

**MANITOBA HEALTH AND HEALTHY LIVING** is pleased to offer schools throughout our province the third edition of **REVIEW & RATE**. Like its predecessors, Review & Rate III is a complete one-hour program, containing another 12 great anti-tobacco ads courtesy of CDC's Media Campaign Resource Center and various governments throughout the world. The goal is to encourage young Manitobans to think critically about the issue of tobacco use from a number of perspectives.



### HIGHLIGHTS FROM REVIEW & RATE II:

- Almost 30,000 ballots were returned and counted.
- Three hundred and fifty (350) teachers returned evaluations and every one of them said they want to do the program again!
- **RELAXED AS CAN BE** was chosen as most effective ad – more than 11,000 students voted for it in 2005. **RELAXED AS CAN BE** aired throughout Manitoba in March 2006.
- Twenty (20) Manitoba students received iPod Shuffles, simply for participating in Review & Rate.

REVIEW 12  
GREAT  
ANTI-TOBACCO  
ADS AND  
RATE  
THE BEST!

## Review & Rate III CONTENTS:

- **VIDEO** with 12 outstanding anti-tobacco ads from around the world – Some of the ads are very graphic. Others deal with extremely emotional subject matter, such as losing loved ones due to tobacco use. Please ensure students are aware of the subject matter and provide any student with the opportunity to opt out of the exercise as appropriate before the video is shown.
- **BALLOTS** for students to rate the ads – Students return the ballots, we count them, air the winning ad, randomly draw 20 ballots and award each of those 20 students an iPod Shuffle.
- **ADDITIONAL RESOURCE FOR TEACHERS** to further expand on the ideas and concepts presented in the ads – It includes a listing of possible classroom activities.
- **EVALUATION FORM** for each teacher to complete – Your valuable feedback is greatly appreciated and helps ensure we are able to continue to offer this program.

Please hurry and complete your **REVIEW & RATE III** program in the classroom. After December 31, 2006 the ads on the videotape expire. The video can no longer be shown after this date and should be discarded.

# How to Conduct a Review & Rate Session

## BEFORE YOU BEGIN

- Please ensure students are aware of the subject matter and provide any student with the opportunity to opt out of the exercise as appropriate before the video is shown.
- Students are asked to provide their personal information on the ballot in case their entry is drawn to be awarded an iPod Shuffle. Should students not want to provide personal information, they can leave this section blank – it is used only for awarding prizes. Once the votes are tabulated, all the ballots are shredded and the personal information they contain is destroyed.

## DISTRIBUTE THE BALLOTS

Ask viewers to think while they are watching the video:

- Which ad do they rate as the most effective?
- Which ad makes them think twice about starting to smoke?
- If they smoke, which ad makes them think most about quitting?

## SHOW THE VIDEO

Show the video. We recommend you show the entire video, then rewind and show the ads one more time before viewers complete their ballots.



**IMPORTANT:** It is very important that viewers save their comments and discussion until after they've seen all the ads and filled out their ballots, so others don't influence an individual's choice. Additional copies of the ballot form can be printed from a .pdf file that is available on our website: [www.gov.mb.ca/health](http://www.gov.mb.ca/health)





## RATE THE ADS

Once they've reviewed the ads, ask your students to select the ad they believe is the most effective. They can write the name of the ad on their ballot form. If they want to be eligible for an iPod Shuffle, they need to include their personal information; otherwise they can leave it blank.

## REVIEW TOGETHER AS A GROUP

Reviewing the ads as a group allows students the opportunity to think critically about the issue of tobacco use.

You might begin by asking your students to share their ratings and tally the results to determine which ad in your class was rated most effective. You could also ask participants:

- Why do they think the winning ad is most effective?
- What did they like or dislike about the ads?
- Did any provide new information? If so, what was it?
- Do viewers prefer the realistic ads or humorous ads?
- What messages did they take away from the ads?
- Discuss the different approaches, such as shock, humour, personal stories and how they influence a person's decision to use tobacco or not.

## ADDITIONAL RESOURCE/CLASSROOM ACTIVITIES

We have offered teachers an additional resource once again this year. It might be helpful to review it prior to conducting your session; or have it on hand during the group review to provide interesting quotes, facts and figures to advance the discussion with your students. Also included at the end of the resource is a list of possible classroom activities for your consideration.

## COLLECT, COMPLETE AND MAIL

- Collect the completed rating ballots
- Complete the teacher evaluation
- Mail both by **December 15, 2006** to:

**Review & Rate Program  
Manitoba Health  
1077-300 Carlton St.  
Winnipeg, MB R3B 3M9**



# Evaluation: (IMPORTANT: Please take 5 minutes to provide your valuable feedback and return with the completed rating ballots)

Review & Rate III was used with the following classes or groups:

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I have conducted the following Review & Rate programs:

This is was my first

This was my second

I've done all three

Review & Rate III was well received by the participating students:

Strongly Agree

Agree

Disagree

Strongly Disagree

Review & Rate III could affect a young person's decision whether or not to use tobacco or quit:

Yes, I believe so

Possibly

Not Likely

The ads included in Review & Rate III provided a good variety of valuable information on tobacco use:

Strongly Agree

Agree

Disagree

Strongly Disagree

Did you review the *Additional Resource for Teachers* before or during your session?

Yes

No

If so, did you find the additional information:

Very Interesting

Somewhat Interesting

Boring

Did you use any of the ideas for classroom activities? If so, which one(s):

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I would like to do a similar Review & Rate program again next year:

Yes

No

Do you share one video with other teachers at your school?

Yes

No

Would you prefer to receive the video in DVD or VHS format?

DVD

VHS

Either one is fine

In your opinion, do you receive:

The right amount of materials to conduct sessions

Too little material

Too much material

Does more than one teacher at your school conduct sessions? If so, how many classes at your school would you estimate participate in Review & Rate III?

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To improve Review & Rate, I suggest:

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Additional Comments

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Name: \_\_\_\_\_ Position/Teacher of Grades: \_\_\_\_\_

School/Community Group/Centre: \_\_\_\_\_ City/Town: \_\_\_\_\_

Phone (w): \_\_\_\_\_ E-mail (w): \_\_\_\_\_