



www.sjipc.org



Luke Fincher
Rock Solid

Media Literacy, Brand Logo Game & Marijuana Facts Game



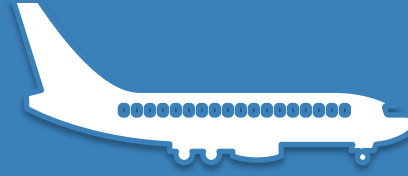
AGENDA

- Would You Rather
- Media Literacy
- Advertising/Branding
- Social Media
- Marijuana Facts Game



Group Expectations:
Professional, courteous,
kind and respectful
to all participants. Thanks!

Hello



Would You Rather?

Would you rather learn to
fly an airplane
or pilot a submarine?

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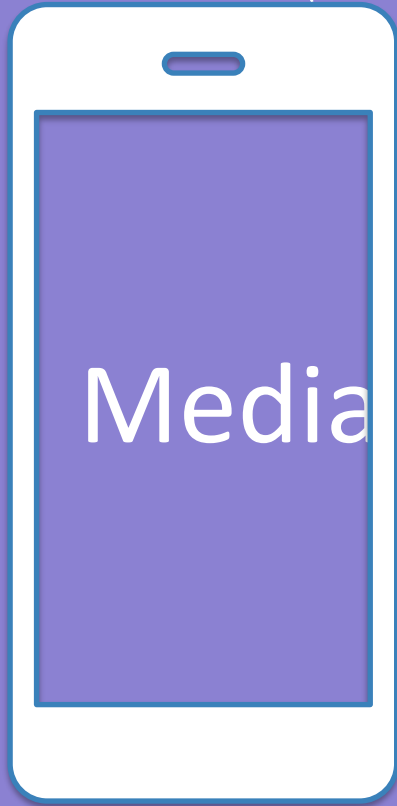
San Juan Island
Prevention Coalition
Islanders Making Healthy Choices

Answer in the Poll!

PEER
2
PEER



P2P



Media Literacy

5 key questions



Let's play a game!

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PEER
2
PEER



JUST DO IT.

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G

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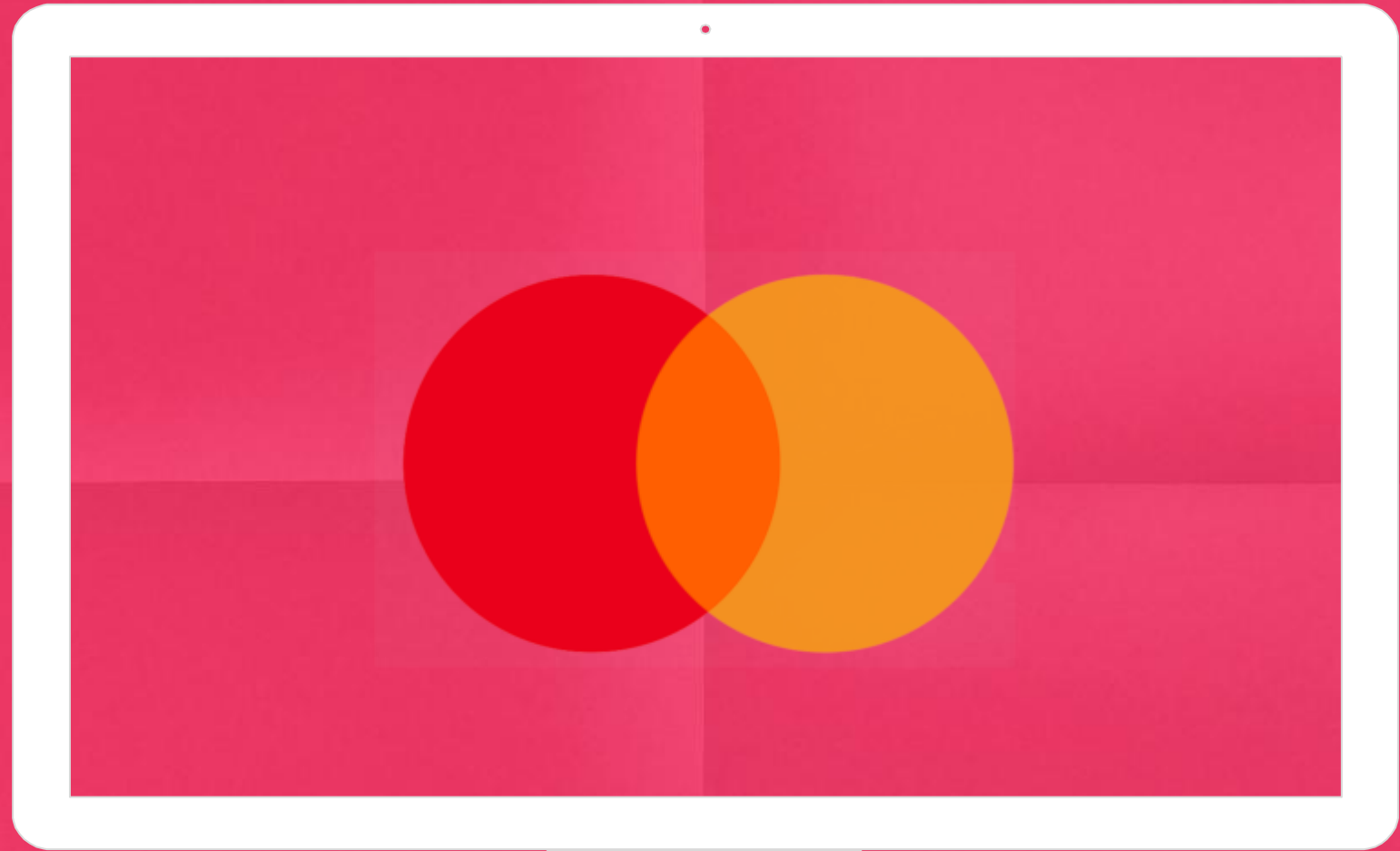


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i'm lovin' it[®]









How many brands did you know?



