

MANITOBA ADDICTIONS AWARENESS WEEK

TOPIC:	Drugs and Sports
AUDIENCE:	Grades 7 - 12
OUTCOME:	Identify the positive and negative social factors (i.e., influences of peers, families, role models, media, Internet, celebrities, social occasions, parties) that may influence avoidance and/or use of substances.

Drugs and Sports

Teachable Topics -

Body Talk

Have each student bring an ad selling an “unrealistic body image” to class. Each ad should have product name/clues covered and should be mounted on a piece of paper, numbered, and displayed on the classroom/gym walls.

Provide a numbered sheet and have students circulate, observe the ad and try to identify what product is being sold. Share the results.

Show a video (AFM Library – 204-944-6279) on body image and/or the power of advertising. This is an opportunity to talk about:

- ➡ Truth and what is really being sold by the advertising
- ➡ The benefits of a healthy diet
- ➡ Regular exercise
- ➡ Well designed weight/fitness training programs
- ➡ What is the advertising “ideal” versus realistic body images?