

THE CRITICS' CHOICE



Introduction

The Critics' Choice is an initiative coordinated annually by the Australian Network on Young People And Tobacco as part of a strategy to reduce the prevalence of tobacco smoking amongst young people.

The objective of The Critics' Choice is for students to view advertisements and think about the different issues surrounding tobacco use including secondhand smoke.

Students are invited to watch and rate 9 anti-smoking advertisements from around the world and select an overall winning advertisement. The winning advertisement should be the one that would be the most effective in discouraging young people to smoke. Teachers are encouraged to complete activities from the Teacher Resource and create classroom discussion around the advertisements.

Please note it is at the teacher's discretion as to which activities are suitable for their students.

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Step 1

Explain to the students that they will be watching 9 anti-smoking advertisements that have been produced from all over the world. Students then have the opportunity to be a critic by voting for the advertisement they think is the most effective in discouraging young people to smoke.

Step 2

Teachers are encouraged to engage students in discussion surrounding tobacco and complete activities from the Teachers Resource. The resource is aimed at upper primary and secondary students and it is at the teacher's discretion as to which activities are suitable for their students.

Step 3

Students vote for the advertisement they think is the most effective in discouraging young people to smoke. Students can then submit their vote online at criticschoice.quit.org.au.