

Addiction & Mental Health

60 - 120 minutes (approx.)

Overview: 5.3

Design a brief advertising campaign about addiction. This could range from a simple poster to a more substantial booklet or presentation. Create a slogan, image and message which you think are most helpful for conveying your message.

Learning Objectives: Creating an awareness campaign about Addiction

- To understand the power of dissemination in communicating information about addiction and addictive behaviours.
- To deliver key messages around addiction.
- To identify a target audience appropriate for these issues.
- To identify the best way to share an awareness campaign on addiction, including gambling addiction.

Learning Outcomes

1. I can define a range of different addictions.
2. I can compare different addictive behaviours.
3. I can create an original and engaging message about gambling and addiction.
4. I can create an awareness campaign about gambling and addiction.

Resources

1. Power-point presentation on 'Addiction & Mental Health'.
2. Infographic on 'Addiction & Mental Health'.
3. Downloadable information sheets with facts and figures.
4. 'Gambling Addiction' guidance notes and downloadable support materials.

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Starter

(10 minutes)

The power of advertising for good.

The challenge should start with a group discussion on the power of advertising in general. How is it effective? How can it be used for good in relation to addictions including gambling addiction? What is the most effective way of reaching young people through advertising? Which form of advertising could you use?

Main Activity

(40 minutes+)

Designing A Campaign

In pairs or groups, decide on the format of your advertising campaign and how you will focus on addictions including gambling addiction. The campaign can be structured at a suitable level for the learners and the audience, and need not be complicated. Students should focus on the key aspects which are as follows:

- Specific focus on gambling and addiction
- Slogan
- Image or images
- Structure
- Audience
- Dissemination

Findings from the discussion should be recorded in an appropriate format and shared. Students can use the skills sheet for 'Creative Thinking & Exploration', as appropriate. Students should use the appropriate skills sheet and complete the preparation and review sections to support this activity fully.

Plenary

(10 minutes)

What have we learned?

Invite a member of staff or other student to judge the most effective campaign in terms of impact and to explain their choice. Consider and comment on the final choice.

Extension Task

Share your campaigns with a wider focus group and collect brief data on your findings through a survey.