Grade 10 Lesson Plan: Unit 30 – Are You Smarter Than a Marketing Executive?

SOLs
- 10.1.g) Research trends in teen use/abuse of alcohol, tobacco, and other drugs and their impact on the community.
- 10.2i) Explain the role of the environment, individual behavior, social norms, legislation, and policies in preventing intentional and unintentional injuries.
- 10.2.j) Analyze the influence of emotions and peer approval on personal decision making.
- 10.2.k) Explain the value of positive self-image, self-esteem, and self-control when faced with peer pressure.
- 10.3.n) Identify and create a plan to address a community health-related social issues such as organ donation, homelessness, underage drinking, or substance abuse.

Objectives/Goals
1. Student will be able to identify the increasing trend of youth e-cigarette use.
2. Student will be able to analyze the increasing trend of youth using e-cigarettes.
3. Student will be able to analyze the influence of peers on decision-making.
4. Student will be able to explain social norms of e-cigarette use.
5. Student will be able to create a plan to address e-cigarette use in youth.

Materials
- Big Tobacco Web Scavenger Hunt
- Are You Smarter Than a Marketing Executive? PowerPoint or Prezi
- Instagram Public Service Announcement
- E-Cigarettes Summative Test

Procedure

<table>
<thead>
<tr>
<th>Step #</th>
<th>Description</th>
<th>Objective # Addressed</th>
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| Step 1 | Essential Questions:  
  - What do e-cigarettes appeal to young people? | |
### Step 2
As students enter the class, they will begin on a web scavenger hunt at their desks.

### Step 3
Begin the PowerPoint or Prezi with Guided Notes
- National trends of youth use of e-cigarettes
- Marketing strategies used by Big Tobacco
- Guided Notes provided below

### Step 4
Instagram Public Service Announcement
- Students will create a PSA about e-cigarettes
- Must include a hashtag and at least one fact about e-cigarettes
- Provided below

### Step 5
Summative Test
- Provided below

#### Assessment Ideas
- Instagram PSA
- Summative Test

#### References
- Marie Leake, M.A.T. Albemarle County Public Schools

#### Handouts
- Big Tobacco Web Scavenger Hunt
- Guided Notes
- Instagram PSA Worksheet
- Summative Test
Big Tobacco
Type this link into your browser to find the answers:
https://tinyurl.com/mchsbigtobacco

Vaping Associations say they oppose selling to minors, but 60 members were put to the test. ______ failed.

Cheer Up Big Tobacco!
(Use the small side arrows to scroll through the pictures in this section and read the blurbs)

Big Tobacco’s had a rough go of it. Between declining US smoking rates, lawsuits, and all that pesky regulation, they must really miss the good ol’ days. But chin up, we say! With e-cigarettes, they’re positioned to get back to their former glory.

There’s nothing stopping you from making gummy bear flavored e-cigs!

Teens who vape are _____ times more likely to smoke cigarettes.

With e-cigs you are allowed to advertise on ____________ again!

The e-cigarette industry is estimated to grow to $________ Billion in the U.S. by ______.
Good for Big Tobacco. Bad for everyone else.

Science!
(Use the small side arrows to scroll through the cigarette and e-cigarette ads)

If it’s futuristic, it must be good for you, right? Just like with Chesterfield, Vuse works the high-tech angle, even going so far as to call it a “digital vapor cigarette.” What does that even mean?

What are some recurring images or themes in the cigarette and e-cigarette ads?
1. ______________________________________________________________
2. ______________________________________________________________
3. ______________________________________________________________

Cigarette advertising has been banned on TV for over _______ years, but e-cig ads are on the air right now.
Every single Big Tobacco company owns at least ___________ e-cigarette brand.

Name:_____________________________  Pd:__________ Date:____________

Instagram Public Service Announcement

Directions: Draw an anti-vaping ad below. You must include at least one fact about vaping and a hashtag.
Are You Smarter Than a Marketing Executive?

In just one year, high school student e-cigarette usage increased by ________%. This is a nationwide ________________.

There has been an increase in overall tobacco use as well.

High School:
- 2018: ________%
- 2017: ________%

The Media

There are very few marketing restrictions for e-cigarettes. Unlike traditional cigarettes, e-cigarettes can be advertised on _______________ and ______________. All other tobacco products cannot.

In 2018, the FDA made it ________________ for companies to label nicotine products to look like kid-friendly food products.

New Packaging Requirements

All tobacco products are now required to have a _______________ _______________ label, including e-cigarettes. The warning label must comprise at least ________% of the two largest display panels and be in a big, legible font.

Social Media Campaigns

Most recently, e-cigarette brands, like JUUL, have used _______________ ______________ to market and promote their products. For its launch in 2015, JUUL spent more than _____ ______________ to market the product on the internet.
E-Cigarette Summative Test

1. What do “vapes” produce?
   a. Smoke
   b. A vapor
   c. An aerosol
   d. A mist

2. What is the addictive chemical from e-cigarettes?
   a. Nicotine
   b. Dopamine
   c. Adrenaline
   d. Benzene

3. What hormone is released in our brain when we enjoy something?
   a. Adrenaline
   b. Nicotine
   c. Dopamine
   d. Formaldehyde

4. E-cigarette use can double your risk of a heart attack.
   a. True
   b. False

5. Some chemicals found in e-cigarettes can result in:
   a. Asthma
   b. Lung Disease
   c. Lung Cancer
   d. All of the above

6. Which answers below is equal to the amount of nicotine in one JUUL pod?
   a. Half a pack of cigarettes (10 cigarettes)
   b. A whole pack of cigarettes (20 cigarettes)
   c. 1 cigarette
   d. 5 cigarettes

7. The use of e-cigarettes increases your chances of using other tobacco products.
   a. True
   b. False
8. The age to purchase nicotine products in Virginia is ________ years old.
   a. 18
   b. 21
   c. 16
   d. 25

9. On average, what is the number one reason teens use e-cigarettes?
   a. The media
   b. Availability of flavors
   c. Their friends
   d. False belief that they are not bad for you

10. What is at least one thing you learned during this unit?

    ____________________________________________________________________
    ____________________________________________________________________
    ____________________________________________________________________
    ____________________________________________________________________
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    ____________________________________________________________________