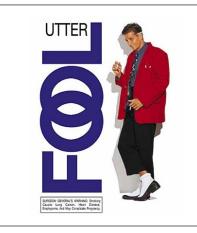
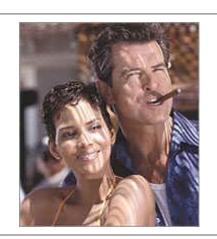
Smoking: Curriculum



Deconstructing
Cigarette Ads in a
Counter Advertising
Workshop
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Frank Baker,
media educator



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 <u>this</u> <u>tobacco advertising activity</u>, go to the U.S. teaching standards database here.

<u>Blowing Smoke</u> 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 <u>Download the MediaSharp Materials</u> see also <u>Reading Media & Branding Health</u> lesson plan

Read Advertisements: Taking A Closer Look (Critical Viewing)

Scene Smoking: Cigarettes, Cinema and the Myth of Cool

<u>Smoke Screens: From Tobacco Outrage to Media Activism</u>

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