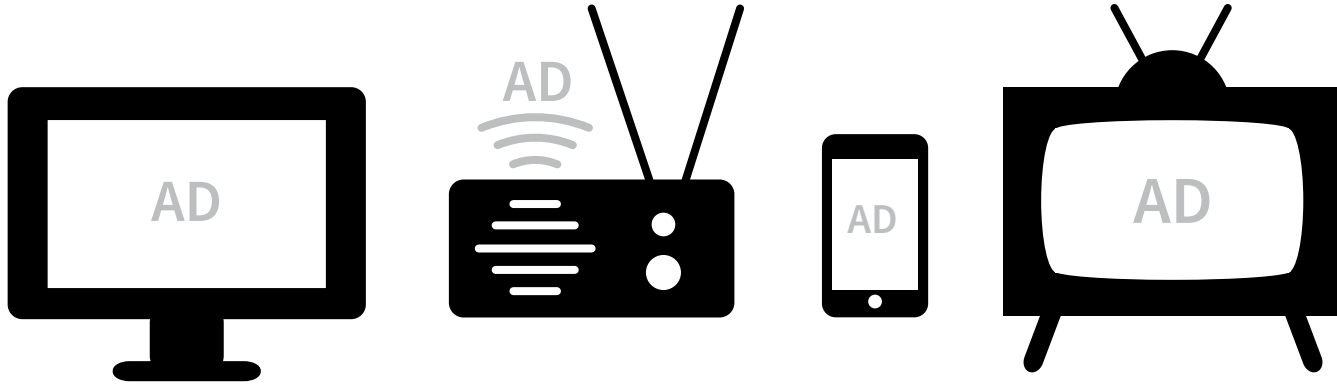


HOPE Curriculum: Lesson 1

Influences on Substance Abuse

Advertising Has a Strong Impact

Our last activity showed us that advertising has a strong impact on the choices that we make. Now let's look at this topic when it comes to prescription medication.





Pay Attention!

The role of advertising prescription medication in the US.

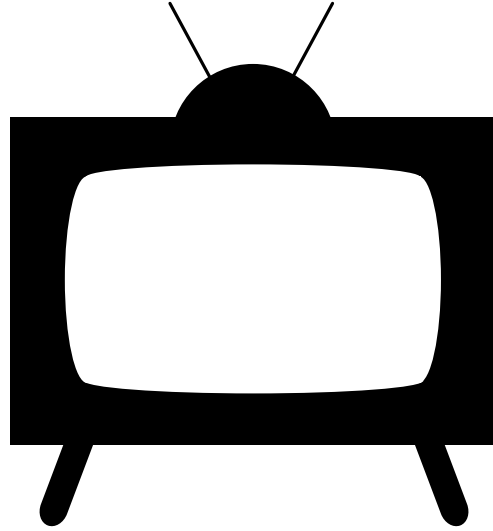
Did you know?

The US is one of two countries in the world that allows prescription medication to be advertised on TV? How many of you have seen these types of commercials?



Can you guess the other country?





The United States and New Zealand are the only two countries that allow prescription medications to be advertised on television.

What do you think?

