

Lesson 4

"Sports Day"

Describe the health behaviors of participants in common sports. What behaviors help them to be the best in their sports? What behaviors would damage or hinder their performance? Brainstorm lists of effects of tobacco and alcohol on the body that would hinder or damage athletic performance.

Show videotaped segments of professional baseball game, Superbowl or other professional football game, or auto race. (Or, depending on the time of year, have students watch a pro sports event for homework.)

Discuss the following issues:

- Why do companies advertise during sports programming and at sports stadiums?
- Who watches these sports?
- Who are the tobacco and alcohol companies trying to sell to?
- What sports are most associated with tobacco or alcohol use?
- What sports are least associated with tobacco or alcohol use?
- Why do you think these differences exist?
- Are there similarities and differences in the types of tobacco and alcohol messages associated with different sports? Why do you think these exist?