Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Period\_\_\_\_\_\_\_\_Due\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Anti-Drug Advertisement**

As a class we have been learning all about the dangers of drug use, specifically tobacco and alcohol use. In this assignment it will be your job to create an advertisement that convinces people (specifically teens) why they should not use drugs. Your advertisement may be about a specific drug and its consequences, or it may be about **YOUR ANTI-DRUG** (what you do instead of drugs). This assignment is worth 50 points.

*Develop an ad that does one or more of the following:*

* Shows the advantages and benefits of being drug free.
* Portrays the negative effects of the drug (bad breath, stunted brain development, etc.)
* Shows alternatives to drug use. What can you do instead of drugs (ex. snowboarding, playing an instrument, cooking…)

*Create any of the following to complete this assignment:*

* Poster – 8 ½” x 11” or larger can be used (can be hand done or electronic, done **individually**)
* Radio ad of 30 seconds to 1 ½ minutes (must turn in audio version and script, and be done in **groups of 2**)
* TV ad of 30 seconds to 1 ½ minutes (must turn in video and script and can be done in a **group of no more than 4**)

*The five components upon which you will be graded are:*

1. Catchy Slogan – Examples of slogans: “Got milk?” “Obey your thirst.” “Think outside the bun.” Etc.
2. Facts about what can happen to tobacco, alcohol, or other drug users **OR** about how your activity helps to keep you away from drugs. (At least 3 facts)
3. Creativity
4. Completeness
5. Neatness

***Students should use the following rubric to grade their own work before turning the assignment in.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Component** | **5 Points**  **Superior** | **4 Points**  **Good** | **2 Points**  **Poor** | **0 Points**  **Incomplete** |
| **Catchy**  **Slogan** |  |  |  |  |
| **Drug Facts Listed** |  |  |  |  |
| **Creativity** |  |  |  |  |
| **Complete** |  |  |  |  |
| **Neat** |  |  |  |  |

**Total Points Awarded by Student:\_\_\_\_\_\_\_\_\_\_/25**

**Total Points Awarded by Teacher:\_\_\_\_\_\_\_\_\_\_/25**

**Total:\_\_\_\_\_\_\_\_\_\_/50**