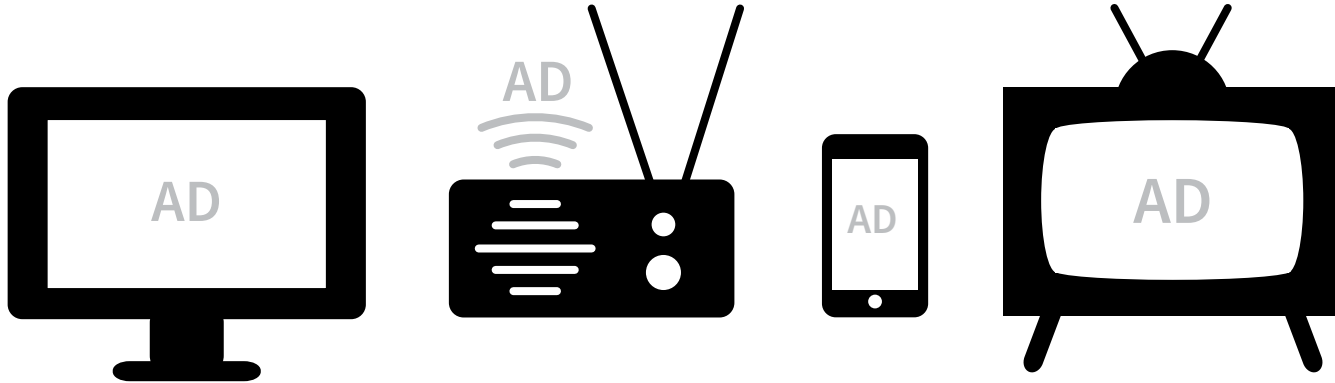
- On your worksheet, list 2 pros and 2 cons for having these ads on TV.

HOPE



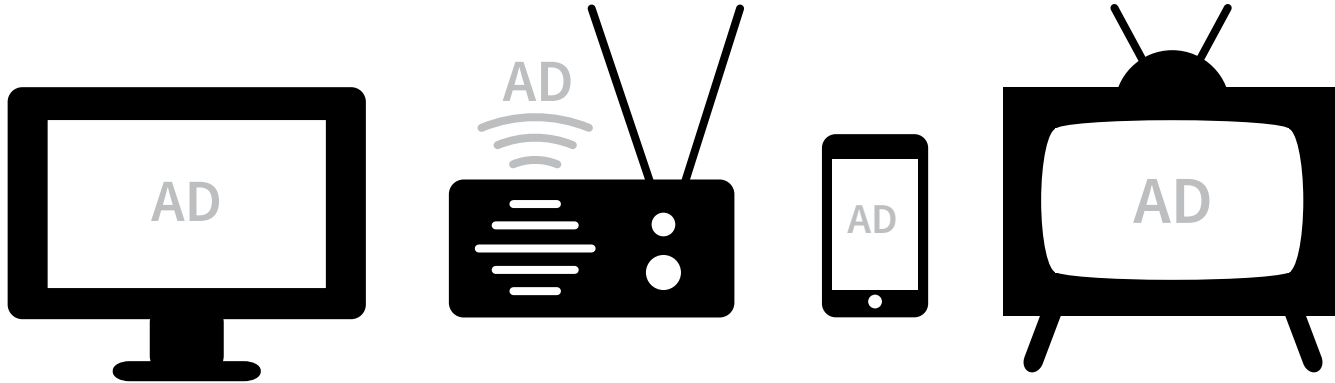
PROS of Direct-to-Consumer (DTC) Ads

- Seeing an ad can spark **conversation** between patients and their doctors.
- These ads **can inform the public** about diseases and treatment options.
- The profit from these ads can be used by pharmaceutical companies towards more **research**.



