



Helping teens **re-think** their relationship with tobacco

# CHANCE

Second Chance is an on-line, interactive, and self-directed alternative to suspension program for teens who violate tobacco policy at school, or tobacco law in the community. The program may also be helpful for teens who are experimenting with tobacco, but have not violated policy or law.

## Who Benefits from Second Chance

Schools, local health agencies, and youth-serving organizations can use the program as part of a comprehensive tobacco education and prevention strategy. Administrators have the ability to:

- Assign student usernames and passwords
- Track student progress in the program
- Analyze student demographics
- Review pre- and post-test results

## The Rationale Behind Second Chance

A tobacco-free policy and an alternative to suspension program are part of a comprehensive approach to tobacco use prevention and cessation. A synergy should exist between all essential components of effective tobacco prevention for schools, including policy, classroom instruction, cessation, and parent, family, and community involvement.

Second Chance was developed in cooperation with the Colorado State Tobacco Education & Prevention Partnership through Amendment 35 voter-approved tobacco tax funds. Content was developed using a number of “best practice” sources and content experts in Colorado and nationwide.

## Second Chance Content

### COMMUNITY

- Tobacco Myths & Facts
- Big Tobacco
- Tobacco Laws

### SCHOOL

- Laws & Schools
- Teen Opinions & Norms
- Hooked on Nicotine
- Influences

### HOME

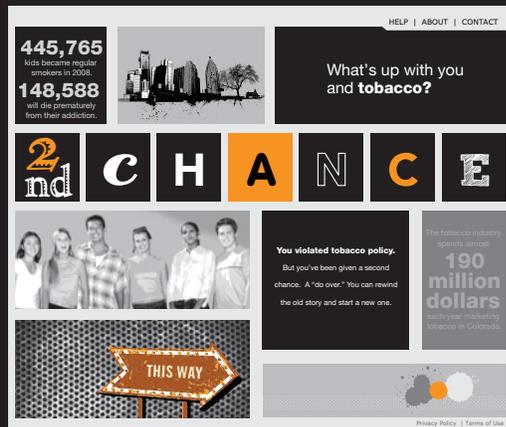
- Tobacco Costs
- Communication
- My Action Plan
- Step-by-Step

## For More Information About Second Chance

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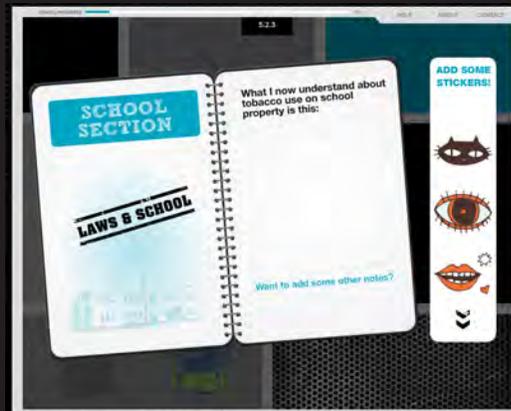
## A LOOK INSIDE



Teens guided the website interface design & messaging.



Program content is organized into three “places” where teens hang out—Community, School and Home.



An interactive notebook is used throughout the program to demonstrate mastery of content and to record personal notes and ideas.

# SECOND CHANCE

## Program Goals & Objectives

A tobacco-free school policy and community tobacco laws may help reduce the amount of student smoking. Students are more likely to cooperate with the policy if emphasis is placed on education and support rather than on punishment. Second Chance is an online tobacco education program primarily intended as an alternative to school suspension or fines for youth who are in violation of the tobacco-free school policy or youth who violate state and local laws on the purchase and use of tobacco by minors.

## Goals

- Increase student knowledge of and compliance with the tobacco-free school policy and community-based tobacco policy
- Increase student awareness about the benefits of not using tobacco
- Increase student awareness about skills and strategies that can be used to resist health risk behaviors
- Increase student interest in quitting or reducing tobacco use

## Objectives

Following completion of the Second Chance education program youth will be able to:

- Describe why tobacco-free policies and laws exist
- Identify myths and facts about tobacco use and addiction
- Identify strategies used by the tobacco industry to target youth
- Discuss the financial impact of using tobacco
- Identify social norms related to youth tobacco use
- Discuss personal tobacco use behaviors
- Identify skills needed to resist, quit, or reduce tobacco use
- List resources available for youth tobacco prevention and cessation

## Specifications

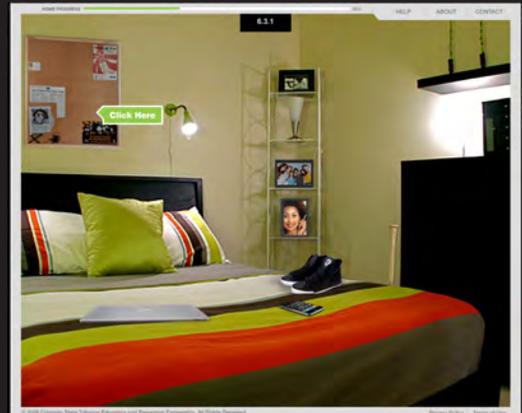
In order to have the best experience while visiting this website, the following system requirements are recommended:

- Windows 2000, XP, Vista or Windows 7
- Mac OSx
- Internet Explorer 6.0+, Firefox 2.0+, Chrome 1.0+, Safari 3.0+
- Browser must be set to accept cookies
- Minimum color depth: 16 Bit
- Minimum screen resolution: 1,024 x 768 pixels
- Flash Version 9.0+

## A LOOK INSIDE



Interactive activities convey important information about tobacco, including a "Myths or Facts" card game.



The bedroom in the Home section has many clickable objects that help youth to learn more about the impact that tobacco has in their lives.



Videos are used throughout the program to deliver content in an authentic and user-friendly manner.