

Smokeless Tobacco & Sports PowerPoint

<u>Purpose & Preparation</u>	<u>Procedure</u>
<p>Purpose:</p> <p>Students will be able to explore the history of tobacco use by athletes by analyzing the various marketing techniques tobacco companies utilize.</p> <p>Through a comparison of various advertisements through the years, including a stricter enforcement of tobacco use by athletes, students will be able to understand the impact tobacco has had in the world of sports.</p> <p>Student Pre-Work: Have students bring in an article about an athlete or sport team, and if possible, a list of their sponsors and endorsements.</p> <p>Materials Needed: Computer, Projector, Smokeless Tobacco & Sports PowerPoint</p> <p>Smokeless Tobacco & Sports PowerPoint</p> <p>Sources:</p> <ul style="list-style-type: none">• http://www.who.int/topics/tobacco/en/• https://www.theunion.org/what-we-do/publications/english/pubtc_tobaccofreesport-en.pdf	<p>Procedure:</p> <ol style="list-style-type: none">1. Warm-Up:<ol style="list-style-type: none">a. Discuss with students about the athlete or sport team they did research on.b. Student Question(s):<ol style="list-style-type: none">i. Who are some of your favorite athletes? Or teams?ii. Have you ever supported or bought something because you saw your favorite athlete do so too?2. Activity:<ol style="list-style-type: none">a. Present Smokeless Tobacco & Sports PowerPoint.3. Wrap-Up:<ol style="list-style-type: none">a. Questions:<ol style="list-style-type: none">i. How would you feel if your favorite athletes supported something you were opposed to?ii. Do you think that they have a responsibility to be mindful of their actions? As role models for people like you, who look up to them?iii. Would bans on media, advertising, promotion and sponsorship of tobacco reduce its consumption?iv. What should some of those bans be?

