

Health

4.ATOD.2.1

Identify possible internal and external influences on tobacco use.

4.ATOD.2.2

Explain why people are influenced by various marketing strategies employed by tobacco companies.

Materials Needed:

Internet access

Video clip Grindin' with Tony Hawk Little Lungs, The Real Cost of Cigarettes (:40)

https://www.youtube.com/watch?v=7WYFCJjtELY&list=PLgfl4CujVYaph0ga0jLEv5gGLGE_aAbV

Tobacco Marketing and Youth: the Evidence is Clear <https://countertobacco.org/video/tobacco-marketing-and-youth-the-evidence-is-clear/>

Appendix 1 – Cartoon panels

Focus:

We all go shopping sometimes. We go to the grocery store, drug store or gas station. When we shop, we are sometimes influenced by advertisements that we see. What is your favorite commercial on TV? Why is it your favorite? Companies want you to buy the products they sell like the best cereal, the best burger, the best apple or the best candy.

I want to show you something called a counter advertisement. You've created print counter ads, this is a video from the Little Lung series. Play the video

https://www.youtube.com/watch?v=7WYFCJjtELY&list=PLgfl4CujVYaph0ga0jLEv5gGLGE_aAbV

What were the little lungs doing?

Were they successful?

What happened to the little lungs?

What are they advertising?

Statement of Objectives:

Fourth graders, we have studied all the negative effects tobacco products have on your health, so why do people start smoking? Today we will examine the internal influences, what is inside your mind and heart and the external reasons like the tobacco companies' strategies that influence some people to try tobacco products.

Teacher Input:

Tobacco companies have to replace all the users who are dying every year. So, they have all kinds of tricks to get people to try smoking. The tobacco companies think some of you are like ostriches with your head in the sand. They think you do not pay attention to the facts, but all of you are smart, good thinkers. I want to show you a video that was made for New York but is important for us too.

Show the video Tobacco Marketing and Youth: the Evidence is Clear (5:28)

<https://countertobacco.org/video/tobacco-marketing-and-youth-the-evidence-is-clear/>

Ask the following questions:

- Have you seen tobacco products in different stores?
- What has happened to tobacco advertising? Gone down
- Where is marketing money spent now? Stores
- How much is spent on marketing? \$8.5 billion a year
- Why are they marketing in stores? It works
- Where are tobacco products located in stores? eye level
- What are possible solutions? Keep tobacco products out of site; limit the number of retailers; limit retailers by schools; limit tobacco promotions and coupons

Ask: Besides tobacco retailers, who else might influence someone to use tobacco products? (list on the white board)

Possible answers: Friends, parents, other family members, famous people

Why do you think this is so?

Possible responses: Because we trust them, maybe we haven't seen harmful effects yet

Assessment:

Tell students that they will create a cartoon with <https://app.pixton.com/> or with the handout of panels (Appendix 1). Following are the requirements:

They should create a storyline where a young person goes into a grocery store, pharmacy, gas station, convenience store, or any place that sells tobacco products. One person should say how interesting the products look while the other explains the health risks and how tobacco companies are targeting young people as their next consumers. The last panel should include a hashtag of why people shouldn't smoke or a message to tobacco companies. The student can have up to six panels.

Closure:

Thanks everyone for your attention and discussion today. You did a great job creating your cartoons. And remember don't be a big tobacco replacement.

Appendix 1
Cartoon Panels

Name:
