

72 SECONDS: DEAD FOR THE DAY



Every day, 1,200 Americans die from tobacco use. That's 1 person every 72 seconds.

AGE: Middle school and high school

NUMBER OF PARTICIPANTS: Varies

TIME: 1 month

RESOURCES: Grim reaper outfit (optional)

COST: \$0 - \$20

In Montana, a group of youth from the Red Lodge chapter of reACT sent a powerful message to students at both their local schools by demonstrating just how deadly tobacco truly is. With permission from the principals, they dressed up as grim reapers during the last class of the day and pulled someone out of class every 72 seconds so that students could see the impact that tobacco has in just a 45-minute time period.

A live demonstration at your school is a powerful way to bring the numbers to life and this activity can be easily customized for your school.

Other Ideas:

- Using your school's intercom system, call a different student to your auditorium or gym every 72 seconds.

After a set time period passes, have the rest of the school report to the auditorium or gym for an assembly. The students who were pulled out of class should be visually separate from everyone else. For example, they could be on a stage or on the gym floor while the rest of the school sits in the audience.

Then, have someone make an announcement explaining that the students who were called out of class represent the number of people tobacco killed during their class period. 1 person every 72 seconds.

- If your principal won't allow you to use such a large period of time for this activity, you can do it all at once. For example, instead of calling one student out of class every 72 seconds, ask all of the students who represent tobacco-caused deaths to report to the auditorium or gym at once. In 45-minutes, for instance, approximately 38 people would die from tobacco use.
- If you have a big school, a larger period of time might be a better illustration of tobacco's toll. For instance, in a 7 hour school day, approximately 350 people will die from tobacco use. For larger numbers, such as 350, it also might be easier to email each teacher a set list of students to send down to the auditorium, rather than calling them out over the intercom system one at a time.

