

Remember November! Lung Cancer Awareness Month



November Health Awareness Activity

Name of Activity: Operation Fight Back

Activity Objective (*Link to Health Awareness/Asset Focus*):

November Asset Building Focus: SOCIAL COMPETENCIES

Materials Needed:

- Flip Chart Paper for each group
- Pens/Markers
- Advertising Campaign Cards (samples next page)
- Sample tobacco ads cut from magazines (optional)

Approximate Time:

45-60 minutes

Activity Outline:

1. Begin the lesson by asking students to define the term “advertising hook.” The “hook” is a message which uses the needs and desires of consumers to persuade them that they need this product. Sample hooks include:

WE'RE BETTER: Product is better than the competition because of price, taste, quality, popularity.

CURE YOU: You have a problem which this product can cure. Ads usually start with a question.

SEX APPEAL: You will be more attractive and popular if you use this product and left out if you don't.

ROLE MODEL: Celebrities endorse the product and describe how great it is. You too can be like them.

2. **State:** “The Tobacco industry spends at least THIRTEEN BILLION DOLLARS each year to advertise and market tobacco-related products. In fact, every 20 minutes they spend more on advertising tobacco than we spend to prevent it. They have to. The cigarette industry needs to hook 1000 new smokers a day to replace those who die from tobacco use.”

3. Tell the group to pretend they are all executives of an anti-tobacco group. State: “We have been given five billion dollars to spend on an advertising campaign to prevent smoking among young people. The class will be divided into small groups and each group will be assigned a marketing hook to counteract the hooks the advertising industry uses. Each group has two tasks. The first one is to design one magazine ad or one TV commercial which uses that hook to discourage teens from smoking. The second task is to come up with other ways to prevent smoking among youth using that same hook as a theme. For example, your group could recommend sponsoring a series of concerts which raise funds for nonsmokers or for lung cancer research. Because we have 5 billion dollars, cost is not a barrier. The teams will have 30 minutes to plan and design their ideas. After 30 minutes, you will present your ideas to the class.”

4. Divide the class into groups of 5-7 people.

5. Give each group one “Advertising Campaign Card,” several sheets of flip chart paper, and pens/markers.

PROCESS QUESTIONS:

- What do you think makes tobacco advertising so effective?
- What did you learn about advertising techniques from this activity?
- Since tobacco prevention programs generally do not have five billion dollars, how should they spend the limited amount of money that they have to best reach youth?

Resources: Adapted from Teen Smoking - Pack it Up!, ©1997, Sharyn Weiss, The Bureau for At-Risk Youth.

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Operation Fight Back Advertising Campaign Cards

TEAM A: Popularity

Design a magazine ad or a commercial which shows how teens will be more popular if they don't smoke. Depict teens in situations which emphasize the popularity of nonsmokers over smokers. After you have designed your ad, brainstorm ways you could do an anti-smoking campaign using the theme of popularity to reach youth nationwide. You may want to come up with a slogan and events, clothing, or programs which communicate your message.

TEAM B: Attractiveness or Sex Appeal

Design a magazine ad or commercial which shows how teens will be more attractive if they don't smoke. Depict teens in situations which emphasize the attractiveness of nonsmokers over smokers. After you have designed your ad, brainstorm ways you could do an anti-smoking campaign using the theme of attractiveness to reach youth nationwide. You may want to come up with a slogan and events, clothing, or programs which communicate your message.

TEAM C: Athletic Ability

Design a magazine ad or commercial which shows how teens will be better athletes if they don't smoke. Depict teen in situations which emphasize the athletic prowess of nonsmokers over smokers. After you have designed your ad, brainstorm ways you could do an anti-smoking campaign using this theme to reach youth nationwide. You may want to come up with a slogan and events, clothing, or programs which communicate your message.

TEAM D: Daring Rebels

Design a magazine ad or commercial which shows how teens will be seen as more daring and courageous if they don't smoke. Depict teen in situations which emphasize the rebelliousness of non-smokers over smokers. After you have designed your ad, brainstorm ways you could do an anti-smoking campaign using the theme of cool rebels to reach youth nationwide. You may want to come up with a slogan and events, clothing, or programs which communicate your message.

TEAM E: Trendsetters

Design a magazine ad or commercial which shows how teens will be seen as leaders or trendsetters if they don't smoke. Depict teen in situations which emphasize the leadership abilities of non-smokers over smokers. After you have designed your ad, brainstorm ways you could do an anti-smoking campaign using this theme to reach youth nationwide. You may want to come up with a slogan and events, clothing, or programs which communicate your message.