



## Anti-Tobacco Media Blitz

### AUDIENCE CHARACTERISTICS

Age Range	Youth ages 11-18
Grade	Grades 14-18
Gender	Both Male and Female

### PROGRAM DETAILS

Type of Program	Prevention
Audience Size	Minimum 5 / Maximum 50
# of lessons	10
Duration of Implementation	10 or more weeks (frequency varies)

### HOW IT WORKS

Students lead class discussions, counter tobacco company messages, and write anti-tobacco ad messages, plays, and shows.

### IMPLEMENTATION ESSENTIALS

To replicate with fidelity:

- Complete all 10 program lessons

### MATERIALS AND TRAINING

*Required Materials*

Full kit - **\$99.95**

Additional sets of posters (pack of 20) - **\$18**

### PROGRAM CONTACT

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### RIEF PROGRAM DESCRIPTION

*The Anti-Tobacco Media Blitz* is an anti-tobacco advertising/social marketing campaign for high school campuses. It is designed to keep anti-tobacco messages in front of students throughout the school year -- not just for one week or one academic unit, but every day starting in September. The ATMB combines the principles of youth development, or the asset-building approach, with media literacy. The campaign is created by and for students, who learn to write and produce effective messages through the guidance of media professionals/educators.

### SPECIFIC OUTCOMES

- Develop skills in distinguishing between facts, opinion, news, and entertainment.
- Understand the language and special effects used in advertising.
- Learn to question sources of information and look for missing information