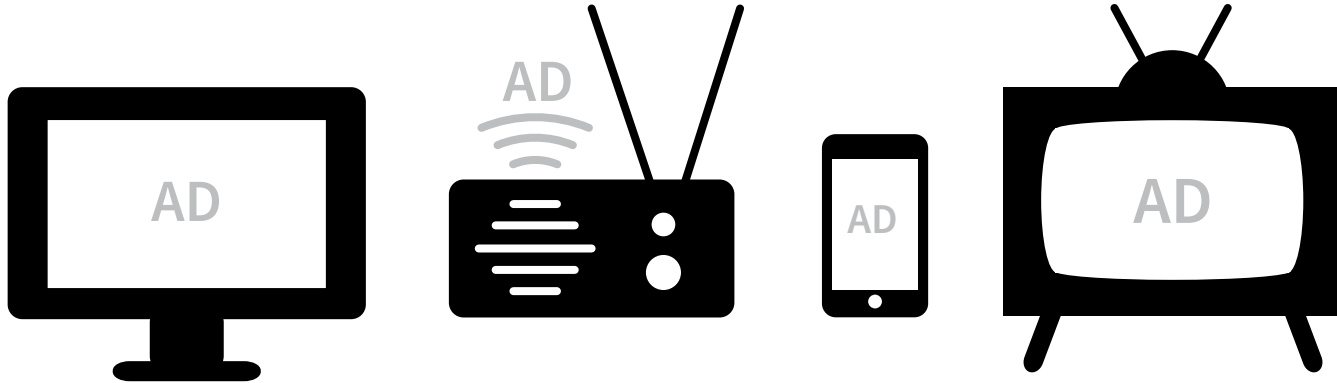
PROS of Direct-to-Consumer (DTC) Ads

- **Free speech** should protect these ads.
- These ads can help **reduce the stigma** that goes along with some diseases.



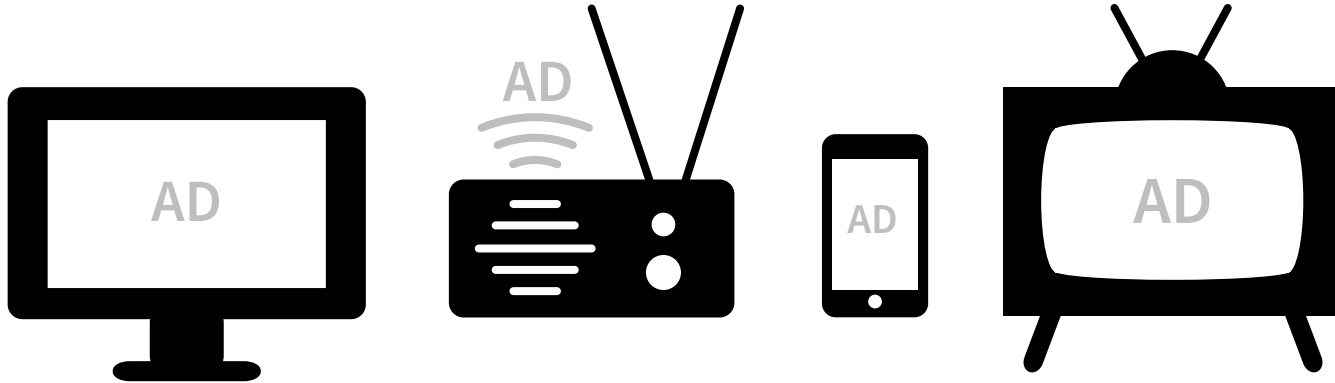
CONS of Direct-to-Consumer (DTC) Ads

- DTC ads can lead to **mistrust** between doctors and patients.
- Wording and warnings in these ads can be **misleading** to patients.
- DTC ads promote brand name prescription drugs which **increase health care costs**.

