

Alcohol and you **New Drink**

Age group:	11-16
Duration:	45 minutes – 1 hour
Learning Objectives:	To raise awareness that products are designed for and targeted to certain groups. To prompt discussion of which groups are targeted in what way and why? It is illustrated by example by studying adverts and designing their own 'new drink'.
N.C. links:	KS3 CIT 1h, 2a, b, c, PSHE 2b, d, f SC1, SC2.2 – Health KS4 CIT 2a, b, c PSHE 2e SC1, SC2.2
Resources:	15 magazine/newspaper adverts for a variety of alcoholic and non alcoholic beverages A4-A3 bits of paper – one per pupil Internet access www.alcoholandyou.org Colouring pencils/pens
Set-up:	Each pupil should have an opportunity to research the topic of alcohol using www.alcoholandyou.org . Split the class up into groups of 4-5 each with a working space.
Introduction:	The lesson considers how alcoholic products are targeted. Pupils are encouraged to think critically about who is targeted by a particular advert and product and by which methods. The class discuss the issues that arise. The issue is illustrated creatively by each group designing a poster to advertise a new drink on the market. The serious message of the dangers of alcohol is dealt with by adding a responsible drinking message to the poster.

Alcohol is a sensitive issue and teachers should be aware of the possibility that pupils may be from homes where there are alcohol related problems.

Session:	Each group is given one or two examples of advertisements for alcoholic and non-alcoholic drinks. Each group must discuss and decide the target audience with reference to age and gender. Each group must then present to the rest of the class which beverage they had and their conclusions on the target audience. Each pupil must then design a poster for a new drink. They must decide who their target audience is and design the drink and advert accordingly. After the posters have been designed the pupils are prompted by questions as to the dangers of alcohol. They must then add a responsible drinking message to their poster that they feel is relevant.
----------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

The posters can be displayed in the classroom and can be used as a prompt in lessons dealing with the dangers of alcohol or with other year groups.

Plenary:

Conclude by discussing the ethics of targeting to particular groups.
Vote questions can be used to focus summary discussion.
Does the class agree with targeting teenagers?
Do they think alcohol-advertising works?

Other opportunities:

You could get your class to design a poster and warning message for a different year group. They can take into consideration the knowledge and attitudes of that particular group. The class could then present their posters to the other year group.

This lesson plan subject could be redesigned for smoking or other recreational drugs.

Your notes: