.
- Discussion prompts:
 - "Which healthy habits do you already do?"
 - "What new ideas would you like to try?"

Materials Needed:

- Printable Menu Templates
- Markers, pens, or colouring materials
- Optional: Whiteboard for sharing ideas
- Optional: IT equipment to research ideas

Option 2: Create a Menu of Addiction

Objective: To help students identify harmful behaviours and substances, including nicotine, and understand their negative impacts.

Instructions:

Introduction (5 min)

- Explain: We're creating a 'Menu of Addiction' - a menu showing things that might seem tempting but can actually harm our health.
- "Think about items like nicotine products, junk food, too much screen time, or anything else that can be addictive."

Design the Menu (15 min)

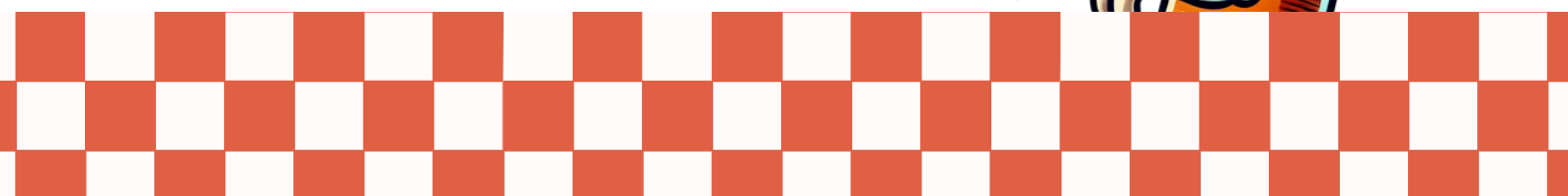
- Students design their menus in small groups.
- Include menu sections such as:
 - Starters: Habits that seem harmless at first (e.g., trying a vape, playing a game for hours).
 - Mains: Addictions that can take over (e.g., cigarettes, sugary snacks, endless scrolling on social media).
 - Desserts: The negative outcomes (e.g., poor health, lost time, feeling low).
- Use creativity to design menus that look realistic but with a twist—showing the "real cost" of these choices.

Presentations (5 min)

- Groups share their menus with the class.
- Discussion prompts:
 - "What surprised you about these addictive items?"
 - "How can we avoid the 'Menu of Addiction' in real life?"

Materials Needed:

- Printable Menu Templates
- Markers, pens, or colouring materials
- Optional: Whiteboard for sharing ideas
- Optional: IT equipment to research ideas





Menu

Of Addiction

STARTERS

Blank area for listing starters.

MAINS

Blank area for listing mains.

DESSERTS

Blank area for listing desserts.



Menu

Of Health

STARTERS

MAINS

DESSERTS



Activity 2: Individual Task – Create a Poster: "Why I Won't Start"

Objective: To reinforce anti-nicotine messaging through creative expression, allowing students to reflect on healthy choices.

Instructions:

Introduction (5 min)

- Explain: "We've learned about nicotine and why it's important to say 'no' to it. Now, you'll design a poster showing your top reasons for avoiding nicotine."
- You can use drawings, slogans, or symbols—anything that sends a strong message about staying healthy."

Create Your Poster (10-15 min)

- Students design their posters individually.
- Posters should include:
 - A catchy slogan (e.g., "Breathe Easy, Stay Smoke-Free!").
 - Visual elements like drawings or symbols.
 - Educational facts (e.g., "One cigarette takes 20 minutes off your life!").

Sharing & Displaying (5 min)

- Students share their posters with the class.
- Display posters in the classroom or create a 'Healthy Choices' wall.

Materials Needed:

- Paper, FlipChart paper would work well for groups.
- Markers, crayons, or paints





Help to Quit Smoking (Age 12+)

Freephone: 0800 085 2219

Visit: helpmequit.wales