Detailed module breakdown



Detailed Course Design Document - The Psychology of Smoking											
Module	**Terminal Objective**	**Bloom's (Terminal)**	**Enabling / Module Objective**	**Bloom's (Enabling)**	**Topic**	**Sub-topic**	**Page Title**	**Content Scope**	**Planned ID Strategies / Interactivities**	**Assessment**	**Duration (mins)**
The Psychology of Smoking	By the end of this module, the learner will be able to analyse the physical, psychological, and social factors that drive nicotine use and influence cessation.	Analyse (Level 4)	By the end of this topic, the learner will be able to identify the scale and personal relevance of nicotine-related harm among young adults.	Remember (Level 1)	Topic 1: Introduction & Why It Matters	Welcome	Opening Animation	Introduce the module. Set a supportive, non-judgemental tone posing the hook: "Why do people really smoke?"	Animation: Short cinematic sequence of everyday young-adult scenes (campus, cafe) with a soft voice-over. Text prompts the user to begin.	N/A	1
						Topic Objectives	What We Will Cover	State the terminal objective and what the learner will be able to do by the end.	Click-to-Reveal: Learner clicks 3 simple icons to reveal the core objectives. One dominant strategy established for this topic.	N/A	1
						The Scale of Harm	How Big is the Problem?	Tobacco is the leading preventable cause of death. CDC: 480,000+ US deaths/year; 7 million+ worldwide.	Click-to-Reveal: Learner clicks a "Statistics" icon to reveal the data. Audio VO reads the numbers to emphasize scale.	N/A	1
						Why Young Adults	Personal Risk	Nicotine addiction usually begins in young adulthood. Peer influence and family history raise the risk.	Click-to-Reveal: Learner clicks "Age", "Peers", and "Family" icons to read how each impacts their demographic.	N/A	1.5
						Quick Reflection	Your Assumptions	Surface the learner's existing beliefs before content begins.	Click-to-Reveal: Learner clicks to reveal a rhetorical question on screen: "Why do you think people start?" Pause for reflection before next slide.	N/A	1.5
						Knowledge Check 1.1	Recall Check	Check recall of basic mortality stats and addictive chemicals.	Formative MCQ (Remember): "According to the CDC, what is the estimated number of global deaths caused by tobacco yearly?"	Formative (Multiple Attempts)	1
						Knowledge Check 1.2	Risk Factors	Check recall of demographic risk factors.	Formative Multiple Select (Remember): "Which of the following are primary risk factors for starting smoking early? Select all that apply."	Formative (Multiple Attempts)	1

By the end of this topic, the learner will be able to describe the physical and mental-health consequences of nicotine use.	Understand (Level 2)	Topic 2: The Harmful Effects of Nicotine	Topic Introduction	Opening Animation	Transition to physical and mental harms.	Animation: A simple outline of a human body fading from a healthy state to highlighting affected areas.	N/A
			Physical Effects	The Body's Toll	Smoking is linked to cancer, heart disease, stroke, gum disease, and asthma.	Tabbed Interaction: Learner clicks side-tabs labeled Heart, Lungs, Brain, and Mouth to view the physical impact. Dominant strategy for Topic 2.	N/A
			Second-hand Smoke	Harming Others	Second-hand smoke causes roughly 41,000 US deaths/year, impacting non-smoking partners and children.	Tabbed Interaction: Learner clicks a "Second-hand Impact" tab to read the statistics and community effect.	N/A
			Mental Health	The Mind's Toll	People with mental illnesses smoke more. It worsens long-term stress and anxiety.	Tabbed Interaction: Learner clicks "Short-term vs Long-term" tabs to understand how nicotine affects anxiety over time.	N/A
			Myths vs Reality	The Stress Myth	Confronting the belief that smoking is a genuine treatment for stress.	Tabbed Interaction: Learner clicks "Myth" tab (It calms me) and "Reality" tab (It only eases chemical withdrawal).	N/A
			Knowledge Check 2.1	Classify Symptoms	Differentiate physical vs mental impacts.	Formative Matching (Understand): "Match the symptom/condition to whether it is a physical consequence or a mental health consequence."	Formative (Multiple Attempts)
			Knowledge Check 2.2	Explaining Mechanisms	Explain the reality behind the "stress relief" myth.	Formative MCQ (Understand): "Why do smokers often feel a sense of calm immediately after smoking a cigarette?" (Correct answer focuses on easing withdrawal, not actual stress relief).	Formative (Multiple Attempts)

By the end of this topic, the learner will be able to explain how nicotine affects the brain to create and sustain addiction.	Understand (Level 2)	Topic 3: Inside the Addicted Brain	Topic Introduction	Opening Animation	Transition into neurobiology and addiction.	Animation: A smooth camera zoom into a simplified, glowing 2D brain model.	N/A	1
			Brain Science	Chemical Reactions	Nicotine acts on cholinergic receptors, raising dopamine (reward) and adrenaline.	Linear Stepper: "Next" button moves learner through Step 1: Inhalation, Step 2: Receptor Activation, Step 3: Dopamine Release. Dominant strategy for Topic 3.	N/A	1.5
			Addiction Loop	How it Takes Hold	Repeated use creates tolerance. The reward system is hijacked.	Linear Stepper: Steps 4-6 cover the buildup of tolerance and the brain's demand for more nicotine.	N/A	1.5
			Withdrawal	The Crash	The brain triggers withdrawal: cravings, headaches, anxiety.	Linear Stepper: Steps 7-9 explain what happens to the dopamine levels 2 hours, 12 hours, and 24 hours after quitting.	N/A	2
			Knowledge Check 3.1	Process Ordering	Understand the sequence of addiction.	Formative Sequencing (Understand): "Place the stages of the nicotine addiction loop in the correct chronological order."	Formative (Multiple Attempts)	1.5
			Knowledge Check 3.2	Withdrawal Comprehensi	Understand the cause of withdrawal symptoms.	Formative MCQ (Understand): "When a person experiences irritability a day after quitting, what is happening in their brain?"	Formative (Multiple Attempts)	1.5

