

# FAMILY / COMMUNITY CORNER REMINDER CARDS

## **Activity 7A: Who's In Control?**

### **FAMILY CORNER:**

Ask family members to think about what they have purchased recently. Explain that it can be anything, even a food item. Ask the following questions: What influenced you to buy it? Are you the only person you know who has what you bought? If others have it, why do you think that is so?

### **COMMUNITY CORNER:**

As you go to various stores between now and the next session, take pictures of different marketing techniques with your smartphone. Create an electronic presentation that can be given to different civic groups on the power of advertising.

## **Activity 7B: Don't Be Influenced**

### **FAMILY CORNER:**

Talk about the **MARKETING TECHNIQUES USED IN ADVERTISING Handout** with your family. Listen to advertisements and talk about the marketing techniques they are using. Share what you learned about how advertisements try to control what we buy.

### **COMMUNITY CORNER:**

Identify four or five positive advertisements from local sources including newspaper, TV, radio, billboards, etc. and call the company to thank them for their positive message. Look for prevention ads around tobacco use, alcohol use, and other drug use. Contact the sponsors and thank them for their positive work.

## **Activity 7C: It's More Than Just The Advertising**

### **FAMILY CORNER:**

Watch several of your favorite TV shows with your family and discuss how often tobacco, alcohol, and/or, other drugs are talked about and/or used. Record the information on the **SUBSTANCE USE IN TV, MOVIES, & MUSIC Handout**.

### **COMMUNITY CORNER:**

Write lyrics, a poem, or a rap that gives a positive message. Present it to a classroom or community group, or maybe even contact the local media to find out if they will air or publish it.

## **Activity 7D: You Be The Advertiser**

### **FAMILY CORNER:**

Watch television commercials with your family. Talk about how advertisers are trying to influence the public.

### **COMMUNITY CORNER:**

For one of your classes at school, create an electronic presentation on marketing techniques to show your classmates how easily they can be influenced.