



## Registration form

### This is your invitation to participate in Critics' Choice 2010

Critics' Choice 2010 will run in schools from May 31st until September 24th 2010 with 12 NEW anti-tobacco commercials from Australia, USA, India, Singapore, New Zealand and Scotland. Critics' Choice aims to encourage upper-primary and secondary school students to watch, critique and discuss anti-tobacco television commercials. Each of the commercials approaches the subject from a different perspective such as:

**HUMOUR PASSIVE SMOKING HEALTH INFORMATION  
TARGETING OF CHILDREN BY THE TOBACCO INDUSTRY**

Students are asked to:

- rate each commercial
- pick their winning commercial that would put them off smoking and
- outline why they chose the winning commercial.

The DVD will contain classroom activities focusing on critical literacy.

Teachers are asked to compile their results and return the collation sheet and student grading sheets to Smarter than Smoking SA to establish the most popular commercial. The results will be published in the Smarter than Smoking end of year update as well as at [www.OxyGen.org.au](http://www.OxyGen.org.au).

### CRITICS' CHOICE 2010 - DVD

Your Critics' Choice DVD comprises of:

- 12 anti-tobacco commercials
- collation sheet (to be printed and results to be tallied on it)
- grading sheet (to be printed and photocopied as required)
- classroom activities and
- an evaluation form (to be completed and sent back).

Send the completed registration to: Attn: Sally Hounslow, PO Box 929, Unley BC SA 5061 or fax (08) 8291 4194. **Please note if the collation sheet is not returned the student entries will not be valid.** Queries: Email [shounslow@quitsa.org.au](mailto:shounslow@quitsa.org.au) or ph (08) 8291 4143

<b>School</b>	
<b>Address</b>	
<b>Phone number</b> ( )	<b>Fax number</b> ( )
<b>Contact teacher</b>	<b>Email</b>
<b>Position</b>	
<b>Estimate number of students participating:</b>	