



# Educator Guide: Ad Creator Activity

## **Recommended for Grades:**

6<sup>th</sup>

## **Time:**

10 minutes

## **Prerequisite:**

For students to be successful in the activity, they would benefit from participating in the following lesson:

- Analyzing Influences Lesson

## **National Health Education Standards:**

This activity aligns with the following National Health Education Standards:

- Standard 1: Use functional health information to support health and well-being of self and others.
- Standard 7: Demonstrate practices and behaviors to support health and well-being of self and others.

For more information about the National Health Education Standards, visit the SHAPE America website: [shapeamerica.org](http://shapeamerica.org).

## **Learning Objectives:**

After completing this activity students will be able to:

1. Create an anti-tobacco advertisement.

## **Activity Description:**

Students will create an anti-tobacco advertisement in this activity. They can use what they learned about different advertising techniques to create their own ad using custom text, backgrounds, characters and graphics.



## Vocabulary:

Use the following list of vocabulary as a reference for yourself or your students as you complete the Ad Creator Activity. You may choose to use this list in any way that fits your needs.

- Advertisement – a paid announcement in newspapers, magazines, radio, television, online, etc.
- Cigar – a type of tobacco that is smoked. Dried leaves of the tobacco plant are wrapped in a tobacco leaf. Cigars do not have filters. They often come in different flavors.
- Cigarette – a type of smoked tobacco. Dried leaves of the tobacco plant, along with approximately 4,000 chemicals, are packed into thin tubes of paper. When lit, the user inhales the smoke from the cigarette into their lungs.
- Cigarillo – a small cigar that comes in different flavors
- E-cigarettes (electronic cigarettes) – battery-operated devices that produce a flavored nicotine vapor that looks like tobacco smoke
- Nicotine – the highly addictive chemical in tobacco products that make it very hard for people to stop using them
- Snus – a type of smokeless tobacco made from the leaves of the tobacco plant that comes in a small pouch, like a tiny tea bag full of tobacco. The pouch is placed between the upper gum and lip.
- Tobacco – the plant used to make products such as cigarettes, cigars, snus and chewing tobacco

# Handouts

Included on the following pages are additional resources that you and your students' families may find useful.



# Resources and Services: Alcohol and Other Drug-Use Prevention

- American Lung Association Lung Help Line, 1-800-LUNG-USA (800-586-4872)
- Children's Wisconsin, [www.childrenswi.org](http://www.childrenswi.org)
- KidsHealth, [www.kidshealth.org](http://www.kidshealth.org)
- LifeStance Health, [www.lifestance.com](http://www.lifestance.com)
- National Institute on Drug Abuse (NIDA), [www.drugabuse.gov](http://www.drugabuse.gov)
- Partnership to End Addiction, [www.drugfree.org](http://www.drugfree.org)
- Rogers Behavioral Health, [www.rogersbh.org](http://www.rogersbh.org)
- The Tobacco Control Resource Center for Wisconsin, [www.tobwis.org](http://www.tobwis.org)
- United States Government-Drug Enforcement Administration (DEA), [www.getsmartaboutdrugs.gov](http://www.getsmartaboutdrugs.gov)
- Wisconsin Tobacco Quitline, 1-800-QUIT-NOW



# Transcript

## Instructions

Advertising is one of the methods tobacco companies use to influence people to use their products. In this activity you'll do the opposite and create an ad that influences people not to use tobacco. Be creative! Try to create something that will influence your friends. When you're done, you can print and share your ad.



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