

## Promoting a Drug Free Life



One reason some teens decide to start smoking marijuana, drinking alcohol or using other drugs is because they think "everyone is doing it." And, since they think that the majority of their peers are using drugs, they draw the conclusion that it must be OK. If most of the people that you are hanging out with are drinking alcohol or using drugs, it's easy to think that "everyone is doing it."

But statistics do not back up that claim. Youth need to know the drug-free ARE the majority!

### Assignment

#### Part 1:

1. Research anti-drug slogans, logos, advertisements, and commercials. Make sure your focus remains on being drug-free.

#### Part 2:

2. After you have done a little research it's time to create your own anti-drug T-shirt logo.

You will create your logo on a clean white sheet of printer paper or construction paper. Your logo can take one of several forms.

You could create:

- A catchy slogan about saying no to drugs.
- A logo exposing a myth about drugs within your logo.
- A funny anti-drug logo using humor in a catchy slogan to promote a drug free life.
- A "My Anti-Drug" logo exposing something that helps you to remain drug free.
- A picture logo that clearly exposes the truth about drugs or sends an anti-drug message.
- A picture or slogan that exposes the consequences of using drugs.

Your options for this project are endless, please be creative and have fun with it. I am grading you on your thoughtfulness, effort, and ability to clearly promote a drug free life within your logo. You are welcome to create this logo by hand or on the computer. Just remember it must be turned in by April 16th regardless of computer complication if you choose to use a computer.

#### Rubric:

**10 points** - Your logo shows effort and creativity. It is neatly colored and thought out in its design.

It is turned in as a final and complete draft on plain white printer or construction paper.

**10 points** - Your logo sends a clear drug free message. There is no question as to what the message is trying to say and the picture, slogan, truth, or message is anti-drug in nature.

*Poking fun at, making a joke of, or using your logo to promote drugs in any way will result in a zero for this assignment.*