

Learning Resources

The Learning About Asthma Series

The Asthma Attack

An asthma attack is a terrifying event, the result of a serious, often disabling disease.

This introductory program describes in detail what asthma is and how an attack affects the body. Possible causes for asthma are also covered. 15 minutes, order 1-5001

Treatment

Part two of this series deals with the various forms of treatment available for asthma, including drug therapy, avoiding triggering substances and a technique called immunotherapy.

The program also examines the prevalence of quackery in the treatment of the disease, focusing on three particular practices which are useless and/or dangerous. 18 minutes, order 1-5002

The New Way of Life

With better understanding and new drugs, people with asthma may no longer need to be cut off from sports and strenuous exercise.

This program discusses the types of activities appropriate for people with asthma and the possible consequences of these and other activities. 20 minutes, order 1-5003

See the causes, the care and the cures. These video resources inform so that all may breathe more easily.

Asthma and Young People

Asthma is a very common disease among children, probably more so than most people realize since the symptoms often are mistaken for other childhood ailments.

When diagnosed, the life of an asthmatic child can be complicated and frustrating. This final episode deals with the process of learning to adapt to a life regulated by restrictions and medications, with particular emphasis on adjustments which must be made by other family members. 16 minutes, order 1-5004

Adult
62 minutes, order 1-50011-IN

Asthma And Allergies

The Doctor Is In Series

I can't breathe! That desperate plea has been uttered by millions of people fighting asthma and allergies.

This program follows young children and adults managing their illness. There are tips on preventing attacks, and a discussion of promising

research. Interviewed are Dr. Gregory Fritz of Brown University and Dr. Robert Klein of the Dartmouth-Hitchcock Medical Center. Adult, Professional 28 minutes, order 2-3113-IN

Bronchial Asthma

Discusses the various causes of bronchial asthma and differentiates between juvenile and adult cases. Animation demonstrates mechanics of the way the lungs work normally and during an attack. Emphasizes preventive measures to avoid or minimize asthma attacks.

Adult
10 minutes, order 3-2019-IN

Confessions Of A Simple Surgeon

This powerful film combines Aussie wit with hard medical fact to provide us with one of the most memorable and convincing attacks on smoking ever produced.

Angered by years of front-line exposure to the deadly results of smoking, Australian surgeon Arthur Chesterfield Evans declared war on the tobacco industry. He and other concerned citizens formed an organization that uses

satire and guerilla tactics to fight the tobacco industry's advertising and public relations assault on the public.

This outspoken activist who risks jail to "stop the bad guys" gives us all something to think about and act upon.

Ages 12-18, Ages 16 to Adult, Patient Education
21 minutes, order 8-1123-IN

Dirty Business

Remarkable look at the advertising campaigns used by tobacco companies to promote sale of cigarettes.

Ages 16 to Adult, Ages 12 to 14
24 minutes, order 6-1014-IN

Embers Of The Fire (Cystic Fibrosis)

The world of cystic fibrosis is viewed from the perspective of a summer camp for kids with C.F.

Opens with an explanation of cystic fibrosis and its treatment, then moves on to a series of reflections about living with illness, death, purpose, meaning and celebration.

High marks for authenticity, content and a thought-provoking message and strongly recommended for general viewing.

Ages 9-14, Adult, Professional
28 minutes, order 9-7714-IN



Learning Resources

The Facts On Lung Cancer Series

Lung Cancer: Detecting and Understanding

Comprehensive look at lung cancer, its causes and treatments.
15 minutes, order 1-5017

Lung Cancer: Treatment Through Surgery

Oncologist and surgeon explain surgery and why not all patients benefit from operation.
10 minutes, order 1-5018

Lung Cancer: Radiation & Chemotherapy Treatment

Describes procedures and offers a realistic view of side effects.
10 minutes, order 1-5019

Lung Cancer: Lung Cancer and the Family

Treatment and its side effects; the outlook for recovery; financial liability; impact on both patient and family.
13 minutes, order 1-5020

Lung Cancer: Long Term Survival

Key is early detection and prompt treatment; examines life after remission.
13 minutes, order 1-5021
Professional
61 minutes, order 1-50170-IN

The Feminine Mistake: The Next Generation

Since the original film's release over ten years ago, *The Feminine Mistake* has convinced thousands of women not to smoke and encourage thousands more to quit. Now this all new version brings the issue of women and smoking into the present.

Ages 12-18, Ages 9-14, Patient Education, Post Secondary
32 minutes, order 8-1125-IN

If You Love Someone Who Smokes

Advertising guru uses powerful advertising messages to demonstrate how the public is sold "death" by tobacco companies.