Name some places or some items where we see brand logos everyday!

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Use the Chat to Luke Fincher



What is advertising?

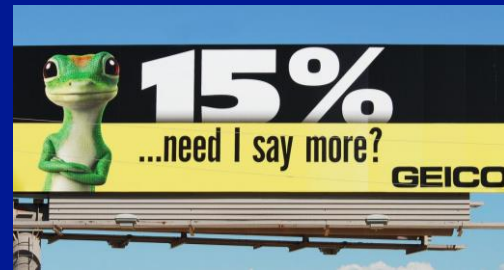
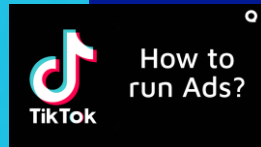
Advertising is a **form of communication** that attempts to **influence the behavior** of a defined target audience.

Any **message developed and placed** with the ultimate intention of **persuading a group to take a specific action** (such as buying a product) can be considered an ad.

To be considered an ad, *messages don't need to specifically mention a product or service.*

In fact, many of the ads you encounter on a daily basis are more about *cultivating a general sense of awareness for a brand* than directly influencing buying decisions right away.” (Hubspot.com, 2018)

How many ads do you think a typical person in America sees in a day?



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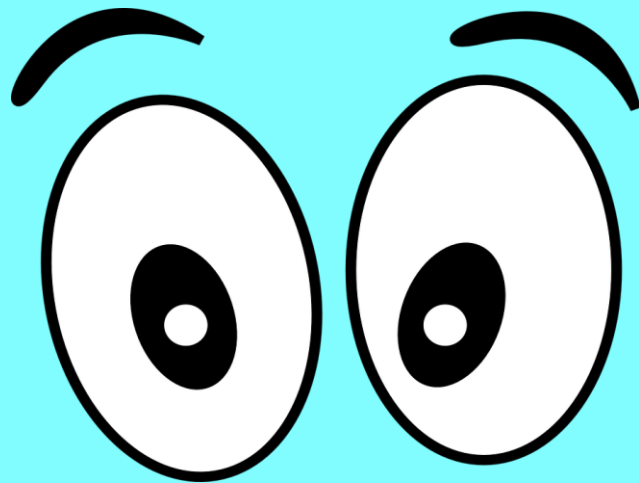


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Use the chat to Luke Fincher!



Americans see



4,000 to
10,000
ads/day

Red Crow Marketing, 2017
Digital Marketing Experts

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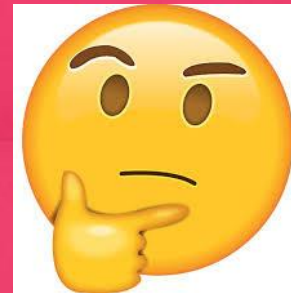


Media Literacy

Learning to critically think about
media and advertising



Media Literacy



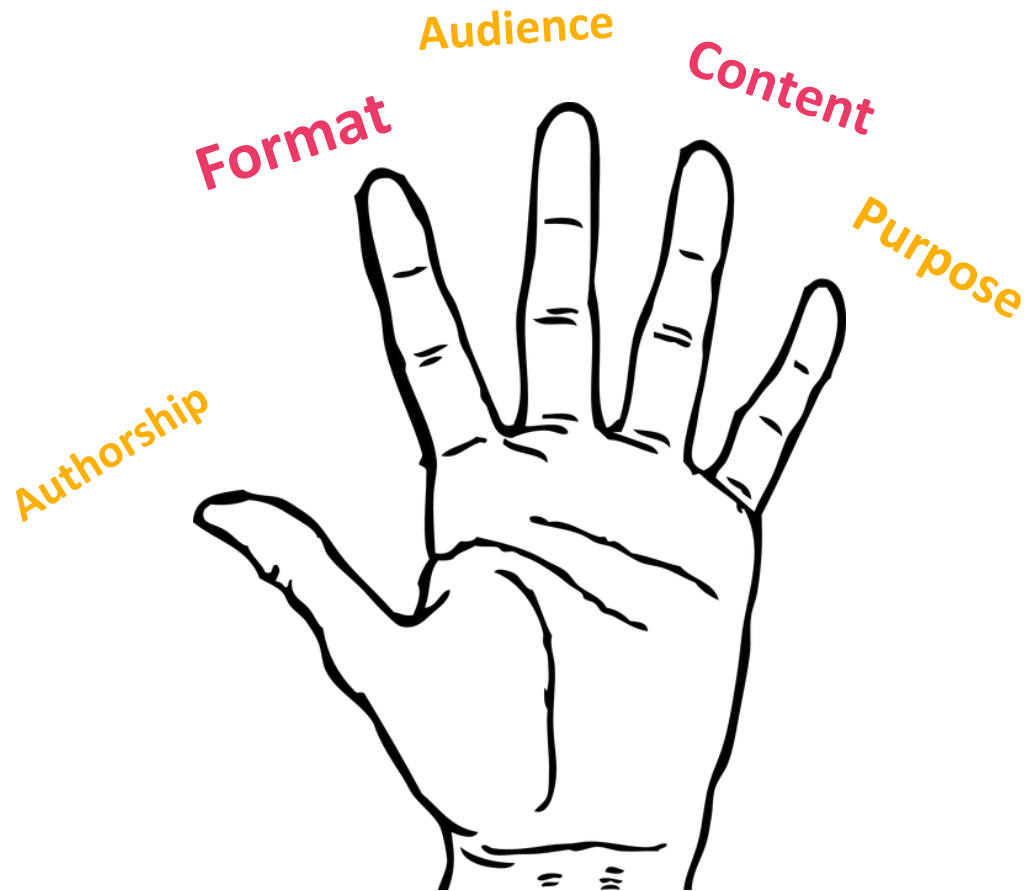
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PEER
2
PEER

