

Health
5.ATOD.2.1 Explain possible internal and external influences to use alcohol.
5.ATOD.2.2 Evaluate the effect of advertising of alcohol companies on people’s use of alcohol.

**Materials Needed:**

- PowerPoint presentation with images from print ads for alcoholic beverages
- Appendix 1 – Advertising Appeals
- Appendix 2 – Signs (cut apart) of Reasons People Drink
- Appendix 3 – Why People Drink Alcohol (copies of scenarios for groups of three students)
- Appendix 4 – Tell Me Why . . . ? Writing Prompt (one per student)

**Statement of Objectives:**

Alcohol is a drug that is commonly used (and sometimes misused) by young people and adults. Today we will study why people use alcohol, including the effects of advertising. By the end of the lesson, you will be able to explain the influences to try alcohol and be better able to avoid its use.

**Focus:**

Say, Companies that make alcoholic beverages spend a great deal of money to persuade consumers to use their products: beer, wine, and liquor. They create ads on TV, on the radio, in magazines, on billboards and even on clothing and hats. Their goal is to encourage people to buy their product.

Provide each student with a list of Advertising Appeals (Appendix 1). Show the PowerPoint slides with print ads of alcoholic beverages. Ask students what messages the companies are trying to send to people who might drink alcohol or like to try alcohol.

**Teacher Input:**

Say, It is not a simple decision to use or not use alcohol. Many factors influence a person’s choice. A young person might be curious to try it or think that he or she will feel “grown up.” An adolescent might believe alcohol will make him or her have more fun or be accepted by peers. Adults may use alcohol to relax after work or be more comfortable at a party. Unfortunately, some people believe NEED to use alcohol because they become dependent on it. We are going to read about several people and decide what reasons influenced their choice to use or not use alcohol.

Tape the 10 signs cut apart from Appendix 2, Reasons People Drink Alcohol, around the room. Ask students to stand and move to the “Reason” they think the person in the scenario used alcohol or thinks they might use alcohol. [Teacher note: In several scenarios, there may be more than one reason.] Ask, Why did you choose this reason?

Explain there are potential negative consequences of using alcohol irresponsibly: getting into trouble with the law, disappointing parents, making poor decisions while under the influence,

being a victim while intoxicated, becoming dependent, overdosing, getting sick, having an accident, hurting someone else. Say, While it is possible to be a responsible social drinker when one is an adult, the possible negative outcomes mean that we should wait until it is legal and then only drink if able to do so in a responsible way.

Collect the assignments and select a few sentences to read to the class.

**Assessment:**

Explain that student will apply what they have learned about reasons people use alcohol in a writing assignment. They are to write an opinion piece about alcohol and the reasons people might drink. They are to give their opinions about alcohol and how they feel about young people beginning to experiment with it.

The reasons for avoiding alcohol while under the age of 21 should be presented in a logical order and should be supported by facts that express the dangers of underage drinking. In their concluding statement, students should support their point of view with reasons and information.

**Closure:**

In today's lesson, we learned the reasons (including the effect of advertising) why people use alcohol. Alcohol is not legal for young people to purchase nor is it legal for adults to purchase for young people. Even after you are an adult, you should think about the decision carefully.

# Advertising Appeals

*These are messages often used by companies that sell beer, wine, or liquor. Identify which ones are used in the print ads in the PowerPoint presentation. Sometimes more than one appeal is used.*

“Drinking makes people feel relaxed at a party.”

“If a person drinks, he or she will feel like a grown-up.”

“ \_\_\_\_\_ (a famous athlete/musician/movie star) drinks this brand.”

“ \_\_\_\_\_ (this brand) tastes good.”

“Alcohol helps people have more fun.”

“People who drink have more friends.”

“ \_\_\_\_\_ (this brand) sponsors a favorite sports event.”

“ \_\_\_\_\_ (this brand) is made to be delicious.”

“ \_\_\_\_\_ (this brand) says something about ME.”

“Alcohol makes a good party.”

“People who drink alcohol are sexy.”

“Alcohol use is funny or entertaining.”

*Remember: These are messages that alcohol advertisers WANT you to believe and are NOT true.*

Curiosity

Rebellion

Pressure from Peers

To Have Fun

To Look Like an Adult

To Be Like a Celebrity

To Relax

Effects of Advertising

Family Attitudes  
toward Alcohol

# Dependency (Need It)

## *Reasons Why a Person Might Drink Alcohol*

Tanya just wants to see what drinking a beer feels like. She's heard about getting sick, but also about getting a "buzz."

Leigh thinks Justin Timberlake is "hot" and that his commercial for Bud Light Platinum is the coolest. She loves his music and tries Platinum at a party.

Jon is told by his friends that he should try a beer because all the kids drink.

Alonzo tries a beer, because he thinks the Bud Light commercial is so funny. A rescue dog is trained to get beer out of the cooler for everyone.