Ages 12 to 14, Ages 15 to 18, Adult
60 minutes, order 7-8028-IN

The Living With Emphysema Series

Emphysema is the most common respiratory cause of death in North America. This destructive lung disease usually takes years to develop; the damage is irreversible.

The therapeutic goals are to improve the quality of life, slow down the disease process, and improve pulmonary function. Using this series, you can help your patients to cope with the disease.

The programs offer a clear description of the disease process, its diagnosis and management, as well as the vital role of family and friends in maintaining the patient's quality of life.

Development and Detection

Emphysema patients can increase their chances of improvement when they understand the nature of their disease and take responsibility for their own rehabilitation.

This program provides that understanding as well as the stimulus for patient involvement. Perhaps most important, the program engages the patient's participation in the rehabilitation process.
11 minutes, order 1-5432

Diagnosis

This program describes the characteristics of emphysema and the chief means of diagnosing the disease. It offers information on the nature of common diagnostic tests and their purposes. It also describes the most common treatments, emphasizing that active patient participation is necessary to prevent further damage to pulmonary function.
8 minutes, order 1-5433

Treatment

Your patients will participate in their own treatment when they understand its nature and purpose. This program explains that treatment is aimed at preventing further damage. It describes the benefits of bronchodilators, the side effects, which are minimal and easily overcome, and the use of oxygen. Nutrition and modified eating habits are identified as essential to improvement.
12 minutes, order 1-5434

Rehabilitation

A good rehabilitation program will help restore much of the patient's control over their own life.

Such a program will teach conservation of physical energy, how to make good use of breath, using the diaphragm for breathing, how to breath efficiently when engaged in the activities of daily living, and how to use home equipment and oxygen. In addition, it teaches how to overcome panic in moments of pulmonary stress.
11 minutes, order 1-5435



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Family and Support

Emphysema patients may have some tough decisions to make about working and where to live.

This program will help doctors to help patients overcome depression, a sense of hopelessness, and a diminished ability to care for themselves.

The program includes examples of effective family support, the value of rehabilitation, Medicare coverage (U.S. examples), and the need to stop smoking.

14 minutes, order 1-5436
Adult, Professional
58 minutes, order 1-54321-IN

The Lung Diagnostic Tests Series

Arterial Blood Gas Study & Pulmonary Function Tests

Prepares patients for, and helps them understand why certain indicators of lung disease may require these tests.

14 minutes, order 1-5040

Pulmonary Exercise Test

Instructs the patient on what to expect during the procedure.

11 minutes, order 1-5041

CT Scan and Lung Needle Biopsy

Demonstrations of both tests prepare viewer who has been recommended for one or both.

10 minutes, order 1-5042

Bronchoscopy

Details what patient may expect before, during, and after the procedure.

10 minutes, order 1-5043

Thoracentesis and Pleural Biopsy

Procedures detailed; outlines the reasons for performing a biopsy.

8 minutes, order 1-5044

Professional
53 minutes, order 1-50400-IN

Respiratory Safety And Health

Whether they are visible or invisible, fumes, gases and dusts can cause recurrent and sometimes long-lasting respiratory problems.

This program points out to employees why it is important to recognize and guard against respiratory hazards.

Topics covered include how the human respiratory system works, common causes of on-the-job problems, and the use and care of respiratory safety equipment to prevent these problems.

Adult
10 minutes, order 1-8926-IN

Saying No To Smoking

The You Can Choose Series

Missy's best friend, Rhonda, has just taken up smoking and wants Missy to do the same, because "smoking is cool." Should Missy stand her ground and risk losing her friend, or bend to the pressure and do something she knows is wrong?

After listening to the wise thoughts of a group of real children led by host Michael Pritchard, Missy makes the right choice and firmly, but gracefully, persuades Rhonda that smoking is a bad idea.

Children will learn, or have it reaffirmed, that smoking is very definitely something to say "no" to.

Ages 9 to 11
25 minutes, order 5-2162-IN

Secondhand Smoke (Revised)

If you were a mad genius what would be the easiest way to destroy human-kind? It would have to be subtle but potent, widespread and maybe even taken for granted. The answer: secondhand smoke.

This video uses humorous sketches to show the latest facts and fictions by the Environmental Protection Agency and the American Medical Association on secondhand smoke. The tobacco industry's advertising cover-up is discussed as well as the long term hazardous

health effects of passive smoking on children. There's no better resource available to dissuade potential young smokers.

Ages 12-18, Ages 16 to Adult
20 minutes, order 8-1120-IN

Showdown On Tobacco Road
Looks at the war over cigarettes and smoking - the economics, politics, legalities, and social ramifications.

Ages 12-18
57 minutes, order 6-1017-IN

Smokers And The People Who Smell Them

Death, addiction, bad smell...could smoking be any less inviting? Yet every day in America three thousand young people start smoking!

