



Smoking: Curriculum

 <p>UTTER LOLE</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>	
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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