Media Literacy in 5 key questions

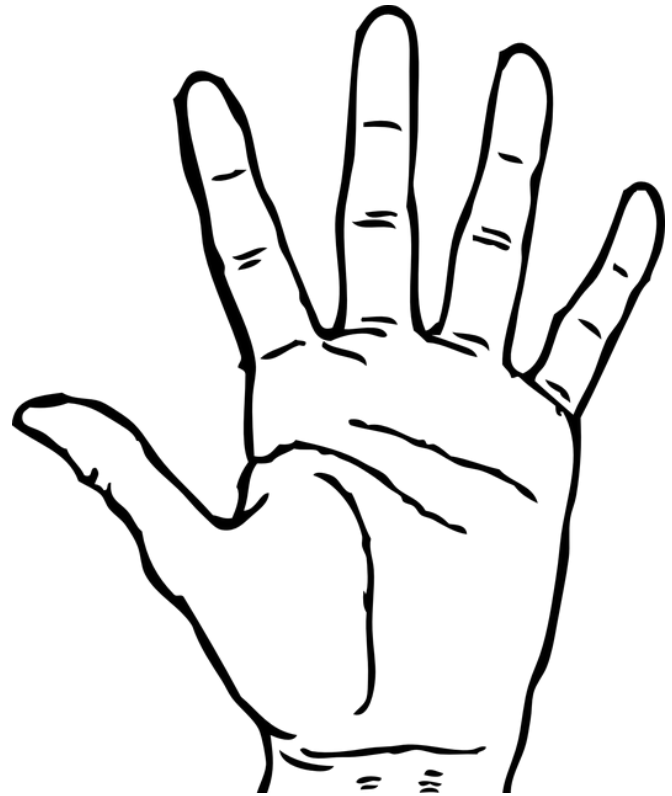


We should be asking ourselves!

Authorship

Who created
this message?

All media messages are
constructed and were a
choice by someone.





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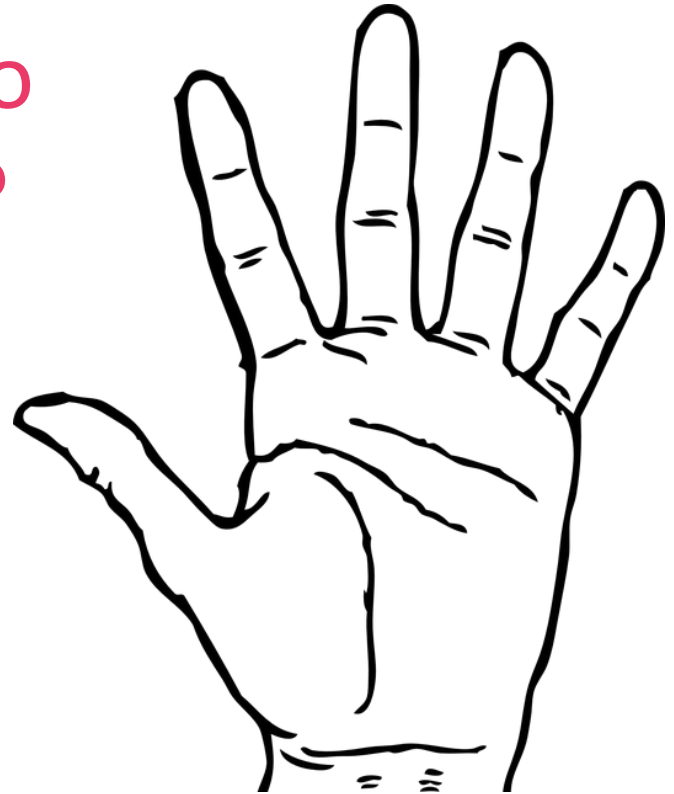
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Format

What creative techniques are used to attract my attention?

Messages are made using a special creative language with its own rules





Look to the side without looking to the side.

