

# Lesson 1: The History of Tobacco

## An Introduction to Nicotine

Watch the video, then answer these questions:

1. What is nicotine?
2. What is the difference between nicotine and tobacco?
3. Where does it come from?
4. What makes it addictive?
5. What affect does it have on the body?

## A History of Tobacco (until 1950s)

Use information around the room to help you answer these questions about the history of tobacco:

1. How was tobacco used by the Native Americans?
  
  
  
  
  
  
  
  
  
  
2. Whilst tobacco became extremely popular in Europe, not everyone was in favour. Find two examples of people or groups of people who were not in favour of its increase in popularity.

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3. List five factors that may have led to an increase in cigarette smoking in the UK up until the 1950s (by the 1950s, 80% of adult men were regular smokers)
4. Look at the adverts on the 1950s page. What devices are used to encourage smoking?
5. **Extension question:** Looking at the way cigarettes have been marketed, why historically, do you think that smoking rates have been higher in men?

### Task: Political Decisions

You are government ministers in the 1950s who has been presented with these facts:

- 80% of adult men are regular smokers
- British statisticians Austin Bradford Hill and Sir Richard Doll have just provided firm evidence linking lung cancer with smoking (1950)

Using some the information you have learnt about from the History of Tobacco task, decide how you will decrease the harms of smoking in the population.

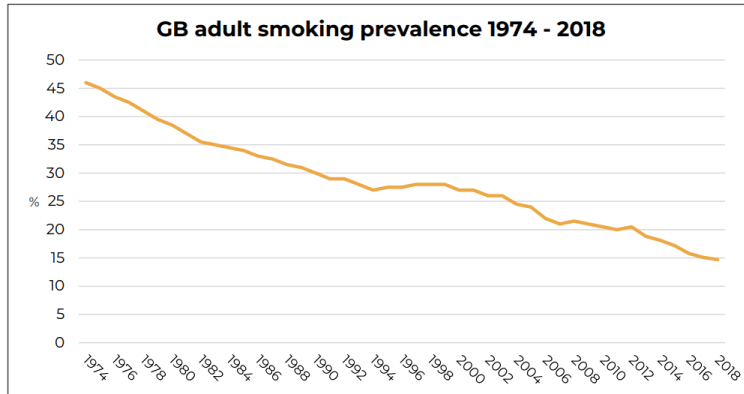
See if you can you come up with six ideas.

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## The decline of smoking in the UK

Look at the table below. Smoking started to decline in the UK after 1974.

### Tables



Note: Data for 1974 – 2012 refers to GB adults aged 16+. Data from 2013 onwards refers to UK adults aged 18+.

Why do you think this could have happened?

Watch the video on Harm Reduction: Government Milestones and then answer these questions:

1. How did the government reduce the harms of tobacco after the 1950s?
2. The government is aiming to be smoke-free by 2030. How do they intend to do this?

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## Plenary:

Using the images below, see if you can explain how attitudes towards smoking have changed.



A survey found that this was the most unappealing colour (Pantone 448C) so the law made it a requirement that all tobacco products had to be this colour and carry health warnings such as *Smoking Kills*.