

THE CRITICS' CHOICE

INTRODUCTION

Welcome to Critics' Choice 2020

Critics' Choice is an initiative coordinated annually by Quit as part of a strategy to reduce the prevalence of smoking and e-cigarette use among young people.

The objective of Critics' Choice is for students in years 5 to 10 to view the selection of advertisements and think about the different issues surrounding tobacco and e-cigarette use.

Students are invited to watch and rate a series of anti-smoking and anti-vaping advertisements from around the world and vote for a winning advertisement in each category:

Best at Deterring tobacco smoking among young people
Best at Deterring e-cigarette use among young people

Teachers should collate student votes and select the winning advertisement for each category, on behalf of their class, via the online form at criticschoice.quit.org.au.

Teachers are encouraged to use the information on the [Smoking in Australia](#) page of this website as well as [Activities 1- 4](#) to create classroom discussion around the advertisements. A list of Helpful Resources is available along with the activities to assist students and teachers in completing them.

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