



LESSON PLAN

Module 3A-2

Presenting: “Advertising & Media Influences on Alcohol Use”

Target Audience: Parents and other adults. Can be used as background info for advocates, including youth advocates.

Size of Audience Workshop is Designed For: Ideal for 20-40. Can be delivered to a much larger audience.

Audiovisual Needs:

- TV / DVD player or Video Projection system – depending on size of audience
- Capacity to project PowerPoint.

Room Set Up: Theater style

Workshop Description: This lesson is designed to be delivered to an adult audience with a goal of motivating parents to be more aware of the pro-drinking media influences that their kids are exposed to. Provides an analytical look at alcohol advertising tactics and how alcohol advertising and other promotional media reduces the perception that underage drinking and alcohol abuse has serious risks. The presentation also demonstrates how alcohol advertising is highly appealing to kids and often located or placed in locations where kids are sure to be heavily exposed to it.

NOTE: Depending on the time available, the audience, and your training goals – this lesson can be amended, shortened or adjusted as needed. See also related Module 2G *Pop Culture Influences*.

Participant Learning Objectives; At the conclusion of the workshop, participants will be able to:

- (1) List at least 6 key "Things on Teens Minds" that are commonly found in alcohol advertising.
- (2) Identify 3 deceptive advertising themes or image types that the alcohol industry has used to mislead or distract or misinform the public when shown sample advertising.
- (3) List 3 ways the alcohol industry has advertised in the past that would be highly attractive to young children. .
- (4) Describe 1 technique where a parent can use alcohol advertising to initiate a conversation about the consequences of alcohol.

Advertising & Media Influences on Alcohol Use

INTRODUCTION

- [Optional] OPENING SKIT: ***The Interview*** [script can be found on the Flash Drive in the folder for Module 3A-2] Optional PPT frames support the skit – see supporting PPT for this lesson plan.
- INTRO TO INSTRUCTORS:
- Question to Class: What are the issues that teens and often preteens are really concerned with, preoccupied with or anxious over? What are they focused on, worried about, putting their time into, or almost obsessed with?

[Take answers from the class and attempt to build a list that includes all or most of the following:]

Here are the 6 most common answers that we tend to get from both parents **and** teens:

- **Appearance** (may include weight, complexion, clothing, being in style)
- **Sex** (may include girlfriends/boyfriends or sexual matters in general)
- **Music**
- **Friends** (having them, who the friends are, having a group to be with).
- **Sports** (playing and/or following sports)
- **Video/Computer** (including games, social media, internet, etc.)
- An occasional kid may be preoccupied w/ homework, religion, grades, yard work or helping mankind – but these are the top six we normally get from parents ---- AND the students when we ask them.
- Keep this list in mind... we will come back to it. **Handout titled “6Things” passed out here for later reference in this presentation.** [This handout can be found on the Flash Drive in the folder for Module 3A-2]
- **Media.**
 - The definition of media is broad and includes music, television, advertisements in magazines and other forms of media.
 - What formats of Media do teens see regularly? [Looking for things like Magazines, TV, movies, etc. Take several answers – then address them in this order].

- Magazines: **PP: In one survey a few years ago: Ten magazines** (with at least 25% youth audience) accounted for more than a quarter of all alcoholic beverage ad spending.
- Television shows:
 - **PP:** Alcohol ads appeared during 2001 on 13 out of the 15 television shows with the largest teen audiences.
 - But often TV shows themselves have pro-drinking messages
 - Video of TV Shows as examples [pause after each clip and ask the audience “what is the message about alcohol if your kids are watching this show”. Does it portray caution? Suggest any risk?
 - **Play Video titled: Pop Cul-TV shows2012 found on the flash drive in the video folder for Module 2G Pop Culture Influences.**
- **PP:** Movies – optional - **Play Video titled: Pop Cul-Movies2012 found on the flash drive in the video folder for Module 2G Pop Culture Influences.**
- **PP:** Music: Play a sample song with alcohol / drinking reference in it.
A study of the top 279 songs on the Billboard charts in 2005 found that 33 percent included alcohol and other drug references
You may instead use the video titled: Pop Cul-Music2012 found on the flash drive in the video folder for Module 2G Pop Culture Influences.
- Our youth are exposed to a variety of pro-alcohol messages that rarely discuss risks – beyond the risk of Drinking and Driving.
- And Advertising and promotions from the alcohol industry are just one type of media influencing us. We are going to focus the majority of the rest of this presentation on alcohol industry ads and promotions.