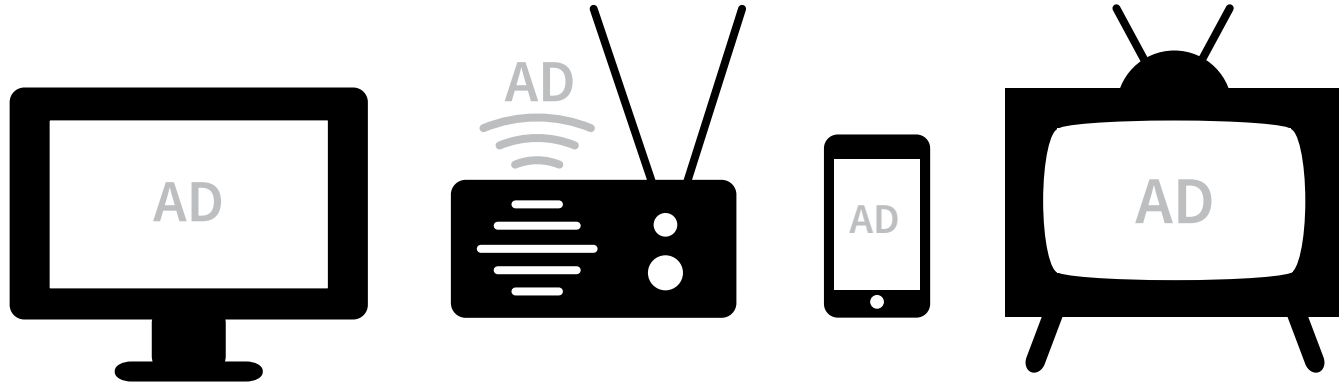


CONS of Direct-to-Consumer (DTC) Ads

- DTC ads can lead to **misinformation** for patients.
- DTC's are leading to an **over prescribing** problem in our country.



- The FDA does not control the advertising of prescription drugs.
- There are many people who believe the US should follow other countries and ban these direct-to-consumer ads for prescription drugs and others who think they should remain on air.



Healthy Choices and Prescription Medicines

- Only take prescription medicine as directed by a health professional.
 - Only take medicine with the help of a trusted adult.
- Follow directions on the label to take only the amount prescribed.
- Do **NOT** share medicines with others OR Use someone else's medication.



Healthy Choices and Prescription Medicines

- Always store your medications securely to prevent others and children from taking them.
- Dispose of medications that you no longer need.
 - <http://rxdrugdropbox.org/>
 - <http://www.generationrx.org>



Where to turn for information about prescription drugs and medicines?

- People
 - Parents & Trusted Adults
 - Teachers
 - Pharmacists
- Resources
 - Community
 - Websites
- Valid and Reliable
 - What to look for?
- What to do if you're unsure?
- Ask for help?



Advertising Techniques

- Match the technique with the definition.


8th GRADE
Lesson 1

Influences on Substance Abuse

HOPE Health and Opioid
Prevention Education

Name: _____

ADVERTISING TECHNIQUES



Directions: Match the advertising technique with the correct definition.

| | | | |
|-----------------|---------------------|----------------|------------------|
| A. Testimonial | B. Brand Loyalty | C. Bandwagon | D. Sexual Appeal |
| E. Humor Appeal | F. Emotional Appeal | G. Snob Appeal | H. Star Appeal |

- ____ Tries to convince you that everyone is using the product: "Three out of four people use..."
- ____ Uses cartoons, slogans and jingles to make you laugh and remember the product.
- ____ Uses famous or well-respected people to sell the product.
- ____ Tries to convince you that using the product will make you more attractive or desirable.
- ____ Relies on your desire to be better than others: "You deserve the best."
- ____ Persuades you that this brand is the best because it's been around so long.
- ____ Creates an emotional reaction to sell the product.
- ____ Shows people who tell you how great the product was for them.

Attachment 2: Advertising Techniques Activity Sheet

7



Advertising Techniques

- 1 – C: Bandwagon
- 2 – E: Humor Appeal
- 3 – H: Star Appeal
- 4 – D: Sexual Appeal
- 5 – G: Snob Appeal
- 6 – B: Brand Loyalty
- 7 – F: Emotional Appeal
- 8 – A: Testimonial


8th GRADE
LESSON 1

Influences on Substance Abuse

HOPE Health and Opioid
Prevention Education

Name: _____

ADVERTISING TECHNIQUES



Directions: Match the advertising technique with the correct definition.

