

CLUE Mystery!

In the spirit of Halloween, Elliot Lake Teens Against the Tobacco Industry (ELTAT!) hosted a CLUE Mystery for senior elementary aged youth on October 30, 2008. The Mystery was a Tobacco Industry Denormalization activity based on the board game Clue. After meeting the victim (Sean Marsee), participants raced to find out the circumstances surrounding his death (i.e., who did it, with what weapon, and in what room). The goal of our Clue Event was to generate awareness of the deceptive strategies of the Tobacco Industry targeting youth, so that elementary aged youth could use critical thinking skills when making decisions around the use of tobacco industry products.



ELTAT! committee reps have a snack before starting the event.

From left to right: Alexie Merk, Chris Clouthier, Tyler Nebreda, Joanna Dickson, Marissa Nebreda, Evelyn Vegeris, Jonathon Dickey, Alex Dixon, Adam Cormier, Haley Wilcox



Victim unmasked! *Left to Right: Jonathon Dickey, Alexie Merk, Joanna Dickson*



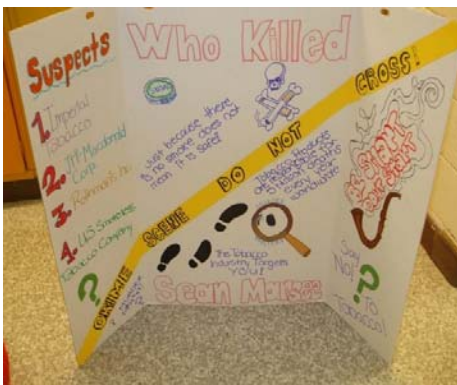
Chew Tin Knockout! Participants were blindfolded and had a great time knocking down chew tins with heart health sponge balls



Lung Power Challenge- Participants breathed through straw to experience the effect of emphysema, which is a lung disease caused from smoking.



What Weapon? Participants uncovered the hidden clue for the weapon used to solve the mystery.



The "Who Killed Sean Marsee" display for participants to uncover the final clue.



Plastered with pictures and bits of information regarding tobacco use in public places, this poster was used to uncover the clue of where the victim died



Peer Leader, Joanna Dickson, helps a participant, decode the Encrypt Word Sheet, which was a sheet with secret key messages that needed to be uncovered.