

# Smoking: Pressures and Responsibilities

## Objectives

1. Students will be able to do the following:
2. Understand some of the physical dangers of smoking
3. Understand that various factors influence their decision making
4. Understand the different advertising strategies that tobacco companies use
5. Discuss personal responsibilities regarding smoking

## Main Curriculum Tie

Healthy Living Skills: A1, B1, C1, D1

Discuss values, goals, decision-making and personal responsibility.

National Standard 2.1, 13.1, 13.6

## Materials

For this lesson, you will need:

Newspapers or magazines containing tobacco advertisements

## Procedures

1. Read the following statements to the class. After each statement, have students decide whether they agree or disagree. If they agree, they should raise their hand with a balled fist; if they disagree, they should raise their open hand with their fingers spread apart. Before reading the next question, have one student who agrees with the statement give a reason for his or her opinion. Likewise, have one student give a reason for disagreeing with the statement. Here are the statements:

- Local governments have the right to ban smoking in public places.
- Tobacco companies target young people with their advertising.
- It should be illegal for anyone under the age of 18 to purchase, use, or possess tobacco products.
- Quitting tobacco use is the same process for everyone.
- Tobacco companies are ultimately responsible for an individual's smoking.

2. Lead the class in a discussion about what factors influence their opinions about smoking, such as family, friends, celebrities, television, music, and advertisements.

3. Divide the class into small groups and have them peruse magazines and newspapers to find at least one tobacco advertisement. Ask them to identify and list the different strategies companies use in their advertising. Some strategies might be these: bandwagon, fact versus opinion, fantasy, humor, sensory appeal, statistics, or testimonial.

4 Then have the students answer the following questions about their advertisement:

- Is the ad targeted at a specific group (e.g., women, teens, a specific cultural group)?
- Does the ad give a good reason for using the product? What is the reason?
- Does the ad make unbelievable claims?
- Does the ad give useful information about the long- or short-term effect of tobacco use?

5. Hold a class discussion about personal responsibility and decision making. Who is ultimately responsible for an individual's smoking? Are people powerless under the influences of tobacco advertisements, or should they take responsibility for their smoking? Why might it be more difficult for young people to make responsible choices about smoking? Should this be a factor in how tobacco advertisements are regulated?

6. End the lesson with a discussion about the dangers of smoking. Have students identify four physical effects of using tobacco.