

Name: _____

Still A Problem

What would you tell a friend thinking about smoking his or her first cigarette?

Directions:

1. Visit the website <http://www.stillaproblem.com/#home> and look at current materials and propaganda aimed at preventing teen tobacco use.
2. Design your own poster, ad, slogan, commercial, etc. aimed at preventing future tobacco use by teens.

<i>Standard</i>	<i>Exceeds Standard</i>	<i>Meets Standard</i>	<i>Does Not Meet Standard</i>
<i>Neatness and Organization</i>	All material and information appears in an organized and logical order creating a memorable message and viewing experience. Creative color is used where appropriate to enhance the presentation. All information appears in the author's own words and is free from grammatical and spelling errors.	All material and information appears in an organized and logical order. Color is used throughout the presentation. All of the information appears in the author's own words and may contain minor grammatical and spelling errors, but none that take away from the overall message.	Information does not appear or flow in a logical order. Color may not appear throughout the entire presentation or not at all. Most of the information appears in the author's own words, but spelling and grammatical errors make it difficult at times to interpret the author's message.
<i>Creativity and Visual Impact</i>	Format is creative and technologically relevant for how teens access information. Visuals are engaging and memorable.	Format is appropriate and easily accessible.	Information is difficult to access or view.

<i>Supporting Scientific Explanation</i>	A scientific explanation behind nicotine's effect on the brain and how physical changes lead to addiction is clear and easily understandable to teen aged viewers.	A basic scientific explanation is included within the information, but some details may be difficult to understand or not fully developed.	No scientific explanation is included or the explanation included is unclear and not the author's original work.
<i>Clarity of Message</i>	Overall there is a clear and memorable message against teen tobacco use. This message is easily understood by teen ages viewers and well supported by scientific evidence.	Overall there is a clear message against teen tobacco use. The information is easily accessible, supported by scientific evidence, and able to be interpreted and understood by teen aged viewers.	There appears to be a message against teen tobacco use, but the message is not clear, the presentation presents little scientific evidence, and teen aged viewers would have difficulty understanding the message.