

stupid.ca



"School Window" Banner

Join the Stupid.ca movement.

How you can participate

The concept behind the "School Window" banner television ad is simple to replicate in your school. Make your own banner or borrow a banner from your local Public Health Unit (same as the 129" w x 36" h TV banner ad). The rest is easily done by you using everyday materials.

The school will need:

- Large sheets of paper (flip chart pads are perfect)
- Magic Markers (preferably black so that there is contrast)
- List of chemicals in cigarettes.

Students can write the chemicals on the sheets of paper and arrange them on the windows of the school. The banner should be placed securely in front of the windows.

When should the banner be displayed?

The television ad will be on air in October and will run into the first two weeks of November. So, October and November would be an ideal time to have the display up in local schools. However, it's the type of communication that can be done at anytime to get the message out about the harmful chemicals in cigarette smoke. Place the window banner at your school when the ads are on TV and join the movement.



Window banner

The Chemicals

Here's a list of chemicals found in cigarette smoke. Simply write each chemical name on a piece of paper and arrange them on the windows of your school.

AMMONIA

2-AMINONAPHTHALENE

1-AMINONAPHTHALENE

4-AMINOBIPHENYL

3-AMINOBIPHENYL

BENZO[a]PYRENE

FORMALDEHYDE

ACETALDEHYDE

ACETONE

ACROLEIN

PROPIONALDEHYDE

CROTONALDEHYDE

METHYL ETHYL KETONE

BUTYRALDEHYDE

HYDROGEN CYANIDE

NICKEL

LEAD

CADMIUM

CHROMIUM

NITRIC OXIDE

PYRIDINE

QUINOLINE

HYDROQUINONE

RESORCINOL

CATECHOL

PHENOL

CRESOL

NICOTINE

CARBON MONOXIDE

1,3-BUTADIENE

ISOPRENE

ACRYLONITRILE

BENZENE

TOLUENE

STYRENE

Skull Stencil