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Attachment 3: Advertising Techniques Activity Sheet

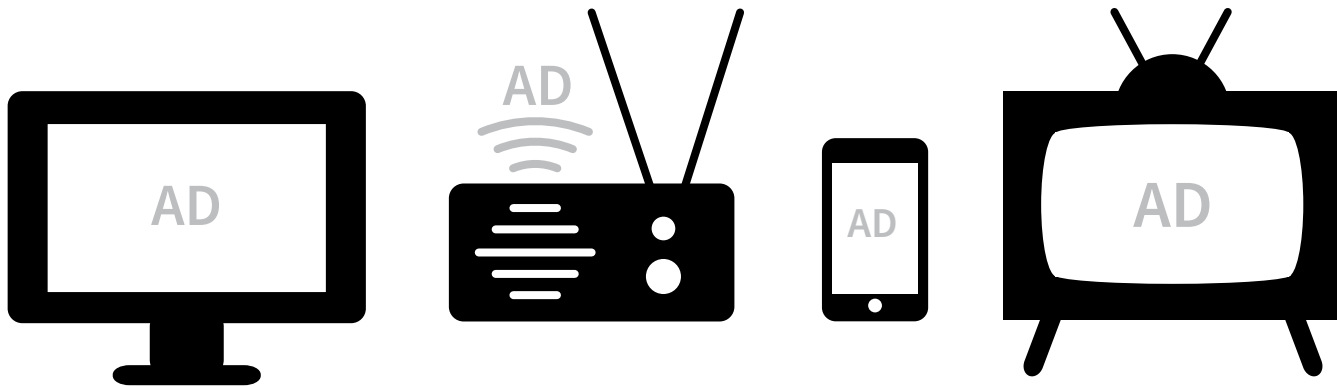
7



Let's Practice!

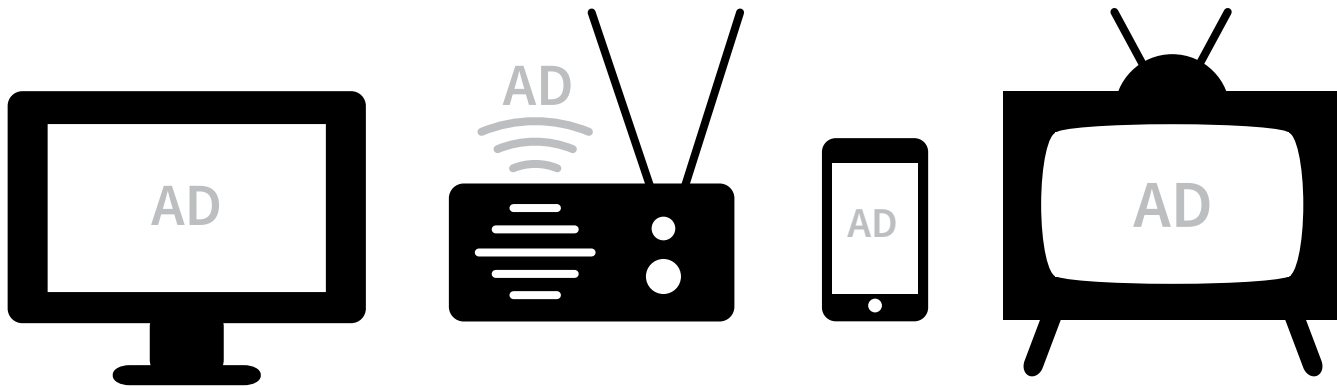
Identify the correct technique being used in the advertisements linked at the following:

- <https://prescriptiondrugs.procon.org/view.resource.php?resourceID=005603>



Your Turn: Healthy Message Assignment

Develop a message to make healthy choices with prescription drugs.



Healthy Message Assignment

- **Step 1:** *What message do you want to promote?*
 - Medication Safety
 - Proper Use
 - Proper Disposal



Healthy Message Assignment

- **Step 2:** *What advertising technique(s) will you use?*
 - Bandwagon
 - Snob Appeal
 - Humor Appeal
 - Brand Loyalty
 - Star Appeal
 - Emotional Appeal
 - Sexual Appeal
 - Testimonial



Healthy Message Assignment

- **Step 3:** *How will you present your advertisement?*
 - Jingle/Slogan
 - Illustration
 - Commercial