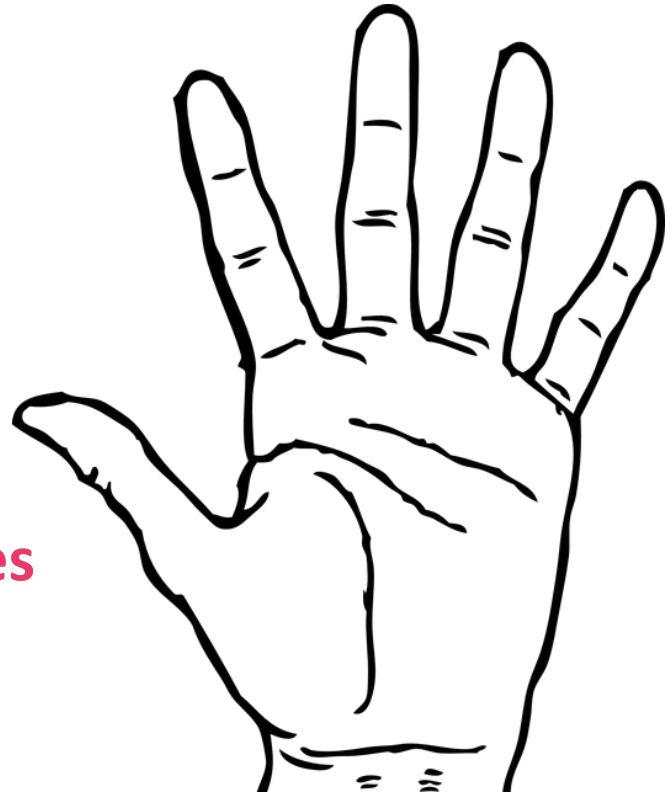
Blind Spot Assist from Mercedes-Benz.



Audience

Who is the intended audience for the ad?
Why that audience?

Advertisers strategically and thoughtfully select their audiences



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FROSTED TOASTED
OAT CEREAL WITH
MARSHMALLOWS

Lucky Charms™



ENLARGED TO
SHOW DETAIL

MARSHMALLOW
SHAPES AND
COLORS MAY VARY

PER 1 CUP SERVING

140 CALORIES	0g SAT FAT <small>(% DV)</small>	230mg SODIUM <small>(% DV)</small>	12g TOTAL SUGARS
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SEE NUTRITION FACTS FOR % DV PREPARED INFORMATION

**Gluten
Free**

NET WT 10.5 OZ (297g)

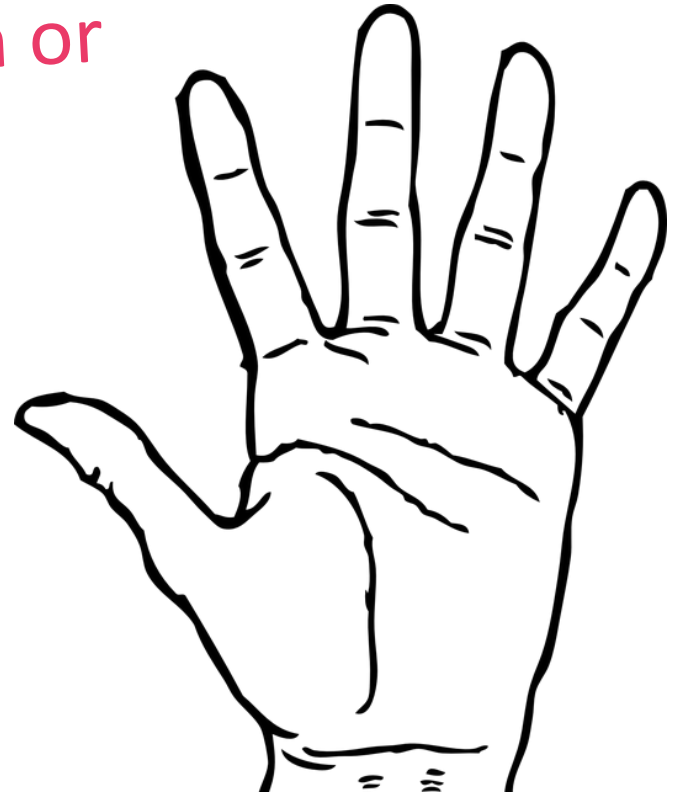


With **Life Alert**

Content

What values, lifestyles and points of view are shown or left out of this message?

Media messages have values and viewpoints within them

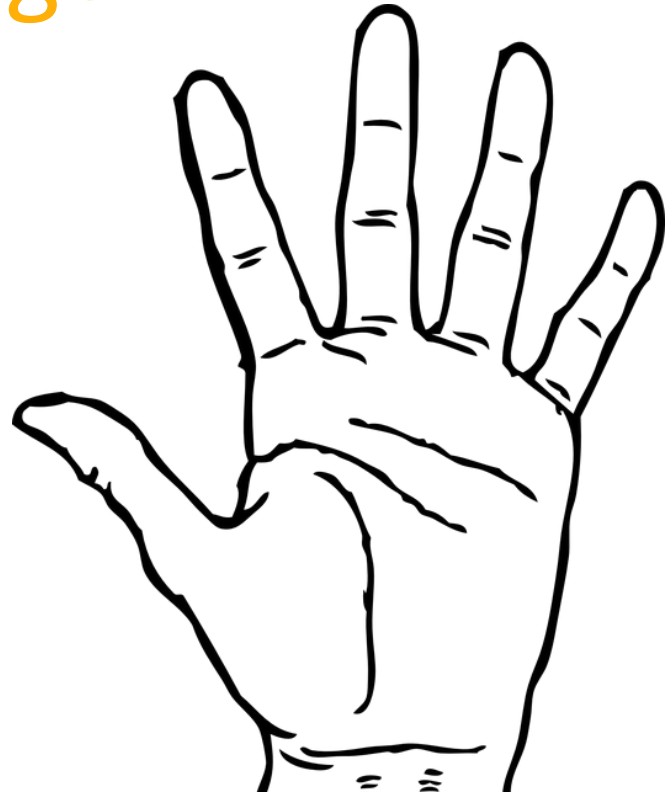




Purpose

Why is this message being sent?

