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.

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