

## Lesson 1

Divide the class into five groups. Prepare large sheets of chart paper by writing one of the suggested prompts at the top using a different color marker for each.

*Suggested prompts:*

- Reasons Why Teens Smoke
- Reasons Why Adults Drink Alcohol
- Reasons Why Teens Drink Alcohol
- Reasons Why Adults Smoke
- Magazines Teens Like

Post these around the room. Give each group one of the markers. At a signal from the teacher, each group will begin at one of the newsprint sheets and brainstorm responses to the prompt. At a signal from the teacher (after 2 minutes), the groups rotate to the next station, and respond to the prompt using their marker. Continue until the groups return to their starting point. Each group then takes the newsprint to their table and discusses the lists briefly. Each group then summarizes the sheet for the class.

Discuss:

- What are the most common reasons teens drink? Smoke?
- What are the most common reasons adults drink? Smoke?
- Compare these reasons. Are they the same? Different?

Label on the chart paper the **internal influences** by circling them in a contrasting color. Examples of internal influences may include curiosity, likes/dislikes, desires (to "fit in", to relax, to "be cool", etc.), or fears. Using another contrasting color, put an X in front of the **external influences**. Examples may include culture, parents, peers or friends, role models (celebrities, athletes, etc.) setting or location, media or advertising. (Save these lists to use as references for following lessons.)

Introduce the handouts "Advertising Appeals" (see Resources section.) Relate the ad appeals to the reasons adults and teens drink/smoke (i.e. Bandwagon = need to fit in). Discuss how different ads (external) target certain internal influences in the consumer. Discuss how advertisers place ads in certain magazines to target certain groups (i.e. sports magazines = young males, fashion magazines = young females).

### Group Activity:

Each group uses a variety of magazines (or ads can be pre-selected by the teacher or students) to select one ad that matches each ad technique. Post these on the bulletin board to provide a reference area for Lesson 2.