By the end of this topic, the learner will be able to differentiate the social and emotional triggers that influence smoking behaviour.	Analyse (Level 4)	Topic 4: The Social & Emotional Pull	Topic Introduction	Opening Animation	Transition to social environments and emotional states.	Animation: Split-screen graphic showing a loud party on one side, and a quiet, anxious silhouette on the other.	N/A	1
			Social Triggers	Social Environments	1/3 of cigarettes are smoked socially. Conformity and belonging are major motivators.	Flip Cards: Learner sees 3 cards with social scenarios. Clicking flips the card to explain the psychological trigger (e.g., Conformity). Dominant strategy for Topic 4.	N/A	2
			Emotional Triggers	Internal States	Feeling friendlier or using smoking to mask social anxiety.	Flip Cards: Learner flips cards detailing internal states (e.g., Social Anxiety) to reveal how nicotine creates a false sense of confidence.	N/A	2
			Perception	Media and Image	Smokers often believe smoking improves image.	Flip Cards: Learner flips cards showing common media tropes (e.g., The "Cool" Rebel) to reveal the actual psychological manipulation at play.	N/A	1
			Knowledge Check 4.1	Trigger Analysis	Differentiate between emotional and social drivers.	Formative Scenario (Analyse): "Jordan only smokes at Friday night parties when offered by a friend, but never during the week. Analyze Jordanâ€™s primary trigger."	Formative (Multiple Attempts)	2
			Knowledge Check 4.2	Complex Scenario	Analyze a multi-layered behavioral scenario.	Formative Scenario (Analyse): "Maya smokes before her presentations because she says it gives her confidence and fits her 'corporate edge' aesthetic. Break down the two distinct triggers at play here."	Formative (Multiple Attempts)	2

By the end of this topic, the learner will be able to analyse the benefits of quitting and the strategies that support nicotine cessation.	Analyse (Level 4)	Topic 5: From Awareness to Action: Quitting	Topic Introduction	Opening Animation	Pivot from 'why it's hard' to 'why it's worth it'.	Animation: A sunrise or screen brightening effect, symbolizing clarity, health, and a new start.	N/A	1
			Benefits of Quitting	The Upside	Quitting reduces depression; increases life satisfaction.	Accordion Layout: Learner clicks expanding rows to read the Mental Health and Physical Health benefits. Dominant strategy for Topic 5.	N/A	1.5
			Timeline of Healing	Body Recovery	How the body recovers from Day 1 to 1 Year.	Accordion Layout: Learner clicks rows labeled "24 Hours", "1 Month", "1 Year" to read the biological recovery milestones.	N/A	2
			Healthier Coping	Better Alternatives	Finding real treatments for anxiety instead of withdrawal relief.	Accordion Layout: Learner expands rows comparing "Smoking to Cope" vs "Exercise/Therapy to Cope" to contrast long-term effects.	N/A	1.5
			Knowledge Check 5.1	Intervention Analysis	Analyze the most effective support strategy.	Formative Scenario (Analyse): "A friend confides they want to quit but are terrified of the anxiety spikes. Based on what you've learned, analyze which of the following responses is the most scientifically accurate and supportive?"	Formative (Multiple Attempts)	2
			Knowledge Check 5.2	Coping Evaluation	Evaluate coping mechanisms.	Formative Scenario (Analyse): "David swaps his cigarette breaks for scrolling social media to distract from cravings, but feels equally stressed. Evaluate why this substitution might be failing based on brain chemistry."	Formative (Multiple Attempts)	2

By the end of this topic, the learner will be able to summarise the key facts about nicotine and demonstrate the module's learning through a final assessment.	Understand (Level 2)	Topic 6: Your Smoke-Free Future	Topic Introduction	Opening Animation	Consolidate learning and prep for the final quiz.	Animation: An uplifting montage of young adults studying, running, and socializing happily.	N/A	1
			Key Takeaways	Module Summary	Consolidate the core messages across the five learning topics.	Static Review / Form: A single, well-designed summary screen with downloadable PDF link. Dominant strategy for final topic.	N/A	1.5
			Final Assessment (1-2)	Remember & Understand	Recall of stats and basic physiological facts.	Summative Quiz Slides: 2 Multiple Choice Questions focusing on broad facts.	Graded	2
			Final Assessment (3-4)	Understand & Apply	Comprehension of the addiction loop and withdrawal.	Summative Quiz Slides: 2 Multiple Select/Matching questions focusing on the brain and withdrawal.	Graded	2
			Final Assessment (5-6)	Analyse	Analyzing triggers and cessation strategies.	Summative Quiz Slides: 2 complex Scenario-based questions matching the terminal objective (Level 4).	Graded, 70% to pass, Single Attempt	3
			Help & Resources	Support Hub	Persistent support cards (helpline, counselling, GP) and a warm, supportive sign-off via text/VO.	Static Review: Resource hub screen with active links and a final congratulatory audio message.	N/A	2.5
								60 mins