


A brief regarding...

Under the Influence? Educators Kit on Alcohol Advertising



A versatile and user-friendly educator's kit to encourage critical thinking about the media, particularly alcohol advertising. Suitable for grades 7-10 teachers.

Educators: Are you searching for an exciting resource which integrates curriculum expectations related to media literacy (grades 7, 8)? media arts (Grade 10)? and substance use and abuse (grades 7-10)?

Under the Influence is a refreshing presentation which raises awareness regarding the negative consequences of drinking, helps students demystify the media and provides surprising information concerning the obvious and more subtle strategies alcohol advertisers use to promote their products.

In addition to contributing to a more media savvy society, it would be a useful tool for teachers, health promotion professionals and youth leaders to engage youth in discussion about how advertising can influence all of us.

The interesting exercises provide students with a forum to both learn about and express their opinions, concerning the current alcohol advertising regulatory system. There is an extensive video list, which, in conjunction with discussion, enhances the educator's ability to vary the learning format.

This kit also provides empowering projects/activities that can be completed by students before, during or after the lesson. Some of these activities can be an opportunity to motivate youth to change their environment for the better.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has"

- Margaret Mead, renowned anthropologist.

Wishing you all the best in your work,
Beverley MacLean-Lindsay, ARAPO Committee Volunteer

For more information and/or to order the educator's kit, contact:
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