

PCHS Summer PE/Health  
Substance Abuse Health Unit  
20% of Final Grade

The assignments and activities within this packet (85 pts total) will constitute **10% of your overall grade** for Summer PE/Health.

There will also be a 40-45 question multiple-choice test on the last day of your Summer PE session based on topics/questions located within the study guides found online that will count as **10% of your overall grade** for Summer PE/Health.

All assignments located within this packet must be completed and turned in to PCHS office no later than \_\_\_\_\_.

Name: \_\_\_\_\_

An electronic copy of this activity packet, a copy of the study guide for the test, and links to resources can be found on the PC High School website.

## QUICK WRITE - Introductory Activity (6 pts)

Answer each of the questions below in 3-5 sentences. This is based on your opinion and current knowledge. You may either write your response below, or type and attach to this packet.

1. Why do you think some adolescents choose to use alcohol, tobacco, or drugs while others do not? What factors might influence this decision?

2. Why might some students go beyond experimentation? What factors do you think might lead to abuse?

3. If people know there are negative health effects, why do they continue to use and abuse these substances?

## EverFi Mini-Courses

You must complete the two online courses below at [www.everfi.com](http://www.everfi.com) as part of this unit. Be sure to **use your school email address and the code below** to register for these modules. Your teacher can view your activity, including your time spent within each module, and your assessment results, as long as you register with the code below and use your school provided email address.

In addition to earning credit for this health assignment, you may also choose to print your certificate of completion for these mini-courses on your own resume, applications, or scholarship forms.

### **AlcoholEDU – 40 pts**

This mini-course contains five modules and will take between 2-3 hours to complete. Each module has a pre and post assessment that must be completed.

**CODE: a36b03df**

### **Prescription Drug Abuse Prevention – 15 pts**

This mini-course contains six lessons and will take approximately 45 minutes to complete. Each lesson has pre and post assessments that must be completed.

**CODE: c045c97d**

There is an instruction sheet for registering with EverFi attached at the end of this packet.

## Opioid Abuse – 12 pts

Opioid abuse is a critical issue throughout Pennsylvania and many other parts of the country. In addition to information about the effects of opioids as you prepare for your test, you will also be exploring the impact of opioid abuse in the activities below.

Complete the following:

- **The Science of Addiction: The Stories of Teens** – Complete the online self-paced module entitled “The Science of Addiction: The Stories of Teens” found at [www.operationprevention.com](http://www.operationprevention.com)
- The Facts on America’s Opioid Epidemic (video) <https://youtu.be/oHlaz0kQIRE> -
- Opioid Addiction: How Ohio Has Become the Epicenter (video) <https://youtu.be/mG8acmjMuyw>
- State of Addiction: How did Pennsylvania find itself so deep in the opioid epidemic? <https://youtu.be/JR6uzj7gRi8>

After exploring the resources above, please respond to the questions below in **4-7 sentences each**.

# 1 What changes do opioids cause in your body that make them addictive?

#2 What factors have led to the opioid crisis? Why might the crisis be hitting this area of the country so hard?

#3 What effects is the crisis having on people and communities?

#4 What are at least four ways government and healthcare have been responding to the crisis?

# Alcohol Refusal Skills

Read the suggestions provided for building refusal skills. Read the following scenarios and write an appropriate response **using a refusal skill (2-3 lines) and explain why your response would be appropriate (2-3 lines).**

## Scenarios (6 pts)

1. You are going to a friend's party. Your friend asked you to bring some alcohol to the party. Your friend suggested that you bring some of your parent's alcohol to the party.

Response (2-3 lines):

---



---



---

Reason/Why (2-3 lines):

---



---



---

2. You have the big game tomorrow afternoon and your coach told everyone on the team to take it easy tonight. Some of your friends are getting together tonight and having a few drinks and they invited you to join them. What choice will you make? How will reach that decision?

Response (2-3 lines):

---



---



---

Reason/Why (2-3 lines):

---



---



---

### REFUSAL SKILLS

1. Make a joke.
2. Give a reason why it's a bad idea.
3. Make an excuse why you can't.
4. Just say no, plainly and firmly. I
5. Suggest an alternative activity.
6. Ignore the suggestion.
7. Repeat yourself if necessary.
8. Leave the situation.
9. Thanks, but no thanks.
10. The power of numbers.

3. Your date's parents are away for the weekend. He/she invites you over to watch movies on Saturday night. When you arrive, you discover that his/her older sister has brought some beer to liven up the evening. What should you do?

