

Where Do We Get Information About Drugs? Analyzing Print Media



The image above is an advertisement created by Guru, a company that sells organic energy drinks in Canada. Energy drinks contain caffeine, a drug that is not recommended for kids.

a) What message is Guru trying to promote in this advertisement?

b) Who do you think the advertisement is targeted towards?

c) Energy drinks contain caffeine, a drug that is not recommended for kids. Why do you think people drink caffeine?

d) What is the safest choice that you can make about energy drinks or other caffeinated drinks like coffee?

e) Think about the journey to becoming a professional athlete, like Dawson Mercer (hockey player), Alphonso Davies (soccer player), or Naomi Osaka (tennis player). What

kind of lifestyle do you think they lead? (Think about their training habits, healthy eating, drinking water, sleeping habits, etc.)

f) What would you suggest to a friend or family member if they were looking to reduce the amount of caffeine they consumed daily?

Name: _____

Create Your Own Ad Exit Reflection Card

Create your own advertisement on either caffeine, nicotine, alcohol, or cannabis.

The advertisement should:

- 1) target youth
- 2) use accurate information
- 3) promote that youth should not use the substance.

You can complete this activity by drawing or creating it electronically.