



## 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

| Step # | Description   | Objective # Addressed |
|--------|---|-----------------------|
| Step 1 | Essential Questions: <ul style="list-style-type: none"> <li>● What do e-cigarettes appeal to young people?</li> </ul> |                       |

|        |   |             |
|--------|---|-------------|
| Step 2 | As students enter the class, they will begin on a web scavenger hunt at their desks.  | #2          |
| Step 3 | Begin the PowerPoint or <a href="#">Prezi</a> with Guided Notes <ul style="list-style-type: none"> <li>● National trends of youth use of e-cigarettes</li> <li>● Marketing strategies used by Big Tobacco</li> <li>● Guided Notes provided below</li> </ul> | #1, 2, 3, 4 |
| Step 4 | Instagram Public Service Announcement <ul style="list-style-type: none"> <li>● Students will create a PSA about e-cigarettes</li> <li>● Must include a hashtag and at least one fact about e-cigarettes</li> <li>● Provided below</li> </ul>                | #5          |
| Step 5 | Summative Test <ul style="list-style-type: none"> <li>● Provided below</li> </ul>   | #1          |

### 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

Name: \_\_\_\_\_

Pd: \_\_\_\_\_

Date: \_\_\_\_\_

**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.

**AreYouaFoolForJUUL**



Liked by **StopVaping** and **HealthSmartVA**

**AreYouaFoolForJUUL**

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Name: \_\_\_\_\_

Pd: \_\_\_\_\_

Date: \_\_\_\_\_

**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.

Name: \_\_\_\_\_

Pd: \_\_\_\_\_

Date: \_\_\_\_\_

## 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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