



# Smoking: Curriculum

 <p>UTTER LOT</p> <p><small>SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy</small></p>	<p><a href="#">Deconstructing Cigarette Ads in a Counter Advertising Workshop</a></p> <p>©2004 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](#)