THE REAL RISKS -- Before we discuss the media any further – let’s quickly go over the key risks that we would want advertisers to caution us (and our kids) about - but you rarely see in the media and never in advertising:

- **ADDICTION:**
 - **The first thing the alcohol industry won’t warn you about is that alcohol is very addictive.**
 - Anyone can get addicted... it’s just a matter of drinking enough to mess up your brain chemistry... and in fact there are 14 million alcohols currently in the US...
 - None of the 14 million probably intended to be addicted to alcohol – most people think they are controlling it until it is too late. Alcohol lets you feel you are in control... while it makes many people actually dependent.

- Also, the younger someone starts drinking - more likely they are to be a problem drinker as an adult.
- Everyone in this room probably knows some who has or has had a drinking problem
- You never saw a beer commercial where they ever mentioned the word “addiction” or alcoholism.
- **Power Close:** Alcohol can be very addictive – but don’t count on the alcohol industry to warn you about that.

○ **Reduces learning potential**

- The 2nd thing the alcohol industry doesn’t want you to think about is that drinking can hurt your learning ability and school performance...
- Developing organs are more susceptible to actions of any poison
- The brain continues to grow and develop until age 22.
- Alcohol does more damage to teen brains because they are developing... much less of a problem once the brain has fully developed around age 22
- For young drinkers this damage can reduce your learning ability by as much as 10%
- **Power Close (a little different):** But don’t wait for (Alcohol Industry) to warn...

○ **Impairs decision making...**

- **The next thing... hurt decision making**
- Alcohol messes up the part of the part of your brain that makes judgments... the part of your brain that says: **hey I’m in a dangerous situation, I’d better not do this.**
 - Alcohol use may lead to pregnancy,
 - STDs
 - And taking other risks
- But don’t wait for (Alcohol Industry) to...

○ **Falls and Accidents –**

- Another thing the alcohol industry won’t want you to think about is falls and accidents.
- Alcohol affects the part of the brain that controls balance and coordination – so someone who is drinking is more likely to lose their balance and hurt...
- Alcohol also affects the part of the brain that assesses risks and keeps you from doing something crazy – so they are less aware of a dangerous situation and more likely to take chances you wouldn’t normally take.
- Combine those 2 things and you have a person with poor coordination who is not paying attention of danger... **AND THEY ARE ALWAYS GETTING HURT**
- For Example: PowerPoint articles --- review in quick succession
- The alcohol industry didn’t warn any of these people and they won’t warn you or your kids either.

[BACKGROUND ONLY Researchers report that unintentional fatal injuries related to alcohol increased from about 1,500 in 1998 to more than 1,700 in 2001 among U.S. college students aged 18-24.]

○ **It makes some people violent**

- Another thing the alcohol industry Is that alcohol makes some people violent.
- Alcohol switches off the part of the brain that restrains you from doing something that you know you shouldn’t

- Someone is far more likely to get into an argument; take a swing at someone; or get into a fight if they have been drinking.
- Alcohol – can make people violent – but don't wait for a warning from...

○ **Alcohol Poisoning**

- Another thing the alcohol industry won't want you to think about is Alcohol Poisoning
- The entire time you have been sitting here – your heart has beat and you breathed - - -
- and no one had to remember... it just happened ... because there is a part of your brain that does that automatically... until something messes that part of the brain up.
- A person can drink so much that they shuts off the part of the brain that tells the heart to beat...
- When that happens blood no longer moves through the body bringing Oxygen to the brain. When that happens – there is about 5 minutes for someone you are with (who might also be drinking) to notice before the person dies. The brain can only go about 5 minutes without Oxygen.
- EXAMPE: [Sam Spady video clip from Module 3A-2 is optional here]
- CLOSING: You can drink so much it stops your heart - but they won't warn you or your kids about Alcohol Poisoning either.

