

## Year 9 – Alcohol and Other Drugs

### Activity Overview

#### Drug Awareness Campaign: Communicating Impact Through Multimedia

Students will create an advertising campaign focusing on different drug categories and their role in their community and school. They will choose three options from the following list:

- Poster
- Sample Instagram post
- TikTok Video
- Information Brochure
- Website

Through this activity, students will:

- explore the characteristics of various drugs
- understand their effects,
- communicate this information effectively using diverse media platforms.

The goal is to raise awareness about the impact of different drug categories and encourage responsible behaviour within the community and school.

### Learning Intentions

- Understand the different categories of drugs and their impact on the community and school.
- Develop effective communication skills to convey information about drug categories.
- Explore various media platforms to create engaging content on the chosen drug categories.

### Success Criteria

- Identify and categorize different drugs based on their impact.
- Demonstrate knowledge of the role of drugs within the community and school.
- Create an advertising campaign using three different media formats.
- Clearly communicate information about drug categories through the chosen products.