Response (2-3 lines):

---



---

Reason/Why (2-3 lines):

---



---

## ADVERTISING TECHNIQUES

### AVANTE GARDE

**The suggestion that using this product puts the user ahead of the times e.g. a toy manufacturer encourages kids to be the first on their block to have a new toy.**

### FACTS AND FIGURES

**Statistics and objective factual information is used to prove the superiority of the product e.g. a car manufacturer quotes the amount of time it takes their car to get from 0 to 100 k.p.h.**

### WEASEL WORDS

**"Weasel words" are used to suggest a positive meaning without actually really making any guarantee e.g. a scientist says that a diet product might help you to lose weight the way it helped him to lose weight.**

### MAGIC INGREDIENTS

**The suggestion that some almost miraculous discovery makes the product exceptionally effective e.g. a pharmaceutical manufacturer describes a special coating that makes their pain reliever less irritating to the stomach than a competitor`s.**

### PATRIOTISM

**The suggestion that purchasing this product shows your love of your country e.g. a company brags about its product being made in America and employing American workers.**

### DIVERSION

**Diversion seems to tackle a problem or issue, but then throws in an emotional distraction. e.g. a tobacco company talks about health and smoking, but then shows a cowboy smoking a rugged cigarette after a long day of hard work.**

### TRANSFER

**Words and ideas with positive connotations are used to suggest that the positive qualities should be associated with the product and the user e.g. a textile manufacturer wanting people to wear their product to stay cool during the summer shows people wearing fashions made from their cloth at a sunny seaside setting where there is a cool breeze.**

#### PLAIN FOLKS

The suggestion that the product is a practical product of good value for ordinary people *e.g. a cereal manufacturer shows an ordinary family sitting down to breakfast and enjoying their product.*

#### SNOB APPEAL

The suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous life style *e.g. a coffee manufacturer shows people dressed in formal gowns and tuxedos drinking their brand at an art gallery.*

#### BRIBERY

Bribery seems to give a desirable extra something. We humans tend to be greedy. *e.g. Buy a burger; get free fries.*

#### TESTIMONIAL

A famous personality is used to endorse the product *e.g. a famous basketball player (Michael Jordan) recommends a particular brand of skates.*

#### WIT AND HUMOR

Customers are attracted to products that divert the audience by giving viewers a reason to laugh or to be entertained by clever use of visuals or language.

#### SIMPLE SOLUTIONS

Avoid complexities, and attack many problems to one solutions. *e.g. Buy this makeup and you will be attractive, popular, and happy.*

#### CARD STACKING

Stacking the cards in favor of the product; advertisers stress is positive qualities and ignore negative. For example, if a brand of snack food is loaded with sugar (and calories), the commercial may boast that the product is low in fat, which implies that it is also low in calories. Card-Stacking is such a prevalent rational propaganda technique that gives us only part of the picture.

#### GLITTERING GENERALITIES

The glittering generalities technique uses appealing words and images to sell the product. The message this commercial gives, through indirectly, is that if you buy the item, you will be using a wonderful product, and it will change your life.

#### BANDWAGON

*Bandwagon* is a form of propaganda that exploits the desire of most people to join the crowd or be on the winning side, and avoid winding up the losing side. Few of us would want to wear nerdy cloths, smell differently from everyone else, or be unpopular.

The popularity of a product is important to many people. Even if most of us say we make our own choice when buying something we often choose well-advertised items- the popular ones. Advertising copywriters must be careful with the bandwagon propaganda technique because most of us see ourselves as individuals who think for themselves. If Bandwagon commercial is too obvious, viewers may reject the product outright.



## Analyzing Persuasive Techniques in Advertising (6 pts)

Identify **TWO** commercials (print or video) for alcohol or tobacco products. Use the information above to help you complete the following questions.

Describe commercial. What product is being advertised? Where did you find this advertisement?	
What is the message? Explain.	
What persuasive technique is being employed?	
Who is the target audience? Explain.	
Is this an effective ad? Why or why not?	

Describe commercial. What product is being advertised? Where did you find this advertisement?	
What is the message? Explain.	
What persuasive technique is being employed?	
Who is the target audience? Explain.	
Is this an effective ad? Why or why not?	

## Student Registration Instructions

### Step 1: Go to [www.everfi.com/login](http://www.everfi.com/login)

- Click the blue "Register" button.



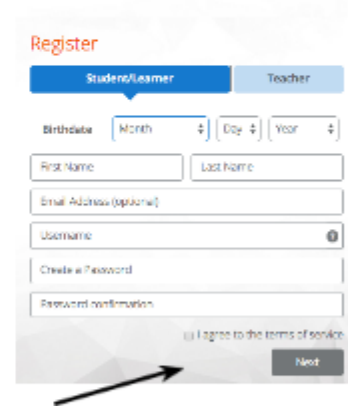
### Step 2: Enter your registration code

- This is provided by your teacher: \_\_\_\_\_
- Click "Next"



### Step 3: Create a profile

- Enter your birthday
- Enter your first and last name or last initial
- Email address is optional
- Enter a username – this must be unique
  - (ex: Student ID #, firstnamelastname)
- Create a password and confirm your password
- Check the box "I agree to the terms of service"
- Click "Next"



### Enroll in an additional course

- Login to your existing account.
- Enter the additional code in the "Add a Course" box in the upper right corner of your dashboard.
- Click the green "Save" button
- Re-enter your birthday and click "Next"

**\*Tip For Success:** Complete each module before moving on to the next module.