

PREVENTION FOR CHILDREN

Includes: School Grades K – 6

Can You Tell Me: How to Decide? (Video 1011) 1991; 8 min

Audience: 4-7 years

Synopsis: This video is one in a series of two using puppets named Toby, his friend Carmen, Mr. Telly and Matt. In this story, Toby his friend Matt are thirsty after play and look in Matt's fridge for drinks finding juice and other drinks, and beer. Matt encourages Toby to try one, but Toby isn't sure what to do. He thinks back to a talk he had with Carmen and Mr. Telly about making choices, in this case between nutritious snacks and junk food. Toby then applies what he learned to his new situation and makes the choice not to have a beer.

Can You Tell Me: What are Drugs? (Video 1010) 1991; 8 min

Audience: 4-7 years

Synopsis: This video is one of a series that featuring the puppets Toby, his friend Carmen and Mr. Telly. In this video, Mr Telly is taking medicine for a bad cold. Toby's friend Matt doesn't feel well either because he didn't get to pitch in a baseball game. When Toby suggests that Matt take some of Mr. Telly's medicine to feel better, Mr. Telly and Carmen explain that medicine can help you when you are sick, but should not be taken just because you're feeling down.

Come See About Medicines (Video 1254) 1996; 23 min

Audience: children aged 8 to 11 years

Synopsis: Eleven-year-old Julia learns from Dr. Scott about medicines, how they work and who should use them. The main focus of the video is on prescription and non-prescription drugs and how they are made to help people recover from illness or relieve pain. Information is given on drug allergy and how this is different from side effects. Other topics presented are the mechanism by which certain drugs can cause physical tolerance, the development of cross-tolerance or addiction. The formal narrative of the program is interrupted by humorously presented facts, and anecdotes by "Dr. Pancreas" called "Guess What?"

Decide to Be Drug Free (Video 1317) 1995; 19 min

Audience: primary students

Synopsis: "Everyone has a compass, somewhere deep inside, which tells you which way to go," stresses this children's video. Katie, the video's central character, is a young girl with a keen mind and a burning desire to be older and glamorous. But Katie, who's tempted by cigarettes and alcohol, hasn't yet learned about her "internal compass." With the help of a magic glass snow globe and the strange creature who pops out of it, Katie is transported to a fantasy world, where she meets colourful characters that help her learn to make healthy decisions. The characters include Rock Bottom, a guy who falls a lot, and R.X. Feelgood, who pitches pills from his caravan. During her fun-filled journey, Katie learns to ask questions, gather information, and turn to her parents or teachers if she needs help with making difficult choices. By the end of the video, it's clear that Katie has found her own personal compass. Katie knows how to "have fun, feel good, and stay healthy" and cares about her mind and body.

Medicines, Drugs and Poisons (Video No. 1294) 1993; 10 min

Rating: 5.4 (6point scale)

Audience: primary students aged 5 to 8 years

Synopsis: In this short and simple animation we meet Zork, the alien space explorer, who lands on Earth and wants to know all about drugs. A human voice answers Zork's questions and stresses that drugs can be very dangerous if used in the wrong way. The cartoon differentiates "good" drugs that the doctor prescribes from "bad" drugs that some people take for fun. As well our explorer learns about substances that are poison, like domestic cleaners that are very dangerous if used in the wrong way.

Monica and the Powerful Drug (Video 1232) 1991; 17 min

Audience: children aged 11 and younger, parents

Synopsis: "Alcohol is a powerful drug...it leads you on and then hurts you." That is the message for young children in this humorous and musical animated video about Monica the young monkey and her older brother Manny. Manny "makes a human out of himself" by drinking and getting into trouble. Monica's lessons about alcohol begin when she follows Manny sneaking out to "The Beast And Brew," where he gets drunk. When the Mango brothers try to get Monica to drink "to be one of the group," she refuses and Manny realizes that "your friends aren't friends when they make you drink."

Say No to Smoking: Inside Info (Video 1211) 1995; 38 min

Audience: students aged 8 to 11

Synopsis: British children's entertainer Roy Castle sets out to investigate "what's so bad about smoking?" With the help of "Castle's Newscasters," a group of pre-teen investigative reporters, issues designed to spark classroom discussion are reported. The subjects are: environmental damage caused by tobacco cultivation and processing, especially in developing countries; the impact of smoking on health; how advertising encourages children to smoke; refusal skills to help children resist the pressure use tobacco. Interviews are conducted with environmentalists, athletes, advertising executives, fashion models and others. Throughout the audience is encouraged to "think it out, talk it out, and leave it out." Each of the four segments may be shown independently.

Smokin' Sam (Video 1186) 1994; 23 min

Audience: students 6 to 14 years

Synopsis: In this fictional video, Smokin' Sam is the star player on a roller hockey team. A corporation that also owns a tobacco company owns Sam's team. After a personal appearance at an elementary school, Sam is seen smoking a cigarette in the parking lot by two children. The children lecture Sam on the dangers of smoking, but when Sam leaves he drops his team's playbook. During the events that follow, Sam and his two young friends learn from a doctor about the health hazards of smoking and from an advertising executive how tobacco companies recruit new smokers. Sam realizes that he is being used to promote smoking to youth he ends his relationship with the team.

Tobacco Free, You and Me (Video 1245) 1995; 19 min

Audience: students aged 8 to 14 years; parents; teachers; health professionals

Synopsis: This video examines several issues related to youth and tobacco. The various "chapter" divisions include Advertising to Kids; Making Ads Honest; Second-hand Smoke; What Can We Do? The discussions are lead by an adult with grade 5-6 students. There is information and commentary on the role of advertisers, peer pressure; parent's use of tobacco and activities that youth might employ to decrease tobacco use. One "chapter" sees the students interview users in a coffee shop and deal with a street vendor of cigarettes. The presentation showed students as optimistic about the positive effect they can have on changing the use of tobacco products.