

Session 3: Don't Let Them Lie and Win

Starter

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| <p>Do you think advertisements influence the choices of you make? Do you think it influences other people your age?</p> |
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Get the Facts Straight

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|--|--|
| 1. _____ of middle and high school students state they had seen e-cigarette advertising in 2018. | |
| 2. The tobacco and e-cigarette industry spends _____ per HOUR on advertising. | |
| 3. List the seven appeal advertisers use to grab your attention. | |

Advertising

| Direct Advertising | Indirect Advertising |
|---|---|
| <i>When it is obvious that a company is trying to impact your buying decisions.</i> | <i>Something that hides the purpose of an ad.</i> |
| Examples: | Examples: |
| | |

Example Advertisements

| Ad # | What type of appeal(s) is it using? | How do you know? |
|-------------|--|-------------------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |

Flyer Instructions:

A flyer is a one-page paper that catches your eye and gives you useful information.

Since you have already learned so much about e-cigarettes, you are going to create a flyer to warn people your age about the risks of e-cigarette use.

1. You can use Word, PowerPoint, Canva, Google Docs, or some other useful software.
2. Include information that you have learned in this class.
3. Make sure it is eye-catching and appealing to people your age.
4. It should be school appropriate (appropriate clothing, no curse words, no images of people using e-cigarettes).