



Smoking: Curriculum

 <p>UTTER LOVE</p> <p><small>SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy</small></p>	<p><u>Deconstructing Cigarette Ads in a Counter Advertising Workshop</u></p> <p>©2004</p> <p>Frank Baker, media educator</p>	
---	--	---

RECOMMENDED CURRICULUM (see also [Videos](#))

[National Health Standards](#)

Students will analyze the influence of culture, media, technology and other factors on health.

To see specific [State Standards](#) which directly relate to [this tobacco advertising activity](#), go to the U.S. teaching standards database [here](#).

[Blowing Smoke](#) Arizona produced curriculum downloadable teaching materials

[CAMEL ad deconstruction](#) (New Mexico Media Literacy Project)

[Colorado](#) Media Literacy/Smoking curriculum

[Current Health 1/Current Health 2](#) (In school magazines from Weekly Reader)

[How To Teach Advertising](#) (compare & contrast two ads)

[Jack Jackass Rebel Without a Clue](#)

[Making a Killing: Philip Morris, Kraft and Global Tobacco Addiction](#) (video)

Media Sharp CDC Produced curriculum kit [Download the MediaSharp Materials](#)
see also [Reading Media & Branding Health](#) lesson plan

[Read Advertisements: Taking A Closer Look](#) (Critical Viewing)

[Scene Smoking: Cigarettes, Cinema and the Myth of Cool](#)

[Smoke Screens: From Tobacco Outrage to Media Activism](#)

[Smoke Screeners](#)

[Smoke and Mirrors: Media Literacy & Tobacco Prevention Curriculum](#)

[Tar Wars](#) (American Academy of Family Physicians)

[Teen Health & The Media](#) (Tobacco)

[Teens Tobacco & The Media](#)

[You Choose](#)