

# CALE-JOHN-JR-MM-OFFSITE LEARNING PACKET

## OFFSITE LEARNING PACKET – DAY 1

**INSTRUCTIONS - PLACE THE FOLLOWING TITLE ON EVERY WRITTEN ASSIGNMENT YOU COMPLETE:**

✓ **CALE-JR-STUDENT NAME-"OFFSITE LEARNING PACKET" DAY # \_\_\_ 1,2,3, ETC**

### State Indicator/Competency:

- 4.6.4 Identify factors that impact the social responsibility policies implemented by businesses (e.g., national and state regulations, market or customer requirements, profit considerations).
- 4.6.3 Describe social responsibility policies and practices and explain their impact on business operations and performance (e.g. community development, charitable foundations, green practices).

### Instructional Objective(s):

This lesson focuses on the social responsibility businesses have when marketing to young adults.

### Materials:

Attached

### Method of Instruction:

Video (40:21)

Q&A

### Activities:

Students will watch the video (link provided) and respond to questions

### Assessment:

Students will submit their completed responses

ALL ASSIGNMENTS WILL BE GIVEN A DAILY # GRADE IN GRADEBOOK...BEGINNING WITH DAY 1

Watch the following video: <https://youtu.be/B2myg-4zkE8>

Then answer the questions below:

1. Overall, what messages about e-cigarettes does advertising communicate?
2. How could these messages be dangerous for teens?
3. How can teens protect themselves from being influenced by messages that may be dangerous?
4. Why might e-cigarette ads be an unreliable source of information on health and safety?

Tobacco advertisements are required by law to contain a warning regarding harmful health effects.

1. What information could be useful to include in a warning on an e-cigarette ad?
2. In your opinion, should the rules about cigarette advertising also apply to e-cigarettes? Why or why not?