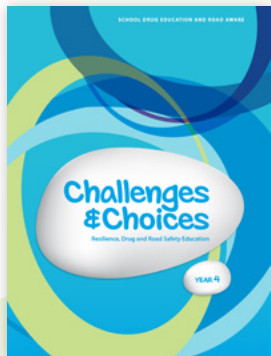



CHALLENGES AND CHOICES

YEAR 4 ASSESSMENT TASK

HEALTH AND PHYSICAL EDUCATION

ALCOHOL AND OTHER DRUGS



TASK DETAILS	
TITLE OF TASK	Can you seal the deal?
TASK DESCRIPTION	In this task students will create an advertisement that aims to influence children their age to choose healthier alternatives to energy drinks. They will individually reflect on whether their advertisement will be effective.
EVIDENCE TO BE COLLECTED	<ul style="list-style-type: none"> • Advertisement (one per pair) • Reflection (one per student)
SUGGESTED TIME AND ASSESSMENT CONDITIONS	<ul style="list-style-type: none"> • Two lessons of class time • Some finishing off time at home may be required
RESOURCES	<ul style="list-style-type: none"> • Examples of energy drinks – containers • Advertisements of energy drinks eg http://mywings.redbull.com/au-en <p> Preview material to ensure it is developmentally appropriate with suitable content prior to using.</p>

TASK PREPARATION	
PRIOR LEARNING	Students have: <ul style="list-style-type: none"> • identified techniques used by companies to sell products.
RESOURCES	Challenges and Choices Year 4 Module 2 Activity 9 – Responding to marketing influences around drugs
ASSESSMENT DIFFERENTIATION	Teachers should differentiate teaching and assessment to meet the specific learning needs of students. Where appropriate, scaffolding or extensions may be required.

LINKS TO WESTERN AUSTRALIAN HEALTH AND PHYSICAL EDUCATION P-10 SYLLABUS	
CONTENT	<ul style="list-style-type: none"> • Ways in which health information and messages can influence health decisions and behaviours.
PROPOSITIONS	<ul style="list-style-type: none"> • Take a strengths-based approach. • Develop health literacy. • Include a critical inquiry approach.



TEACHER INSTRUCTIONS

1. Revise the techniques used by companies to promote and sell products.
Marketing and promotion techniques could include:
 - using bright colours, attractive imagery and/or bold lettering
 - using catchy slogans
 - using personalities who are well known and/or respected/liked/trusted to promote the product
 - advertising where children are/can easily see the product (eg during children's TV programming, sporting events)
 - associating use of the product with an outcome that is attractive to young people and even normalising use (eg most young people drink the product)
 - using product placement in TV and movies or other media that children view
 - limiting the information provided about the product
 - focusing on positive effects from using the product which appeal to young people
 - overstating how good the product is
 - providing giveaways or free stuff
 - providing access to competitions to win prizes eg McDonald's Monopoly competition
 - having special deals.
2. Show examples of energy drinks (packaging and labels) or advertising to initiate discussion.
Preview material to ensure it is developmentally appropriate with suitable content.
3. Ask students:
 - What attracts young people to energy drinks?
 - Are young people influenced by advertising they see about energy drinks? Why or why not?
 - How can marketing and promotion techniques influence the decisions and behaviour of young people their age.
4. Explain that the same techniques to market energy drinks could be used to encourage people their age to consume healthier alternatives such as water.
5. Explain to students that they are going to use some of the marketing techniques discussed to create an advertisement which encourages a person their age to choose healthier alternatives to energy drinks.
At least five techniques must be included. Students can work in pairs.
6. Outline suitable ways for students to present their advertisement which may include:
 - a poster to put up around the school
 - a brief script for a 30-second radio advertisement
 - a simple advertisement suitable for the school newsletter
 - a 100 word post on the classroom blog advertising the healthy alternative.



Alternate formats can be used.


7. Working individually, students reflect on their advertisement and complete *Will my advertisement work?*

CHALLENGES AND CHOICES
ASSESSMENT TASK
 HEALTH AND PHYSICAL EDUCATION
 ALCOHOL AND OTHER DRUGS

Student name: _____

TASK

1. Use some of the marketing techniques discussed in class to create an advertisement which encourages a person your age to choose healthier alternatives to energy drinks. **You MUST use at least five marketing techniques.** You can work in pairs.
2. Once you have completed your planning, present your advertisement in an interesting format such as:
 - a poster to put up around the school
 - a brief script for a 30-second radio advertisement
 - a simple advertisement suitable for the school newsletter
 - a 100 word post on the classroom blog advertising your healthy alternative.

 If you want to present it in another format discuss this with your teacher.
3. Working individually, complete the reflection sheet *Will my advertisement work?*
4. Hand in to your teacher:
 - your advertisement (pair work)
 - your completed *Will my advertisement work?* reflection sheet (individual work).

MARKING KEY

DESCRIPTION	MARKS
ADVERTISEMENT	
Applies multiple effective marketing techniques (four to five) to encourage appropriate behaviour for target group. Advertisement is clear and includes accurate and relevant health information/claims.	EXCELLENT (9-10 marks)
Applies multiple effective marketing techniques (at least three) to encourage appropriate behaviour for target group. Advertisement is clear and includes accurate and relevant health information/claims.	HIGH (7-8 marks)
Applies some effective marketing techniques (at least two) to encourage appropriate behaviour. Advertisement is mostly clear and includes some accurate health information.	SATISFACTORY (5-6 marks)
Applies at least one or two effective marketing techniques that are clearly identifiable by the target group.	LIMITED (3-4 marks)
Applies at least one marketing technique, although this may be confusingly presented or inappropriate.	VERY LOW (0-2 marks)
REFLECTION <i>Will my advertisement work?</i>	
Explains and justifies with detail how techniques used will encourage healthier behaviour by target group.	EXCELLENT (9-10 marks)
Explains and justifies how techniques used will encourage healthier behaviour by target group.	HIGH (7-8 marks)
Uses simple justifications to explain how techniques used will encourage healthier behaviour by target group.	SATISFACTORY (5-6 marks)
Uses limited or inaccurate justifications to explain how technique/s used will encourage healthier behaviour by target group.	LIMITED (3-4 marks)
Uses confusing or inappropriate justifications to explain how technique/s used will encourage healthier behaviour by target group.	VERY LOW (0-2 marks)
TOTAL MARKS	/20

WILL MY ADVERTISEMENT WORK?

Student name: _____

What is your advertisement trying to encourage?

What techniques have you used in your advertisement and why were they chosen? Complete the table below.

TECHNIQUES USED	WHY CHOSEN
1.	
2.	
3.	
4.	
5.	

Do you think your advertisement will be successful? Why or why not?