



SMOKE DETECTORS! DECONSTRUCTING TOBACCO USE IN MEDIA

A research-based approach to media literacy and health education incorporating national standards



Media literacy offers an effective and engaging health intervention strategy for reaching students. Utilizing CML's research-based framework, students learn to deconstruct media depictions of smoking and how product placement works. *Smoke Detectors!* also teaches students to identify smoking incidents in media using a method developed by the American Cancer Society. With these tools, students are better prepared to make informed choices about smoking.

Educator Guide and Student Book with media DVD (Five Lessons, Common Core State Standards, National Health and Technology Standards) \$199.

For Middle School and High School students.

Go to www.medialit.com/store to order now!

CML

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