Sarah Wojciechowski-Prill

**Curriculum Activity:**

“Awareness Commercial”

**Intended Student Population:**9-12 grade theater students.

*\*Ideally, this activity would be a cross-curricular activity, taught in conjunction with the student’s substance use and abuse unit in health class.*

**Objectives:**

1.     Students will research the effects of substance abuse on teens.

2.     Students will demonstrate their learning through the creation of original commercials.

**Anticipatory Activity:**

Show students a variety of anti-drug commercials, and discuss what makes them effective or not-so effective.

1. “This is your brain…” [http://www.youtube.com/watch?v=wwu7L38glcQ&feature=related](https://www.youtube.com/watch?v=wwu7L38glcQ&feature=related)

2.  “Talking Dog” [http://www.youtube.com/watch?v=jhjwUR2SeAE&NR=1](https://www.youtube.com/watch?v=jhjwUR2SeAE&NR=1)

3.  “Above the Influence” [http://www.youtube.com/watch?v=Fv3kep8fB-0&NR=1](https://www.youtube.com/watch?v=Fv3kep8fB-0&NR=1)

**Procedure:**

1. Students will research the personal effects of substance abuse on teens by visiting the Adolescent Substance Abuse Knowledge Base at <http://www.adolescent-substance-abuse.com/national-drug-statistics.html>. They will complete a research guide, to be assessed.

2.  Students will choose one statistic that they find interesting or important.

3. Students will find 3-5 supporting pieces of evidence about their chosen statistic.

3. Students will be divided into groups of 3-5 (teacher will make sure that all students grouped together have different areas of focus/facts).  Group roles will be assigned: Group Director, Contributor(s)/Actors, and Lead Writer.

4. Students will educate their group members about their focus areas.

4. The groups will develop a commercial that uses all of the individual’s research to create an original commercial.

5. Students will create a 30-45 second commercial focusing on substance abuse and teens.

**Assessment:**

1. Research guide completion- 30 pts

2. Group contributions, assessed by peers (guided by rubric)- 30 pts

3. Commercial (final product), assessed by rubric- 40 pts