

Lesson 3 Limits to Drinking Alcohol

Learning Intention

To consider how society limits the drinking of alcohol

Learning Outcomes

To know some laws about drinking alcohol

To consider ways of persuading people to drink alcohol sensibly

Resources

[Alcohol Facts Teacher Guide](#)

Talking Ball

[Alcohol and the Law Quiz](#)

[Alcohol Awareness Adverts](#)

Activities

1. Ground Rules

In a circle, remind the group of the ground rules from the previous lesson.

2. Introduction

Tell the children they are going to think about how society tries to limit the drinking of alcohol. They are going to consider both the law and alcohol awareness campaigns.

3. Circle Activity

Remind the class of the Under the Influence cards from lesson 1 and ask the children to reflect on the effects of alcohol. Using the talking ball ask the class to say one negative health effect alcohol has on the body e.g. headache, sickness, lack of co-ordination, weight gain, unhealthy skin, etc.

4. Alcohol and the Law Quiz

Using the whiteboard, display the [Alcohol and the Law Quiz](#). Ask the children to use True or False cards or small whiteboards to indicate which statements they think are true or false. (See [Alcohol Facts Teacher Guide](#) for answers). Discuss the answers with the class. What do they think the laws are trying to achieve? Do they work?

5. Alcohol Awareness Activity

In groups, give each group one of the [Alcohol Awareness Adverts](#). Ask the groups to identify what message the advert is giving. Is it saying don't drink alcohol at all? Is the message about health? Is the message about behaviour? Using the whiteboard, share all the adverts with the children and ask for feedback from the groups. How effective do they think the campaigns might be? You may wish to show the Youtube clip 'Don't let drink sneak up on you' from the NHS Change for Life campaign <http://www.youtube.com/watch?v=RTgQKWYibZ4> be aware that the film mentions heart disease and cancer as more serious long term effects of over-drinking which you may need to forewarn the class about.

6. Assessment Activity - Alcohol Awareness Posters

Ask the children to design a poster for an Alcohol Awareness Campaign. This should aim to persuade people to drink safely or not drink at all. Display the children's posters and draw out the main points. What have the children learnt about alcohol during the three lessons?

7. Review and Close

Display the children's posters and draw out the main points.

Additional Activities

Media Discussion

Ask the class what we mean by media (e.g. internet, newspapers, magazines, TV, film, DVD, music etc). Explain that all of these types of media are there to entertain or give us information.

Discuss which TV programmes may give us messages about alcohol (possible answers: soaps such as Eastenders, Coronation Street, Hollyoaks; social/health documentaries; news programmes; advertisements etc). You may wish to show carefully selected clips from recent TV programmes. What messages do these programmes give? E.g. In Eastenders and Coronation Street the community is centred around the pub.

Advertising Activity

(Prior to the lesson collect alcohol adverts from magazines and the internet).

Explain they will be looking at advertisements from magazines and television. What are the advertisers trying to do when making their advertisements? Note the children's responses, which should include persuading us to buy their product. Working in small groups, ask the children to look at an alcohol advert and decide what images and words are being used to persuade someone to buy the product. Ask the group to then consider the mind map of the effects from lesson 1. Is the advert telling the truth? Share each group's feedback with the rest of the class. Show an alcohol industry TV advert (many of these can be found on YouTube) to the whole class ask them to decide what images and words are being used to persuade someone to buy the product. Is the advert telling the truth?