Most media messages are organized to gain profit and/or power

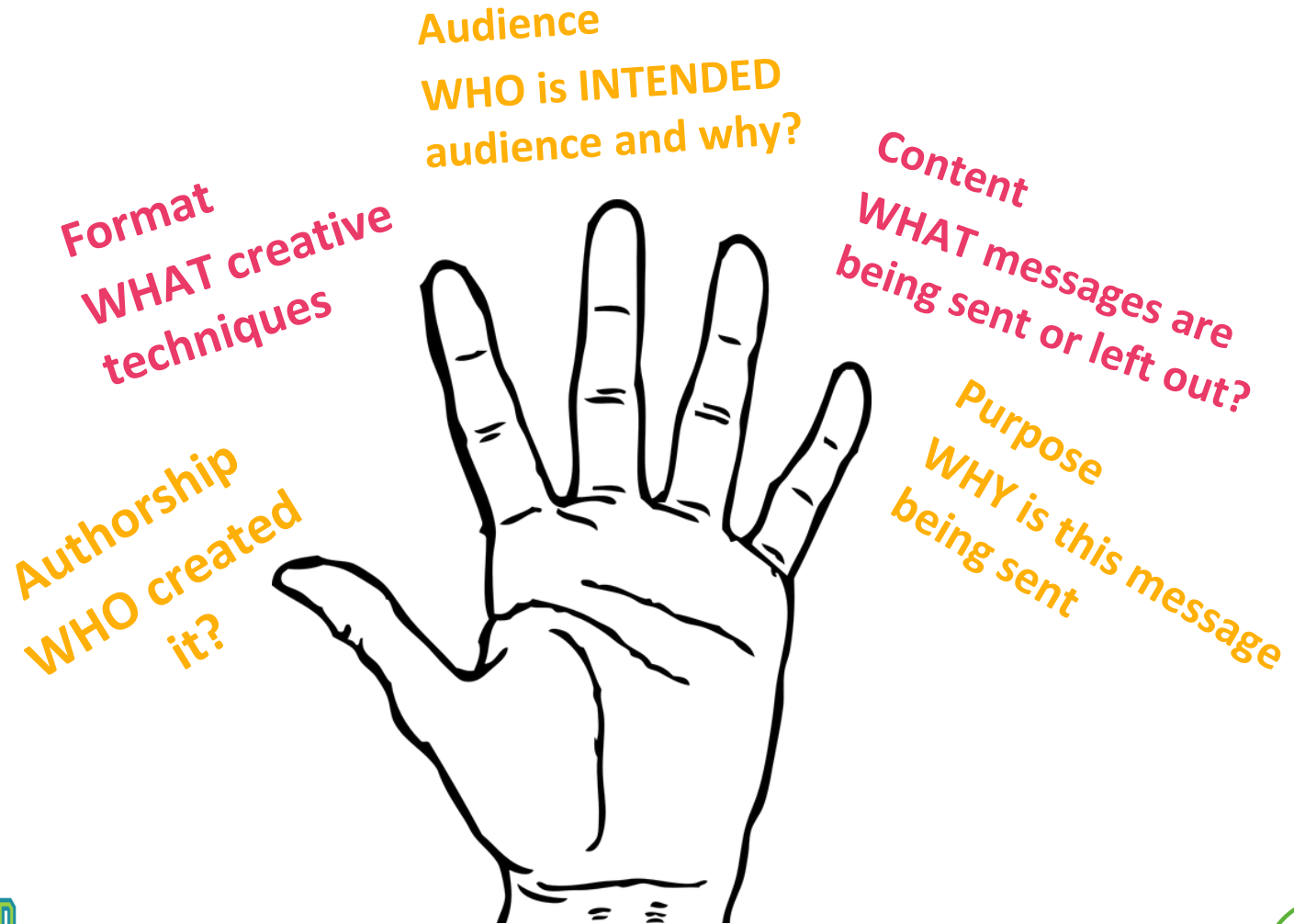


Life is easier on iPhone.

And that starts as soon as you turn it on.



5 key questions





Khloé is worth approximately \$40 million, according to Money.