Juanita is nervous around people and tries alcohol to calm down.

Kenya wants to be grown-up and can't wait till she is old enough to go to high school. She tries a wine cooler at a party with older kids.

Nita's uncle has to have a drink. His hands begin to shake if he doesn't. He recently lost his job because of drinking.

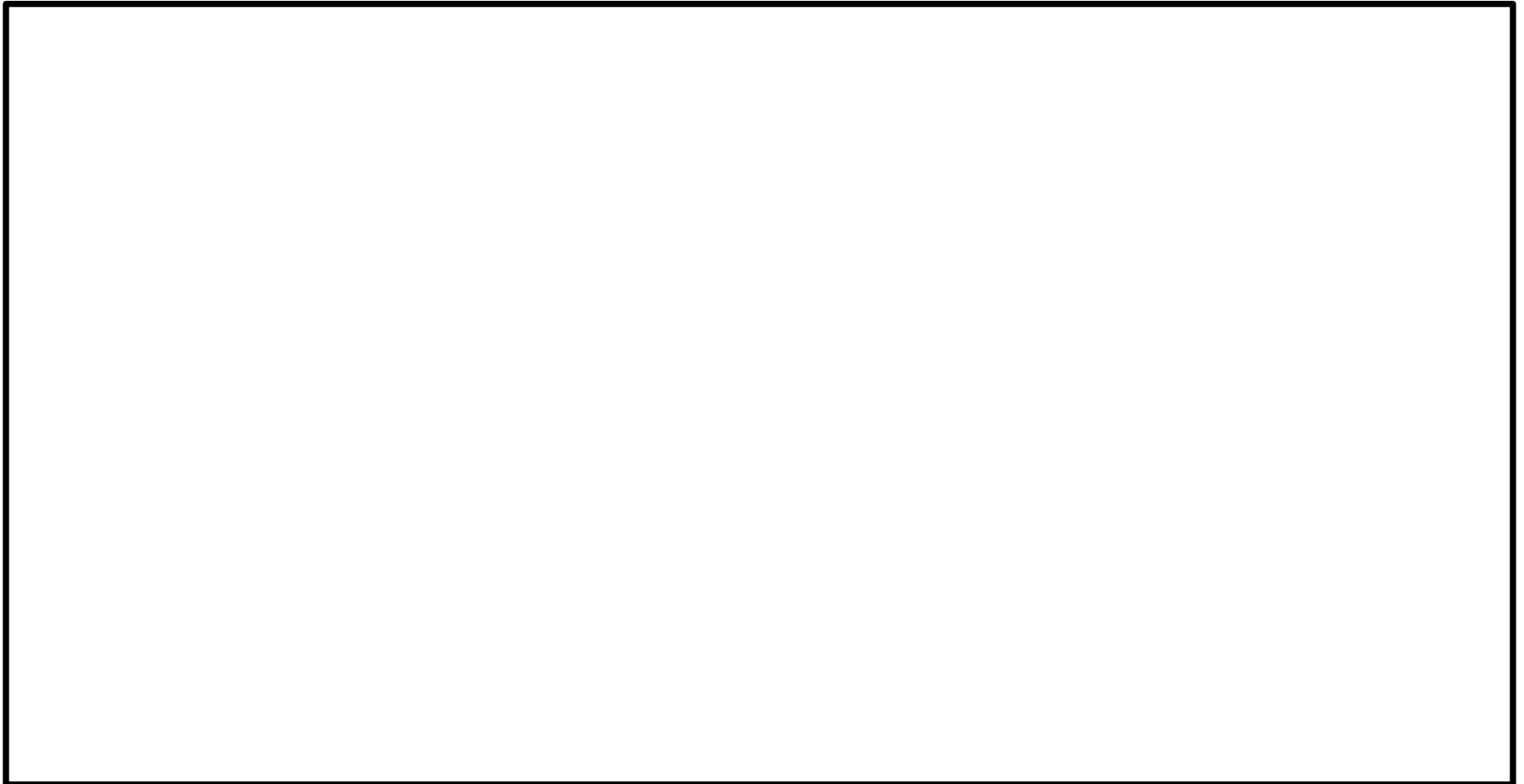
Cornell's family drinks wine at supper each night and thinks wine is okay if used responsibly.

Terry's older sister has an argument with her parents. She breaks curfew and stays out late to drink with her friends.

Austin watched a movie with drinking scenes. Everyone seemed to laugh a lot and have a good time. He experiments with alcohol because he thinks that's how it affects people who drink.

## *“Alcohol: It’s Not for Me”*

In the space provided, explain why drinking alcohol is not a good idea until the age of 21. Share why moderation and responsibility are important even after one is of legal age. Explain that for some people, using alcohol will never be a good idea. State why alcohol is “not for me.” Support your point of view with reasons and information.

A large, empty rectangular box with a black border, intended for the student to write their response to the prompt.