

## Are You The Target?

Ages 11-14

**Activity Card 2**  
**75 Minutes**  
**Topics: Alcohol, Critical Thinking, Emotions, Media Literacy, Personal Skills, Substance Use, Tobacco**



### Activity Overview

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Youths will examine media messaging used by the alcohol and tobacco industries.

### Assessment

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The educator observes the youths' demonstrated knowledge and application of critical thinking related to messaging by the alcohol and tobacco industries.

### Equipment

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Markers, Poster paper

### Minds On

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Create and place one of four signs in each corner of the room. These signs read, "Absolutely," "No way," "Yes, but," and "No, but." Youths are asked to move to the corner of the room that best indicates their response to the following statements:

- Alcohol and tobacco are the most dangerous drugs.
- E-cigarettes may be safer than smoking tobacco products.
- Smoking should be allowed on school property.
- Drug use is a normal part of growing up.
- You can use drugs without becoming addicted.
- Drinking energy drinks is a great source of quick clean fuel.

Emphasize to youths that they are expressing opinions, not right or wrong answers, and that they may change their mind and move to another position.

Once youths are in corners, allow time (3–5 minutes) for a brief discussion so they can discuss reasons for their choices. Discussion can happen in the small corner groups, with a group representative sharing some points with the larger group.

### Consolidation

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Youth pairs share their found media and responses with another pair.

Working in their small groups, they brainstorm, or, if time permits, create counter- advertisements adopting the same advertising techniques used by tobacco or alcohol companies in their found advertisements.

Groups share their responses with the large group.