



Lesson 4

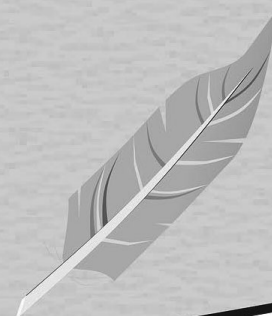
Managing risk: drugs and alcohol in the media

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Ground rules

[Add your class rules here]



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Think bubble

A young person (aged about 13) is looking at an advert, film or TV programme which is about smoking/vaping or alcohol.



Draw or write about what you can see. In a 'think bubble' write what they are thinking about this.



We are learning that mixed messages about drug use in the media exist and that these can influence opinions and decisions

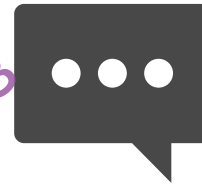


We will be able to:

- ✓ identify mixed messages in relation to smoking/vaping and alcohol
- ✓ analyse key messages, suggest who they are targeted at and why
- ✓ describe how these messages might affect a person's thoughts, feelings and actions
- ✓ explain what would help a person to make informed decisions about health and where they could find reliable information

Messages in the media

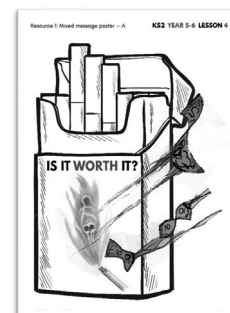
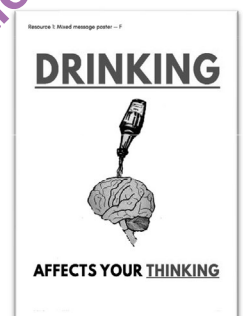
Where might a person see or hear messages about drugs in the media?



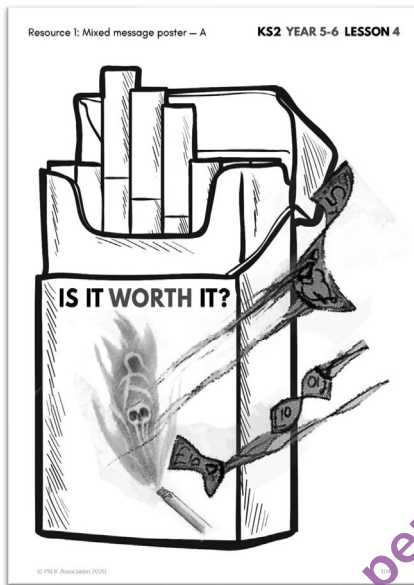
Analysing media messages

Look at the posters with your group and identify the key messages in each one.

Why do you think there are mixed messages about alcohol and smoking in the media?



Key messages



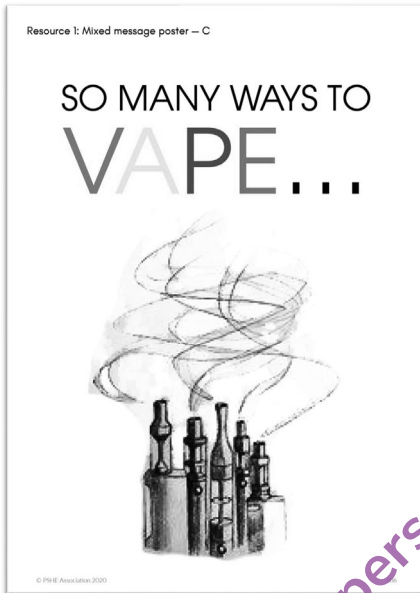
- Smoking is bad for your health
- Smoking could lead to death or fatal diseases
- Smoking is a waste of money
- Don't smoke
- ...?
- ...?

Key messages



- It's easy to become addicted (or chained) to smoking
- Smoking is a hard habit to break
- Don't smoke
- ...?
- ...?

Key messages



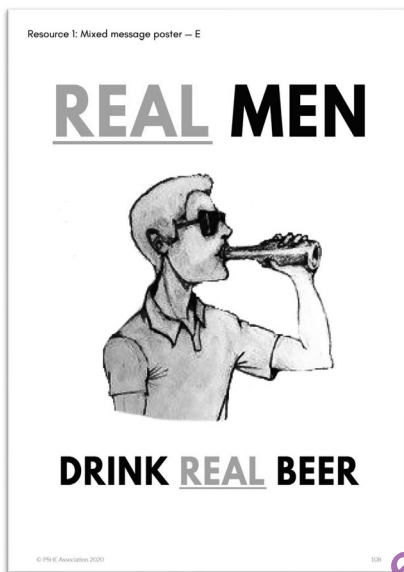
- Vape devices are quite interesting gadgets
- Lots of different types to choose from
- It's encouraging vaping
- ...?
- ...?