JUUL **JUUL** ✓
@JUULvapor

Follow

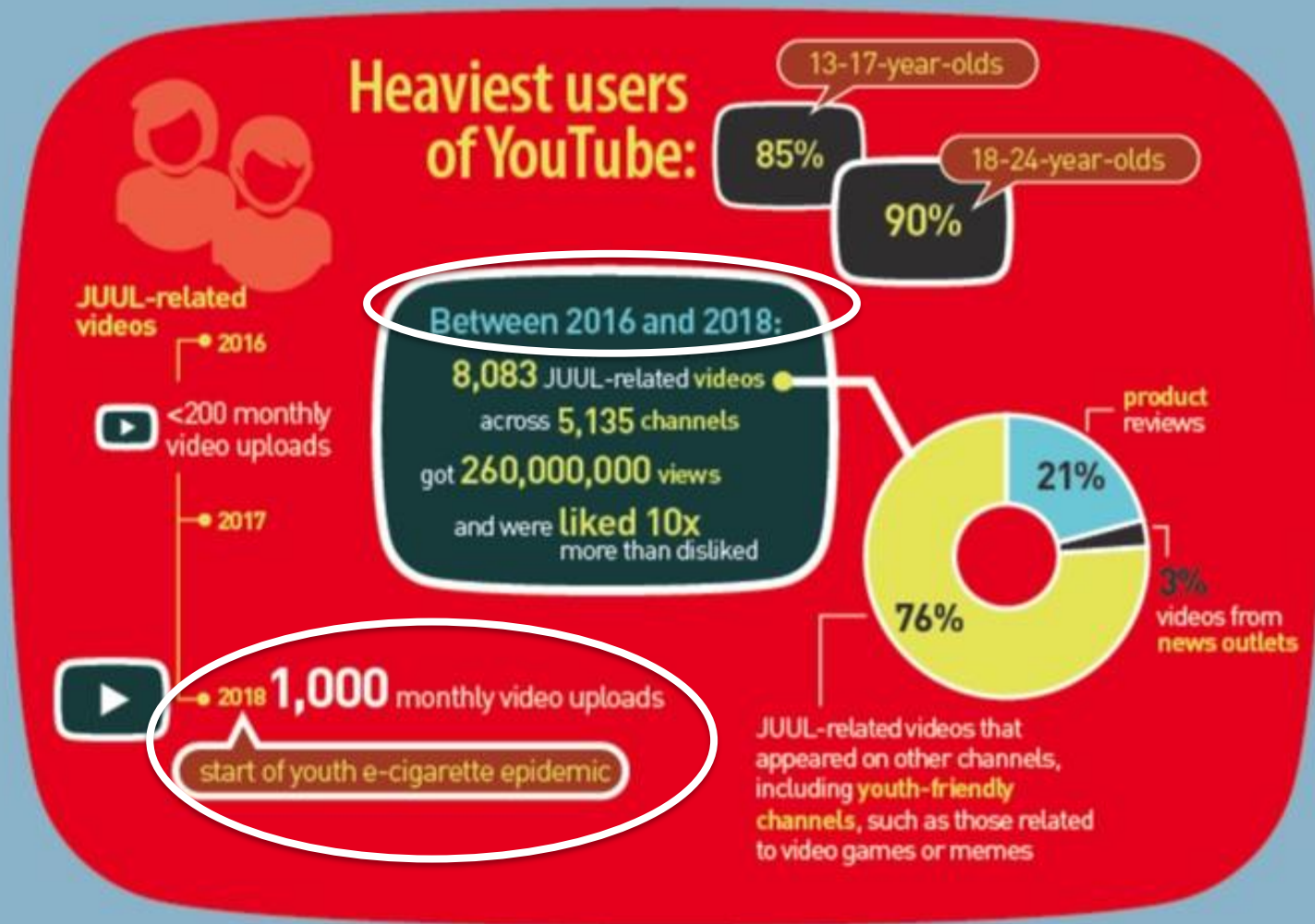


Having way too much fun at the #JUUL
launch party #LightsCameraVapor #NYC



7:58 PM - 4 Jun 2015

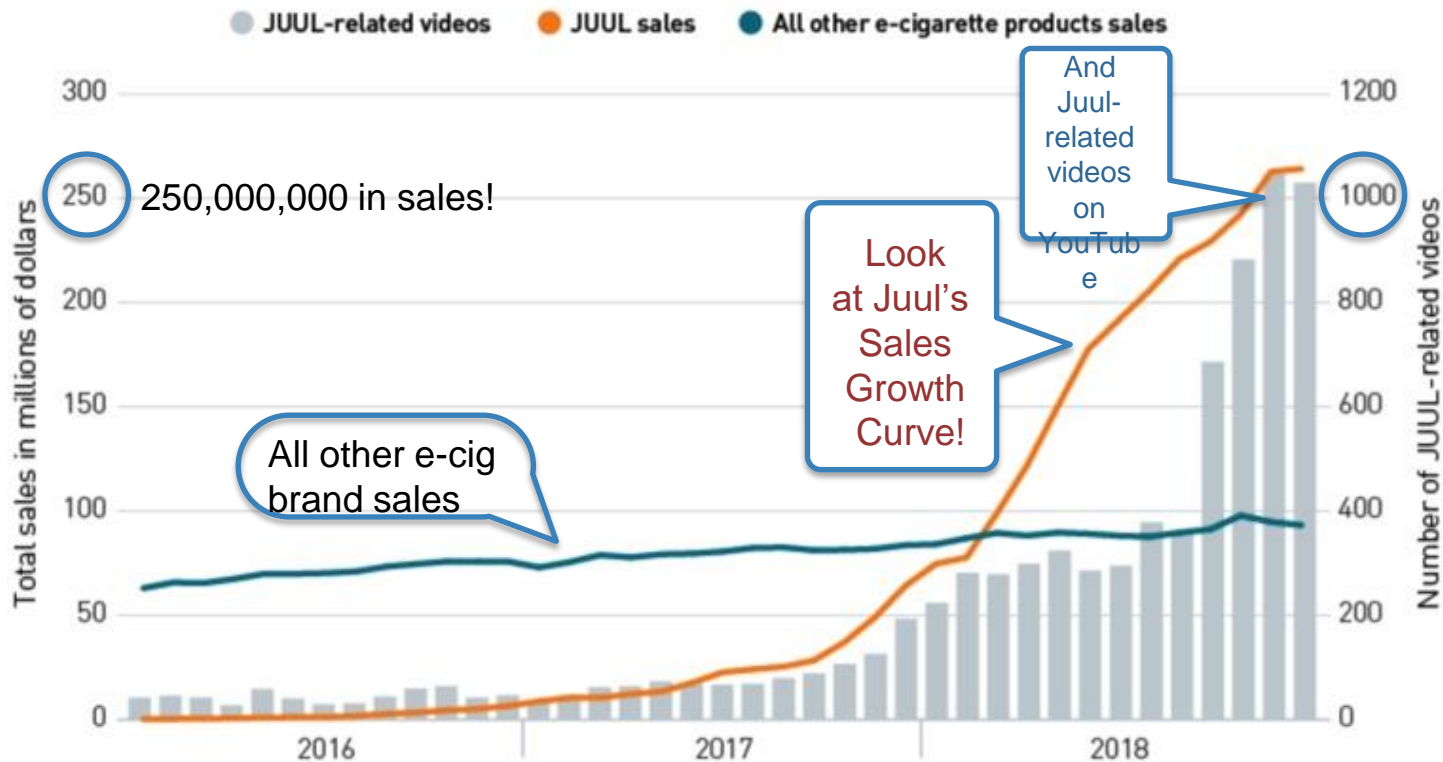
YouTube The most popular social media platform among young Americans.