• **DEPRESSION:**

- Another thing that the alcohol industry wont tell you about is the alcohol can increase a persons likelihood of feeling depressed or going into depression
- While a person may feel or seem happy, energetic and outgoing the reality is that alcohol messes with the chemicals in your brain and can cause depression.
- Alcohol is a chemical depressant which diminishes functional activity usually by depressing the nervous system.
- In fact – people who attempt suicide are very often found to have alcohol in their system and it is felt that the alcohol helps some people to go through with a suicide attempt.
- Alcohol can complicate depression and mental illness – but don't count on the alcohol industry to tell you about that either...

• **VULNERABILITY Makes you vulnerable... less able to protect yourself**

- The last thing the alcohol industry won't tell you about is that when people drink – they can leave themselves vulnerable... or less able to protect themselves.
- Brief mention of Lyndsey Kadziauskas or if time permits – optional to play video #4 “Risk of sexual assault” found in the folder for Module 3A-1 (which is not this Module).

8 Things Handout: Handout titled “8Things About Alcohol” passed out here. *[This handout can be found on the Flash Drive in the folder for Module 3A-2. There is a longer or a shorter version available].*

THE GOAL OF ADVERTISERS

- Advertisers use the media to promote their message – normally geared to motivate the public to purchase a product.
- All advertising
 - Has a specific target audience that it hopes to impact.
 - Is specifically designed to use one or more strategies to influence the individual to purchase the product.
- There are a variety of strategies or techniques that are employed by advertisers to motivate individuals to purchase their product. These include:
 - Emphasizing the **quality** of the product.
 - Emphasize **the pricing** advantage of their product.
- In this presentation, we will focus on the technique of: **ASSOCIATION**
 - If you make a product like tobacco or Alcohol – where there are some negative parts to using your product (Addiction; Depression, violence, falls) You want to use a different technique.
 - In association advertising you:
 - Create a positive feeling or image within the advertising, and then:
 - Associate their product with that positive image/feeling.
- And this is repeated and repeated... over and over and over again
- In this way the advertisers hopes that the individual will be left with a positive image about the product.
 - Often the image created has nothing to do with the nature of the product that is being advertised.
 - For example - using race cars and race drivers to advertise a product that makes you a terrible driver and is connected to 1,000s of highway fatalities each year.

WHAT ARE THE TYPES OF POSITIVE IMAGES THAT ARE CREATED BY ADVERTISERS?

- Ask the audience to name some common **positive themes** for advertising images. After getting a few – show them these in the following order:
- Now we are going to show you some examples of positive images often used in alcohol advertising:
 - One type of positive image they use in alcohol advertising is of people who have a high level of confidence, assertiveness, and **independence... like in these ads on the PP**
 - “you just know who you are”
 - “Rum all grown up”
 - One type of positive image they use in alcohol advertising is of people who are young, **attractive**, well dressed, stylish and **Sexually appealing** images. Like these ads...
 - Another type of image used is of individuals that are **athletically successful or good in sports**.
 - And for the guys they associate their product with being rugged and macho
 - And they associate their product with Music:
 - They also use images of individuals that are achieving a great deal of social approval and acceptance by others, look at all the **friends these drinkers have in these ads...**
 - ... And they are all having a great time – like you couldn’t have fun without drinking...
 - ... In fact it’s gotten to the point where the term “to Party” has become to mean to drink.

IMPACT OF IMAGE ASSOCIATION

- Products that are harmful, such as tobacco and alcohol use the technique of association because telling the truth would make it unattractive to use their product.
- In this way they are able to:
 - portray the product as **harmless**
 - portray that it is **normal** behavior (everyone is doing it)
 - **decrease the perceived risk ...**

- **all of which is designed to increase use (sales)**
- Compare the list of advertising themes used in association with the parent's list of THINGS ON KIDS MINDS compiled earlier.
 - Show PP frame with same list. Identify similarities with the way alcohol is advertised and the list they made earlier in the class... The last one was video and computer --- we didn't show you anything like that - -take a look at this:
 - PP Frame Matrix movie followed by Heineken beer ad with video game console...
 - Who are they advertising to here – the parents? Grand parents?
 - [Optional] Are they advertising to kids on purpose? Here is what they have said in the past:
 - The voluntary code of conduct for the distilling industry says: "Distilled spirits advertising and marketing should not be placed in any communication intended to appeal primarily to individuals below the legal purchase age."
 - ***The makers of Budweiser had this to say when asked about advertising to kids:***
 - ***"We do not target our advertising toward young people, period."***
 - PP next frame is optional – it is the code of conduct from the brewing industry:
 - They say they don't target kids – but let's look at some of their past practices:
- They have advertised using cartoons and animals – is this advertising to adults?

