

# THE CRITICS' CHOICE

## Activity Six

### Reasons for choosing to smoke

#### Instructions

1. As a class, brainstorm on the board the reasons why young people choose to smoke cigarettes.
2. From the list, ask students to individually select the top three reasons they think young people take up smoking.
3. Collate the class responses to identify the class's three top reasons why young people choose to smoke.
4. Divide the class into three groups. Allocate one reason to each group.

#### Task

Working through the design cycle, each group is to design one campaign/intervention to counteract the reason for choosing to smoke.

This task can be as small (sharing and discussion) or as large (create product or solution) as desired.

#### Design cycle

##### Investigate

Gather information to identify the problem, the target audience and the issues for consideration.



##### Create

Use appropriate techniques or equipment to create the campaign.



##### Evaluate

Decide what measures you will use to evaluate the campaign's effectiveness with the target audience.