Vaping content on sites like YouTube matters because research shows that exposure to pro-tobacco messages on social media can lead to youth trying tobacco products.

Researchers from Truth Initiative and the University of Chicago found that the number of JUUL-related videos soared along with JUUL's rising sales.

Sales of e-cigarettes and JUUL-related videos on YouTube



Source: Total Nominal Sales Dollars from retail xAOC and C-Store Nielsen Retail Data, Total US Estimate, 2016-2018



Nearly 25% of all videos were product reviews, paid influencers!

Poll:



TOBACCO COMPANIES ADVERTISING COSTS



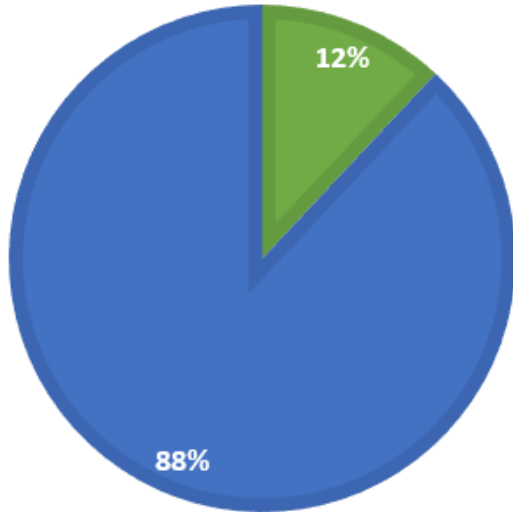


MOST YOUTH DON'T USE NICOTINE or MARIJUANA!

It is easy to find friends at school who are not using marijuana or nicotine.

FRIDAY HARBOR SJI 8TH GRADERS

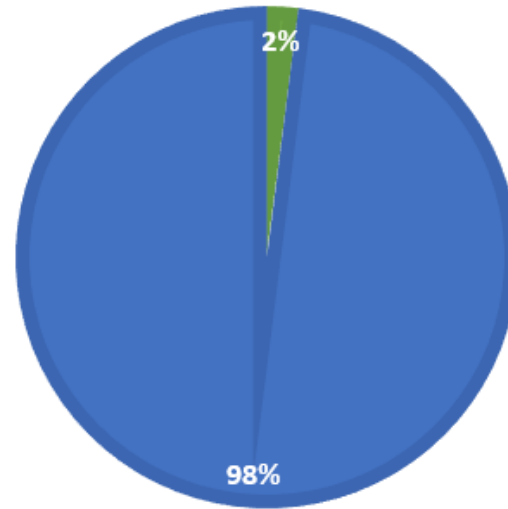
■ Choose to Vape ■ Choose NOT to Vape



VAPOR PRODUCTS

FRIDAY HARBOR SJI 8TH GRADERS

■ Choose to use Cannabis ■ Choose NOT to use Cannabis



Marijuana/Cannabis

San Juan Island, WA. - 8th grade FHMS data

How much do you know?

A marijuana fact quiz



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100 Point ▶ Questions

On the honor system! Keep your score!

You can share your answer in the chat to Luke, too!

What is Washington State's legal age of marijuana use?

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100 Point Question:

21 years old

You have to be at least 21 years old
to legally buy, have, or use
marijuana.

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Does marijuana HURT or HELP
coordination and reflex time?

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100 Point Question:

Hurt

Marijuana slows reflexes and makes a person less coordinated. This can prevent us from being at our best in sports or performing music.

True or False

If you get caught using marijuana,
you can get kicked off
or suspended from your sports team
or club.

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100 Point Question:

True

FHHS Handbook Policy

The first violation of possession (including drug paraphernalia) or consumption of alcohol, or being under the influence of alcohol or controlled substances will result in a Long-Term **Suspension from school for fifteen (15) school days**. All but five (5) school days of the penalty may be suspended if the student completes a drug/alcohol assessment within five (5) school business days of the violation after which the Long-Term suspension will be converted to a Short-Term Suspension of five (5) school days without need for a request by the student. The student will be expected to then participate in a program of therapy specified by the student's assistance counselor. Additionally, students will be required to provide the results of drug/alcohol monitoring monthly. If the student fails to participate in a program the Short-Term Suspension will be amended again to become a Long-Term Suspension of fifteen (15) school days, the unserved balance of which shall be immediately imposed upon the student. **A second violation may result in expulsion from the San Juan Island School District**. Re-admission shall be upon the approval of the Superintendent of schools or his/her designee

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200 Point Questions

How many got all 3 questions right?

