

Chapter 21 • Lesson 2 Choosing to Live Alcohol-Free

Health Skills Practice: Analyzing Influences

Seeing Through Alcohol Advertising

Directions Read the information below. Then complete the activity that follows.

Think of alcohol advertisements you've seen. What images come to mind? By understanding the ways in which advertisers work, teens can make an informed choice to avoid alcohol. To analyze an alcohol ad, ask yourself the following questions:

- **What is really being advertised?** If an ad shows a group of attractive people enjoying a product, it is "selling" the experience of being in a group of happy, popular people.
- **What is the hidden message?** For example, an ad that shows beer being consumed at a party gives the hidden message that you need a particular brand of beer to have fun.
- **What is the truth?** Think about the truth behind the advertisement. A party shown in an advertisement is staged. The people who look like they are having fun are acting. None of the risks of alcohol use are shown.

Analyzing Alcohol Ads

Select three examples of alcohol advertising. For each example, answer the following questions. Use an additional sheet of paper if you need more room.

1. What is really being advertised? Analyze how the ad appeals to an emotion or a desire in a particular audience.

2. What is the hidden message? Create a caption that describes what the advertisers want the intended audience to believe about drinking alcohol.

3. What is the truth? Explain why the ad is misleading, using at least three facts about alcohol use that the ad does not mention.

4. Summarize what you have learned by writing a statement about the truthfulness of alcohol advertising.

Chapter 21 • Lesson 3 The Impact of Alcohol Abuse

Health Skills Practice: Decision Making

Making Choices About Alcohol

Directions Read the scenario below. Then complete the activity that follows.

Scenario:

Kendra and a group of her friends decided to rent a limousine to go to grad night. Kendra was really looking forward to the evening until she realized her friends were planning to drink in the limousine. When Kendra disapproved, her friends said they weren't going to get drunk, they were just going to have a few beers on the way to and from the party. They reminded her that they weren't driving so there was no safety risk. Kendra knows that it is illegal for teens to drink alcohol, and the school deals severely with students who are caught drinking. She no longer wants to go in the limousine. What should Kendra do?

Apply the six steps of the decision-making process to Kendra's situation.

1. **Step 1: State the Situation** What decision is Kendra trying to make?

2. **Step 2: List the Options** What are Kendra's choices? List two options.

a. _____

b. _____

3. **Step 3: Weigh the Possible Outcomes** What might happen if Kendra were to act on each option you listed for question 2?

a. _____

b. _____

4. **Step 4: Consider Values** If you were Kendra in this situation, what values would guide your decision? Describe how your values relate to each option.

5. **Step 5: Make a Decision and Act on It** What decision would you make if you were in Kendra's position? How would you put your decision into action?

6. **Step 6: Evaluate the Decision** If you were Kendra and had made this decision, how would you evaluate it? Describe how you would decide whether it was a good choice.