Key messages



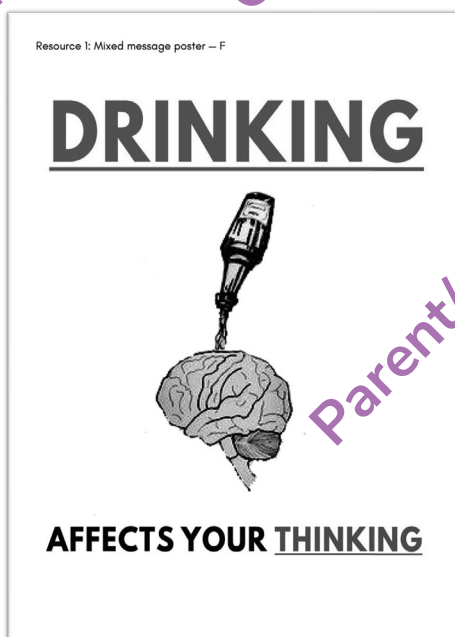
- Parties always include alcohol
- If you drink you'll have a good time
- There are certain times of day to drink
- Alcohol is fun
- It's encouraging drinking alcohol
- ...?
- ...?

Key messages



- Only men drink beer
- Beer is the best drink for men
- Men should drink beer
- It encourages drinking alcohol
- ...?
- ...?

Key messages



- Alcohol will affect your brain badly
- Drinking alcohol is unhealthy
- Don't drink alcohol
- ...?
- ...?

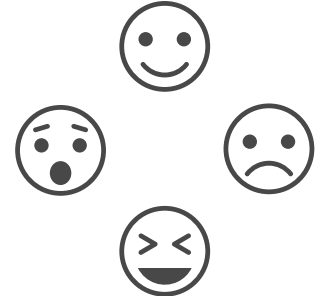
Think, feel, do

With your partner, choose one of the posters and imagine a young person looking at it.

Discuss what it might make the young person **think, feel** or **do** (or want to do).

Now 'pair/share' with another pair who chose the same example as you, do you agree?

Next, do the same with another pair who chose a different example and discuss your responses



Accurate information continuum

Which sources of information do you think will give the most reliable and accurate information about drugs?

Organise the cards on a continuum from least to most likely to be reliable and accurate.

Least likely

Most likely



advert on a bus/
train/underground

friend

parent

teacher/PSHE
lesson

TV documentary

www.nhs.uk/live-well

news story

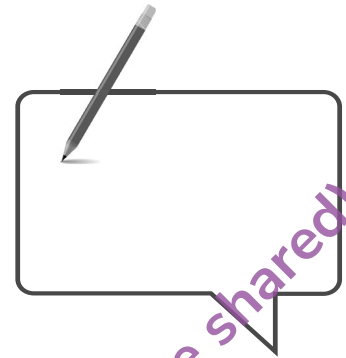
story in a film/book

Reflecting on today's lesson

Go back to your *think, feel, do* worksheet and imagine you are giving advice to the young person looking at the media advert.

Write them a message using the sentence starters:

- *You might think that...*
- *But this might not be reliable because...*
- *Some facts about the effects of smoking/vaping/drinking alcohol are...*
- *Somewhere you could get further information is..*



What has been learnt?

Complete the following sentences:

- The lesson has made me think about...
- The mixed messages in the media about smoking, vaping and alcohol include...
- People should...
- I have learned that...

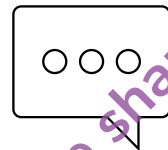
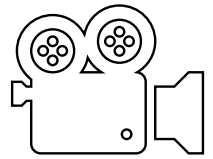
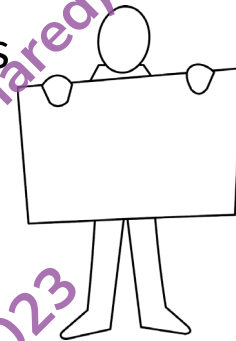


More activities

Design material that accurately informs young people about the risks of smoking/vaping/drinking alcohol.

It could be:

- A poster
- Film or radio clip
- Public health social media message



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