

A Million Dollars an Hour

Parent Activity

Overview

Parents will examine how tobacco and vaping companies use advertisements to persuade specific groups of people including women and children to use their cancer causing products.

Head Start Parent and Family Engagement (PFE) Outcomes:

- #1 Family Well-being
- #4 Families as Learners
- #6 Family Connections to Peers and Community

Supplies

Color copies of each of the tobacco marketing pictures (appendix A25-A27)

Extensions/ Adaptations:

This activity can be expanded by having parents take note of tobacco ads that they encounter in their daily life at the gas station, in stores, etc. Parents can keep a written log of where the ad is located and describe it, or they can take a picture of it. At the next parent activity, parents can share with one another the ads they found. Ask them how they feel about these ads now that they are more consciously aware of them.



Steps

Pre-Activity Discussion: Ask the following.

- Have you ever seen a commercial on TV for pizza and thought “Yeah, I’m hungry. That sounds good!”
- Have you tried a new product, like shampoo, makeup, or food, just because you had a coupon or it was on sale?

You’re definitely not alone - all of us are influenced by product marketing. From very young ages, we learn to recognize products based on their packaging.

Examples:

- The unique bottle shape of a Coca-Cola or Gatorade
- A company’s colors (like the red and yellow of McDonald’s or the green and white of Starbucks)
- Their logo (think of the logos for Nike, Chevrolet cars, Pepsi, Campbell’s Soup, Facebook, or Target stores)

Tobacco companies spend nearly **\$1 million every hour** (\$23 million every day) promoting and advertising their products.

Activity Instructions

1. Give each parent or group a copy of the tobacco marketing pictures.
2. Ask parents to make observations about the photos. What comparisons can be made of the products? What do they notice about the locations of the marketing?

Post-Activity Discussion:

Ask each participant/pair/small group: What was one thing that really stood out to you or made you think?

Post-Activity Discussion:

How, if at all, has your opinion of tobacco companies changed given that you learned today how they are spending \$1 million an hour to get children and adults to smoke their products?







