

Make Your Own Dip



General Description of Activity:

You know ... like on TV! Show people what's in smokeless tobacco ... yummy stuff like benzene, arsenic, and lead. Use the recipe, blend it all together ... and offer people a dip!

Teens develop and make a presentation of what is in spit tobacco. A blender and the various ingredients (all household items, mocked up to look like hazardous items) are used in this presentation. Make Your Own Dip can be done at school or community events, such as setting up a table at a high school sporting event, or at any community event. Make Your Own Dip can even be done outside a Wal-Mart in the parking lot.

These presentations should be 3-5 minutes, with approximately 5 minutes of questions afterward. Most likely, this presentation would be done many times throughout one day.

The Make Your Own Dip Activity follows closely to the Group TV ad of the same name. However, in the script below, we've added more detail about the ingredients in "dip" and how harmful those ingredients are to the health of teens. This is a suggested script. Make changes (additions, deletions) as you see fit. It is important that you make each event "your own," so add your personality and style and any words that make you feel more comfortable (keep it clean) about the topic and your feelings about Big Tobacco.

What you need:

Obviously we don't want you to use any of the "real" ingredients in your demonstration. While you know its dangers, there is always the chance that a small child may reach over and taste one of these poisonous ingredients when you aren't looking. **ONLY USE THE ALTERNATIVE INGREDIENTS SUGGESTED BELOW.**

- Water (formaldehyde)
- 7up (Benzene)
- Brown Sugar (Arsenic)
- Lead (gray cake-decorating balls)
- Red Man Chew (shredded beef jerky)
- Blender
- Table
- 5 containers (to hold all 5 ingredients)
- 5 labels for the containers - "Formaldehyde," "Benzene," "Arsenic," "Lead," "Tobacco."
- Empty "dip" container to present the final product after blending

Set up:

Put the five ingredients into each of their own containers with labels on them. We have suggested harmless ingredients above to replace dangerous ones. **DO NOT USE THE REAL**

INGREDIENTS!!! Place the ingredients to the left and right of the blender, which should be in the middle of the table. If you have a banner or sign identifying the Group movement, place it either on the table front (if small sign) or behind your head on the side of a building or some other structure.

Suggested Script:

Hi, my name is _____ and I'm a member of _____. We are here today to give you information on the danger of using tobacco products.

Step right up and see what ingredients are in "dip" and "chew." Big Tobacco would have you call it smokeless tobacco so that you would think it's less dangerous than smoking a cigarette. Guess again?

This is the story Big Tobacco doesn't want you to hear. Look at these ingredients.

First, you start with **Tobacco** . We've picked a beauty. "Red Man". (Put beef jerky in blender)

But, Big Tobacco doesn't stop there.

You've got **Lead**. That's right; lead is in "dip" and "chew." How many of you read every day about the dangers of lead poisoning? It can lead to brain damage and even death if taken in large quantities or over a long period of time.
(Put cake-decorating balls into blender)

But, Big Tobacco doesn't stop there.

"Dip" and "chew" also have **Benzene** in them. So, you don't know much about Benzene?

Well, it is a highly flammable substance that is used in gasoline and paints...and long-term exposure is linked to leukemia. It can cause vomiting, rapid heart rate and reduce good red blood cells in your body.
(Add 7up to blender)

But, Big Tobacco doesn't stop there.

Did you know that **Arsenic** is also in "dip" and "chew?"

Arsenic. The chemical of choice for murderers and mystery writers. It's used in rat poison and can cause vomiting, abnormal heart rate and death.
(Add brown sugar to blender)

But, Big Tobacco doesn't stop there.

You've got **Formaldehyde** . This stuff is used to preserve dead animals. It's an embalming fluid and, you guessed it, it's in "spit" and "chew" products.
(Add water to your blender)

Big Tobacco doesn't stop there. They add another 15 to 20 ingredients. Some we know about and some we don't because they refuse to tell anyone what other ingredients are included in "spit" and "chew."

But, you wouldn't have a tobacco product if you didn't have this one last ingredient. What do you think it is?

Nicotine . It's not bad enough that all those dangerous chemicals are in "spit" and "chew." No, Big Tobacco has to hook you on it so they can slowly rot out your gums, throat, cheeks and mouth.

(Blend ingredients and present it in a "dip" container)

So, why does Big Tobacco include so many dangerous and cancer causing chemicals in "dip?" Why don't you ask them?

If you don't think it's a problem in North Dakota...think about this.

In 2003 10.3% of 9-12 graders said they've tried "dip" or "chew" in the past 30 days. In 2005 the numbers are 11.2%.

Think about this, also. Remember those coal miners trapped in Pennsylvania...what was the first thing they asked for when they were rescued? "Chew." And what did they receive the next day in the hospital? Thousands of pouches of "chew."

Desired Outcome of Activity:

- Increase awareness of Group brand, the manipulation by Big Tobacco, and the dangers of spit tobacco use.
- Distribute information such as brochures, show the pictures
- Attract other teens to join Peer Counseling
- Media coverage

Estimated Number of Teen Activists Needed:

Crew Leader + 4 to 5 teens

Materials Needed:

- Ingredients (see previous page), containers & paper labels
- Blender
- Materials for distribution
- Decorations/signage for table

Estimated Budget \$_____

Remember the Do it in 5 steps. (The steps are on the web so you can print them out.)