

DON'T FALL FOR CANDY-COATED LIES

Regardless of the flavor or packaging, tobacco is harmful. Help spread the word by creating an advertising poster that highlights the candy-coated lies that exist in the tobacco industry.

How It Works

1. Explore

Think of a misconception about tobacco that you want to share with your friends, family, and others. Make a short list of what you want to communicate and eventually shorten it to a slogan or tagline.

2. Create

Using the tagline you wrote, make a poster and incorporate a 3-dimensional element with candy. Use your candy to spell out your tagline. A **poster template** is available if you need some creative inspiration.

3. Recruit

Set up a recruitment table during lunch displaying your Candy Coated Lies posters. If someone signs up to join your Crew, they get a piece of candy (Tootsie Rolls, Spree, or Smarties work well).

4. Share

Display your posters in your school or community. Post a picture of it on social media using **#CandyCoatedLies**.

What You'll Need

(all files can be downloaded at razewv.com)

- Poster board
- Pencils/Pens/Markers
- Glue
- Candy (ideally not chocolate because it melts!)
- Poster Templates

