

Critics' Choice 2011 registration form

THE CRITICS'
CHOICE 2011

THE CRITICS'
CHOICE 2011

THE CRITICS'
CHOICE 2011

Critics' Choice 2011 will run in schools from May 31st until September 30th 2011 with 12 NEW anti-tobacco commercials from Australia and overseas. 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, **ADDITIVES IN TOBACCO, COST OF SMOKING, SECOND HAND SMOKING, HEALTH EFFECTS and 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 on the OxyGen website - www.OxyGen.org.au.

CRITICS' CHOICE 2011 - 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 Martin, 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 smartin@quitsa.org.au or ph (08) 8291 4143

School:	<input type="text"/>		
Address:	<input type="text"/>		
Phone number	() <input type="text"/>	Fax number	() <input type="text"/>
Contact teacher:	<input type="text"/>		
Estimate number of students participating	<input type="text"/>		
Email:	<input type="text"/>		

