Advertising Drugs: Connection to Health Teaching Standards

Advertising: Health

Standard 2
Knows environmental and external factors that affect individual and community health

Level III Grade : 6-8

2. Understands how various messages from the media, technology, and other sources impact health practices (e.g., health fads, advertising, misconceptions about treatment and prevention options)

Standard 6
Understands essential concepts about nutrition and diet

Level II Grade : 3-5

3. Knows factors that influence food choices (e.g., activity level, peers, culture, religion, advertising, time, age, health, money/economics, convenience, environment, status, personal experience)

Standard 9
Understands aspects of substance use and abuse

Level II Grade : 3-5

2. Knows influences that promote alcohol, tobacco, and other drug use (e.g., peer pressure, peer and adult modeling, advertising, overall availability, cost)
Level III Grade : 6-8

4. Knows public policy approaches to substance abuse control and prevention (e.g., pricing and taxation, warning labels, regulation of advertising, restriction of alcohol consumption at sporting events)

National Educational Technology Standards for Students
ADVERTISING
Middle Grades 6-8
Students in our society are constantly bombarded by advertisements. Technology has not only added to the impact and quantity of advertising but has led to the development and proliferation of new types of advertising. Fortunately, technology is a powerful tool in the hands of students for investigating and understanding the impact of advertising on their lives.