

Attitudes, Values and Peer Pressure 'Media Influence'

DRAFT Lesson Plan to meet 3rd-4th Level Curriculum for Excellence Health and Wellbeing Outcomes:

Planned Outcomes:

1. For participants to explore various advertising methods used by the tobacco Industry and learn how they target young people
2. For participants to explore various cigarette pack designs used by the tobacco Industry and learn how they target young people
3. For Participants will to express their views on tobacco marketing
4. For participants to understand the change in tobacco advertising laws and controls

Advanced Preparation Required:

- Select some advertising images and cigarette pack designs from the powerpoint presentation print off for the session
- Print out the tobacco industry quotes from the powerpoint presentation for the session
- Familiarise yourself with the presentation on Tobacco advertising and young people

Please note there are no set timings for this activity to allow flexibility for delivery.

Time	Health and Wellbeing Physical Wellbeing and Substance Misuse Outcomes	Activity	Health and Wellbeing Physical Wellbeing and Substance Misuse Experiences
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		<p>Set Ground Rules if appropriate, discuss these and ask group to agree. Record them on the flip chart for reference.</p> <p>Safety - encourage young people to ask as many questions as they need to, and only to share information they feel ok with sharing.</p> <p>Affirm that you will respect confidentiality and expect them all to do the same. The only exception to this is if you hear something that tells you a young person is in serious danger or experiencing abuse of any kind.</p>	<p>Develop my self worth, respect and respect for others</p> <p>Understand that adults in my community have a responsibility to look after me, listen to my concerns and involve others where necessary</p>
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		<p>Discuss the power of advertisements using the ‘ CFE Advertising Presentation’ powerpoint examples of old and new adverts from the internet that you can find.</p> <p>Just before the tobacco advertising slide, place the adverts, industry quotes and examples of pack designs on tables around the room and ask the group to divide into smaller groups and each sit at a table.</p> <p>Ask participants to discuss the following questions;</p> <p>What is the advert trying to do? What messages does the advert give? Who do you think it is aimed at? Would it encourage you to use their brand? Should tobacco advertising be allowed? Do any of them shock you?</p> <p>What about the laws surrounding advertising now? Should it be allowed or do you think it is right that it is banned?</p> <p>Continue with the presentation focussing on discussion items where appropriate, such as;</p> <p>Celebrities smoking - do you think endorsing smoking/tobacco is acceptable if you are a role model for young people? are they surprised by any of them who smoke? should they smoke in public? how do they think it makes them look?</p> <p>Encourage young people to look at themselves as role models - e.g. younger brothers/sisters/cousins etc. what messages does their behaviour send to them?</p> <p>Plain Packaging - is it a good idea? Do you think it might discourage young people to smoke? Would it make smoking look less glamorous?</p>	<p>Understand how what I eat, how active I am and how decisions I make about my behaviour and relationships affect my physical and mental wellbeing</p> <p>Reflect on my strengths and skills to help me make informed choices when planning my next steps</p>
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CEC Substance Misuse Forward Plan

Highlight Methodologies to be used:

Active learning	
Problem solving	
Guided discovery	
Individual/paired/groupwork	
Critical skills	
Formative assessment	
Peer and self assessment	
Personal learning planning	

Highlight Assessment Strategies to be used:

Qualitative data	
People's views	
Direct observation	
Documentary evidence	
Other:	

Highlight Cross Curricular Potential:

Expressive Arts
Langugages
Mathematics
Religious and Moral Education
Sciences
Social Studies
Technologies

