



Health Resources

From the Bergen County Health Promotion Resource Center

November/December 2003

OBSERVE THE GREAT AMERICAN SMOKEOUT THIS NOVEMBER

Millions of people quit smoking for a day or longer during the Great American Smokeout, held on the Third Thursday of November. Plan to observe this event by including information on the health effects of smoking in your lessons or programs. The following videos represent a selection of those available from the Health Promotion Resource Center.

I Can't Breathe. A Smoker's Story

Pam Laffin, a 31-year-old mother of two young girls died from emphysema. In this program, Pam tells why she started smoking and what it was like to learn she had emphysema. The video and moderator's guide are designed to help lead classroom discussions with students about the consequences of cigarette smoking. The program has been created specifically for young people aged 11 to 14 years. The product is a joint effort between the Massachusetts Department of Public Health and CDC's Office on Smoking and Health.

VHS, 20 minutes

Request: AV S40

Smoke Screeners

Examines the role of smoking and cigarettes in movies. The use of cigarettes as props and their advertising are targeted. On-screen pause prompts suggest appropriate times for discussion. A moderator's guide suggests discussion topics and supplemental activities. A 1999 production of the Centers for Disease Control and Prevention. Use with students in grades 6-9.

VHS, 15 minutes

Request: AV S36

Smokeless... NOT Harmless

This video looks back at the many tactics used to sell smokeless tobacco over the past century. Like a virus, smokeless tobacco marketing has spread around the world, from Venezuela to India, and beyond. Slides of the physical effects of tobacco are graphic. Cosponsored by the National Cancer Institute and the Centers for Disease Control and Prevention, this video is most appropriate for high school students.

VHS, 5 minutes

Request: AV S39

The Health Promotion Resource Center offers information and health promotion materials such as videos for loan and accompanying handouts on a wide range of health issues to residents of towns contracting with the Department of Health Services for health education. Residents are invited to call their health educator at (201) 634-2600, or the Resource Center at (201) 634-2703.

Policies for Borrowing Videos

- Up to two videos may be borrowed at one time.
- Videos may be borrowed for a period of 5 business days.
- A \$50 personal or business check or voucher (school or other) is required as a deposit for each video that is borrowed.
- School personnel can call to inquire about courier delivery.

Health Promotion Resource Center

Bergen County Department of Health Services

327 E. Ridgewood Avenue, Room 301 • Paramus, New Jersey 07652-4895

www.bergenhealth.org • (201) 634-2703 • mdoremus@co.bergen.nj.us



Program conducted under the auspices of Bergen County Executive Dennis McNerney
and the Board of Chosen Freeholders



Health Publications

From the Bergen County Health Promotion Resource Center
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The brochures described below are free to residents of towns contracting with the Department of Health Services for health education. Please complete the form at the bottom of the page to receive a single copy.

DECEMBER 1 IS WORLD AIDS DAY -

Providing accurate information can help confront fears and biases.

Teen HIV/AIDS Hotlines - A one-page flyer with hotline numbers for teens and hours of operation.

AIDS Word Search - A one-page word-search activity containing words relating to HIV/AIDS. Basic definitions are also included. Most suitable for use with elementary students.

ADDITIONAL NEW HEALTH LITERATURE -

Wake Up to the Risks of Marijuana - Produced as a part of the National Youth Anti-Drug Media Campaign, this full-color brochure provides straight forward information for parents and responses to many common myths about marijuana.

Is Smoke-Free Dining on Your Menu? - A full-color brochure describes advantages of joining the 750 restaurants, including restaurants with bars, that are currently confirmed totally smoke-free in Bergen County. Explains how a smoke-free policy benefits restaurant owners, employees and customers.

Please send me the following brochure(s):

- Teen HIV/AIDS Hotlines*
- AIDS Word Search*
- Wake Up to the Risks of Marijuana*
- Is Smoke-Free Dining on Your Menu?*

Name: _____

School/Organization: _____

Street address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Mail your completed form to:

Health Promotion Resource Center
Bergen County Department of Health Services
327 E. Ridgewood Avenue, Room 301
Paramus, NJ 07652-4895

Forms may also be faxed to 201-986-1068, *ATTN: Resource Center*
For information on multiple copies, call 201-634-2703.