Past alcohol advertising by Budweiser and others:

- The beer industry has used **ANIMALS to advertise** products:
 - Reference PowerPoint
- And they have used animated **SUPER HEROES**
 - PP: Like Budweiser's **Bud Man** shown here
 - PP: And the Pabst Blue Ribbon **Cool Blue Man**

- PP: And **Mighty Malt** character from brewer Anheuser-Bush
- And they have used **Trick or Treat** as an advertising tool
 - Complete with masks you can wear - show sample if you have one- refer to PP as well.
- And all kinds of **TOYS** that advertise alcohol.... Like these examples:
 - **Refer to PP**

APPLIED LEARNING: REVIEW OF SAMPLE ADVERTISEMENTS

[Optional as time permits]

- Consider the following advertisement and marketing material and ask the audience to identify key images that the advertisements are using that also appear on the list of “things your kids are preoccupied with” that was made at the beginning of the class. Have audience refer to the handout ***Six Things on Kids Minds (previously passed out)*** to help them remember the list.
- Instructor shows samples of TV advertisements while pausing periodically to allow audience to identify where they saw images that would be attractive to teens or younger kids. ***Play Video titled: Pop Cul- Advertise2012 found on the flash drive in the video folder for Module 2G Pop Culture Influences.***

CONCLUSION

- Images and pro-alcohol attitudes are successfully being marketed to our children... and us.
- It works. Particularly since the opposing (prevention) point of view is not as well funded or slickly packaged.
- Advertising and media images are not going away. What can be done?
 - ✓ Know the consequences and be able to articulate them to your kids at an age appropriate level... kids learn "risks" from parents starting at a very early age. If you fear traffic they will learn respect for a busy street...
 - If you display respect, caution, and concern for the potential of alcohol to damage your life, they will absorb that.
 - If you don't see underage drinking as risky or if you can't explain the core risks of alcohol use... it will be hard for your kids to learn caution, respect and a sense of risk from you.

- Remember that their music, movies, TV shows and the alcohol industry itself are all telling them it's harmless fun.
- ✓ Take advertising as a "teachable moment" to alert your child of the manipulation and deception involved. Make sure they understand what "isn't" being told to them and why the advertisers don't want to tell you.
 - [Optional] Freeze Action Theater (found in Module 3A-4) Exercise #1 "Beer Ads as a Teachable Moment" may be used here as a way to close out the presentation.
- ✓ Early on - establish a clearly articulated family rule – a stated expectation: "I expect that you won't drink and if you do there is going to be trouble." This expectation can be established long before there is risk of underage drinking (which means well before age 12-13) anytime the conversation turns to alcohol.
- ✓ Watch your own use. You don't have to be a non-drinker. But know that kids - at a very young age – are keenly aware and observant of what you drink, how much, and under what circumstances.
 - Is it the way you celebrate?
 - Do you drink to relieve stress?
 - Is there ever a cookout where alcohol is not present?
 - What does the ADULT drinking kids see --- look like... **to them?**
- ✓ Watch the way you speak about alcohol when youth are present – even if only joking between adults. It is better not to reinforce the alcohol ad's messages. What is the take away message a kid gets if they overhear something like:
 - What a day at the office I had today - I need a drink!"
 - Or for example: Having your kids over hear a comment making light of "How drunk Uncle Joe was at the (cookout/party/wedding) that he fell down" Making it seem as if that was humorous (which it might have been to the adults), but not a source of concern.
 - Is that still your first drink? Come on, don't be a wimp.
- What we have tried to do here today is make you more aware and sensitized to the attitudes and messages your kids are seeing about alcohol... and we hope we have given you some information and ideas you can use to tip the balance more in your favor and your kids' favor.

- You have one big advantage over the media and the alcohol advertising...
- you have unlimited access to your kids over a period of years...
- and a chance to be the biggest influence of all on them if you choose to use that advantage.