

Participate Knowing the Positives and Negatives

Purpose:

- To give students a better grasp of the effects of advertising on the individual and the methods of advertising used by professional advertisers to create these effects on the observer.
- To give students a better grasp of the positives and negatives of Healthy Choices or Alcohol, Tobacco and Other Drugs (ATOD) on the individual.

Comprehensive Health Standards:

Standard 3: Emotional and Social Wellness in Health

Analyze the interrelationship of physical, mental, emotional, and social health (CH09.HS.S3.GLE1)

Standard 4: Prevention and Risk Management

Analyze the factors that influence a person's decision to use or not to use alcohol, tobacco, and other drugs (CH09.HS.S4.GLE2)

Guiding Questions:

- Why would I choose not to use alcohol, tobacco, and other drugs?
- What are some of the techniques used in advertising? How can I look beyond these to understand what's really best for me?

Setting the Stage:

Explain how there is a lot more to advertising than that which meets the eye. By acknowledging some of the techniques used by advertisers, you can make wiser decisions when confronted with warped truths as displayed in ads. By reviewing the facts of positives and negatives concerning Alcohol, Tobacco, and Other Drugs, you can realize why so many people are concerned about these topics and especially among young adults.

Time Guide:

Total Predicted Time: 1 hr 20 min

- Examine Healthy Decisions Fact Sheet - 15 min
- Examine ATOD Advertisements - 15 min
- Advertisement Creating - 30 min
- Closure - 10 min
- Spread Ads Around School - 10 min

Instructions for Knowing the Positives and Negatives:

1. Explain the facts on the Facts Sheet to the students. Ask the students "Are there any positive or negative aspects that have changed your perspective? Do you think you may be more cautious or thoughtful when approaching ATOD? Allow discussion from students whenever they choose to bring relevance from current events into the topics discussed. Ask them to keep in mind the Guiding Questions.
2. Look over the ATOD advertisements with the class. Try to get students to observe or notice

techniques used on the advertisements based on the Teacher Notes Advertisements Fact Sheet attached with this lesson. Compare ads that have a technique in common between the two to help students figure it out on their own. Discuss their findings and include anything the students didn't touch on. Ask them "Have you ever been fooled by an advertisement? What do you think is the advertisers motive and targeted audience? What is it about certain advertising techniques that you observed, that attracts your attention?"

3. Have the students create an advertisement of their own concerning one of the Healthy Choices topics. Tell them to include at least three facts and the advertising techniques they learned about. Tell them that they can post their advertisements around the school if they wish to help inform others students of what they learned.
4. Discuss with students anything the students wish to discuss to wrap up the activity. Ask students if they wish to learn anything more in depth and open the floor for further discussion.
5. Give the students a chance either at the end of class or at some point to post their ads around the school if they so wish.

Discussion Questions / Conclusion:

- Have you [the student] ever been fooled by an advertisement? How?
- What do you think is an advertisers' motive and targeted audience when creating advertisements?
- What is it about certain advertising techniques that you observed, that attracts your attention or supports the product?
- Are there any positive or negative aspects to ATOD that has changed your perspective?
- Do you believe you have made all the right choices if you've ever been involved with ATOD?
- Do you think after today, you may be more thoughtful when approaching ATOD?

Students should be able to walk away with a stronger grasp of the ideas and techniques behind advertising. They should also be more knowledgeable about ATOD or Healthy Choices (whichever you taught) and be able to distinguish between false advertising and true concerns about the positives and negatives of ATOD.

Adaptations:

- When creating this lesson, our original intention was for the lesson to center around ATOD. However, this lesson is interchangeable between ATOD and Healthy Choices in general, depending on what you may be teaching at the time and how you wish for it to supplement your curriculum.
- We also suggest grading the posters.