

THE CRITICS' CHOICE



Introduction

The Critics' Choice is an initiative coordinated annually by Quit 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 a series of 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 use the activities from the Teacher Resources section of the website 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.

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Step 1

Explain to the students that they will be watching a number of anti-smoking advertisements 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 from smoking.

Step 2

Teachers are encouraged to engage students in discussion surrounding tobacco and complete activities from the Teacher Resources section of the website. The activities are aimed at students in years 5-10 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 from smoking. Students can then submit their vote online at criticschoice.quit.org.au.