

Lesson 7

Using information developed in the preceding lessons and their own research, ask students to choose an issue that they feel strongly about regarding tobacco or alcohol promotion and marketing to young people. They are to write a convincing letter urging that the company, agency, government entity, group, or person take some action that would promote health. Advise students to select an appropriate recipient for the letter, plan the letter thoroughly using the "Letter Planning Organizer" and back up opinions/requests with accurate factual information. Students have one class period to develop, plan, and begin working on their letters. Final copies are due in one week.

The students will evaluate their letters using the "Rubric for Letter."