**Substance Use and Abuse Assignment**

May do it in pairs if you choose. Due: **Friday, December 11th**

**Task:** In the popular media substances such as alcohol, tobacco, and cannabis are often promoted in a positive way (think of beer ads, movies, music). Your task will be to create a counter-advertisement demonstrating the risks and reality behind substance use.

*Your advertisement can be one of the following: TV ad, Radio ad, poster/print ad, or song lyrics. Your advertisement should address the following.*

* How the media often falsely promotes certain substances.
* Explain the negative effects on the body
* Show the reality and different risks associated with substance use. This might include
* Legal
* Social (work, family & friends)
* Health
* It must be informative and suggest ways to minimize the risk and **where to get help from**.
* Keep it sensible and appropriate.

You will be marked on the following criteria:

**Impact** – thought provoking, makes people remember your message

**Informative** – details and facts that educate

**Presentation** – Aesthetically pleasing, drawn/ read/ produced well, good spelling/ grammar etc.

You will have to show what you produced to the rest of class.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Level 1** 50-59% | **Level 2** 60-69% | **Level 3** 70-79% | **Level 4** 80-100% |  |
| Thinking  **Impact** | Assignment has an unclear message | Assignment has a message that is somewhat thought provoking | Assignment is poignant, has a message that is thought provoking | Assignment is very poignant, has a clear message that is thought provoking | /5 |
| Knowledge  I**nformative** | Has limited facts and details | Has some facts and details | Has accurate facts and details | Has very accurate facts and details | /5 |
| Communication  **Presentation** | Unclear with many errors | Somewhat clearly presented with no errors | Clearly presented with few errors | Very clearly presented with no errors | /5 |