

MANITOBA ADDICTIONS AWARENESS WEEK

TOPIC:	Media Literacy Activities – Alcohol Awareness
AUDIENCE:	Grades 9 - 12
OUTCOME:	Examine the use and abuse of substances and potential consequences on personal health and well-being.

GRADES 9 – 12 Alcohol - Activity

Step 1

- ★ Television shows, advertising, movies, songs and magazines all convey attitudes and behaviours with respect to drinking, smoking and drugs. Discuss this with your students, encouraging them to talk about how they see different role models that are in the media.

Step 2

- ★ In the week following your first discussion, ask students to pay special attention to and record journal entries describing how drinking, smoking and drugs are portrayed in television shows, movies, ads or songs.

Step 3

- ★ The following week, draw up a list of the shows, songs and movies noted by the students and discuss them. You may decide to listen to a song together and discuss the lyrics.

Discussion Themes:

- ⊛ What is your opinion on the behaviours portrayed in the media?
- ⊛ Do these behaviours reflect real life? Your experience?
- ⊛ Do you think these examples can influence your behaviour?

Adapted from I'M PROUD TO BE STRONG: Activity and Information Guide for Educators and Youth Workers published by Gouvernement du Québec. Check the resource section of the MBPAA website www.mbpaa.ca for a list of print and video resources to enrich this unit.