This video uncovers the foul world of tobacco, addressing why people smoke—"You're sooo cool!, why they should stop - "Are you wearing Ashtray by R.J. Reynolds?", and the truth about tobacco addiction - *Quitting's not a problem, I quite every day!*"

A teen talk show sets the stage for a variety of guests who ignite a debate on teen smoking and its consequences, revealing how addiction, disease and peer pressure have changed their lives. Witty and tongue-in-cheek, it emphasizes the hard facts of tobacco use and provides viewers with a humorous yet convincing indictment against smoking.

Ages 12-18, Ages 9-14
22 minutes, order 8-1124-IN



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Smokin' Sam

Smokin' Sam is the high scoring captain of the L.A. Blades, a new roller hockey team sponsored by Trophy Cigarettes. Sam is a role model, a team player, and a star. He also smokes, and even endorses Trophy cigarettes by appearing in team commercials. When Jamaal and Taylor, two 11-year old fans, discover Sam's deadly habit, they decide to convince Sam to quit.

With the help of the school nurse, a doctor and a friendly advertising executive, Jamaal and Taylor take Sam on a tour of the dangers of cigarette smoking.

This is an excellent video for intermediate through junior high. A fine addition to any school video collection." - Media & Methods

"This very well done production alerts viewers to the hazards of tobacco and smoking and the hidden advertising agendas of tobacco companies. All health teachers should add this video to their curriculum." - School Library Journal

Ages 6-11
23 minutes, order 8-1122-IN

Smoking And Human Physiology

Every thirteen seconds someone dies due to cigarette smoking and everyday cigarette manufacturers must obtain seven thousand new smokers to replace those

who have died from smoking. This program shows why smoking is considered to be an epidemic in slow motion.

The program discusses how youth and the people of third world countries are vulnerable targets for the tobacco industry's expansion.

Using live action photography, including dramatic scenes inside the lungs, arteries, and womb, this production illustrates graphically how smoking affects the body.

The emphasis is on physiological effects, so it would be appropriate for science or health classes as well as individual viewing. No teacher guidance is necessary.

Ages 16 to Adult
19 minutes, order 1-8512-IN

Smoking: Truth Or Dare?

The Teen Files Series

Hosted by Leeza Gibbons with appearances by Boyz II Men, Judd Hirsch, Jeff Bagwell, Christy Turlington, and Donna Shalala, U.S. Secretary of Health and Human Services.

Despite increased education in the classroom about the very real dangers of tobacco use, many teens still are not getting the message. They may be aware how smoking or chewing has dire consequences, but they do not believe or care that they, too, will become

part of the statistics; every year, smoking kills more people than AIDS, drug abuse, car accidents and murder - combined.

This a powerful program that graphically demonstrates exactly what this deadly habit does to a body. The damage smoking or chewing tobacco does to our bodies is not just something intangible that teens might have to face forty or more years down the road. These young people are suffering the deadly effects of their use right now, and the consequences will only get worse.

Ages 12-18, Adult
29 minutes, order 1-9298-IN

Tobacco X-files

Using graphic imagery, interviews with cancer patients and current and former teen tobacco users, this program combines hard facts with an X-Files take-off to present the truth about smoking and spit tobacco. Teen tobacco users will sit up and take notice of the damage they are doing to their bodies, and the future that awaits them if they don't quite - now.

The program emphasizes to viewers that the best way to quit using tobacco is to not start in the first place.

Ages 12 to 14, Ages 15 to 18
28 minutes, order 1-2253-IN

Tobacco: The Pushers And Their Victims

Ninety percent of new smokers are kids under nineteen. Why? Because the tobacco industry targets its advertising at the most susceptible: the young.

This program shows how vulnerable kids are. They're worried about peer acceptance, about attracting the opposite sex, and about independence from their parents. Tobacco companies exploit these very concerns in their push for new customers.

Tobacco: The Pushers and Their Victims shows kids how tragically influential tobacco ads can be. But kids can learn to reject the daily pressures applied by those who want to turn them into profitable addicts. The adolescent need to rebel can be positively redirected.

Ages 9-14, Ages 12-18, Ages 16 to Adult
38 minutes, order 8-1126-IN



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The Truth About Tobacco

Patrick Reynolds, grandson of tobacco magnate R.J.Reynolds, sells teens the cold, hard facts about smoking and other tobacco use. Using satirical ads, cutting edge advertising, and striking personal stories, Mr. Reynolds makes it painfully clear how tobacco users pay a price physically and emotionally.

Mr. Reynolds strikes at the heart of smoking and other addictions in teens' lives by urging them to deal with their problems head-on, and motivates the students to make positive choices throughout their lives.

Ages 15 to 18, Adult
40 minutes, order 1-2535-IN

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