



*The Smoke Screening* program gives students a chance to view 12 of the best tobacco education ads from around the world, and then select the one they feel is the most effective to prevent youth from starting to use tobacco in the first place or convince them to quit if they are already using it. Students vote on ballot forms that are counted across all 3 territories. The winning ad is aired on Northern television.

Each year there are completely new ads. The program provides a short, reinforcing message about not smoking in a format that is very engaging for students. It is designed for use with grades 6 through 12. The goal is to encourage students to think seriously about the decision to smoke or chew tobacco. The ads use a variety of approaches including humour, graphic reality, and real life stories. Watching the ads typically promotes lively classroom discussion.

The program contains everything teachers require for easy implementation including a DVD of the ads, a teacher's guide and additional resources, student voting ballots and a teacher's evaluation form. Program resources arrive in schools for the first week of January and teachers have until April 30th to complete the program and return the ballots by mail.

**New Video component:**

A new element this year is a make your own ad component. Schools that register and produce their own short TV ads can receive a video camera. Student ads will be uploaded to a Facebook page that can be viewed by students all three territories. A People's Choice favorite will be selected through student votes.

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