

LESSON 10:

Anti-Alcohol Ad



OVERVIEW

Grade Level: 1-5

Topic: The Brain

Objective: Students will learn about advertisements.

Time: 30-45 minutes

Vocabulary: Alcohol

Materials Needed: Construction paper, colored pencils, and anything else students want to use as props.

STARTER:

Take a few minutes to review the meaning of SADD and the Brain Song from Lesson 1.

Ask students, “Does anyone remember how old you are when your brain is fully developed?”

Answer: 25

Be sure to remind the students that this does not mean a person is done learning at 25. Instead, it just means that their brain is finished developing and growing.

Today we are going to discuss ads and we are going to make our own. Ask the students, “can anyone tell me what an ad is?” An ad is an advertisement that promotes a service or product. Ads can be used for a good purpose, but many companies try to sell products to young people which is illegal. It’s important that your students understand that the media does not always have their health and safety as a top priority.

ACTIVITY

The students should work in groups for this activity. Explain to the students that they are going to make anti-alcohol ads. (These can be commercials or billboard style ads.) Discuss with the group the difference between a commercial and a billboard. Explain that their ads should be creative, but appropriate. The ads should contain positive slogans (or props/messages) that encourage others to refrain from using alcohol or other drugs. Allow each group to present their anti-drug ad to the class. If you have enough time, allow students to design billboards and act out commercials.

*Younger students would do better with the billboard approach, rather than the commercials. Older students would enjoy the acting involved in the commercial.

WRAP UP:

Remind the students that alcohol is extremely dangerous to their developing brains. The alcohol industry tries to make alcohol look fun and appealing to young people, but it's very dangerous because your brain is not fully developed until 25. It's important that we make smart decisions and we can do this by not drinking alcohol or using other drugs.

Did you have any amazing ads? Send them to us! We'd love to see it and share it on our social media pages!!