

MANITOBA ADDICTIONS AWARENESS WEEK

TOPIC:	Drugs and Sports
AUDIENCE:	Grades 6 - 8
OUTCOME:	Identify the positive and negative influences of media and other sources on promoting active living. Identify the influences that help or hinder responsible, social decision making.

Truth in Advertising – Get the straight goods

Objective: To provide opportunities for students to identify and recognize how advertising is used to influence our behaviour.

Method:

- Use two familiar television/magazine ads to open the discussion on how advertising is designed to persuade people to adopt healthy and unhealthy lifestyle choices. Record the healthy/unhealthy choices students identify.
- Divide the class into groups. Have each group: discuss and analyze two sample ads using the discussion guide; record their main ideas and report back to the class.
 - Discussion guide:
 - Look at the advertisement and describe the contradiction between the product and healthy lifestyle choices.
 - Discuss the contradictions of advertising unhealthy products during sporting events.
 - Discuss and identify ways to avoid being influenced by the media.
- Have students use their knowledge to:
 - Develop an advertisement that realistically depicts the effects of the product.
 - Develop an advertisement for a healthy product or healthy lifestyle choice.
 - Develop an advertisement campaign for the healthy product/lifestyle choice and discuss the techniques that can be used to persuade an audience.