Okay, let's continue!

At what age does the brain fully develop?

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200 Point Question:

~25 years old

Range: 23-28 years old

It is especially important to protect our brains while they are still developing!
Using drugs like marijuana can keep our brains from developing normally.

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True or False

Using marijuana can make it harder to learn, pay attention, and remember things

200 Point Question:

True

Marijuana affects the brain in many ways. But learning, attention, and memory are some ways that can really get in the way of doing well in school.

Does marijuana increase or decrease heart rate?

200 Point Question:

Increase

Using Marijuana *increases* your heart rate, as much as 20% up to 100% right after use!
An increase in heart rate can also trigger panic attacks, making anxiety worse.

300 Point Questions

Checking in! Still keeping track of those points?

True or False

Just because marijuana is legal in Washington State, you can still get fired from your job for using it in your own time.

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300 Point Question:

True

For many jobs it is still illegal to use marijuana. Many jobs, like being a police officer or boat captain, require taking a drug test before you can get hired.

Some jobs do regular drug testing, especially jobs that require driving or using machines. Chemicals in marijuana can be detected in your body for days or weeks (and even longer in your hair!).

How does marijuana impact driving?

- A. It does not impact driving
- B. It slows reaction time
- C. It improves reaction time

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300 Point Question:

B. It slows reaction time

Studies show marijuana can *slow reaction time* and mess with your coordination. Because of this, you can get a DUI if you are caught driving while high.

How much more likely is a teenager to develop a dependence (become addicted) to marijuana than an adult?

- a. 2 times more likely
- b. 3 times more likely
- c. 4 times more likely

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▶ 500 Point Questions

Okay! Last few questions!

How long after someone stops using marijuana does it take for learning, attention, and memory to return to normal?

- A. 4 hours
- B. 1 Day
- C. 1 Week
- D. 3 or more weeks

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500 Point Question:

D. 3 or more weeks

Regular marijuana use has been shown to make it harder to learn, pay attention and remember things.

So, if you are trying to get your grades up, do well on a test, or graduate on time, marijuana can get in the way.

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How many high-schoolers in Washington use marijuana in a typical month?

- a. Almost All (About 85-100%)
- b. Most (About 60-84%)
- c. About Half (40-59%)
- d. Some (About 15-30%)
- e. Almost no one (0-14%)

Let's Answer in a Poll!

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500 Point Question:

D. Some (15-30%)

- 18% of 10th graders
- 26% of 12th graders

2018 Healthy Youth Survey (WA State)

MOST YOUTH DON'T USE MARIJUANA!

It is easy to find friends at school who are not using marijuana.



**83% of FH
high school
students
don't use
marijuana!**

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CHOOSING HEALTH!

Correcting misperceptions is critical to reduce substance use.



How did you do?



What's your score?

Share in the chat!

2800 possible points!

Find facts that you can trust at YouCanWA.ORG

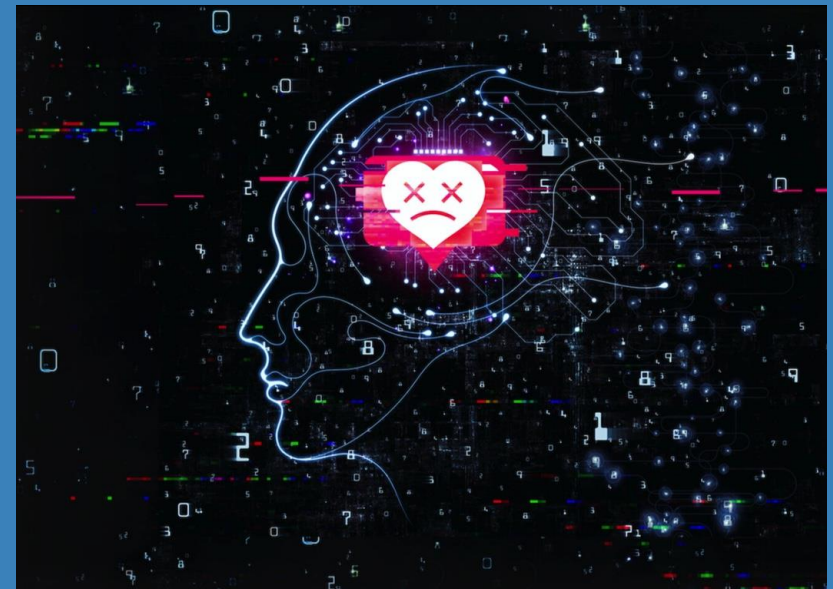


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A trusted resource from the Washington State Department of Health

Highly Recommended: The Social Dilemma - PG-13



Did you know? There are unintended impacts to social networking...

THE DEMOCRACY DILEMMA



The # of countries with political disinformation campaigns on social media doubled in the past 2 years.

— NEW YORK TIMES, 2019

DEMOCRACY

THE MENTAL HEALTH DILEMMA



A 5,000 person study found that higher social media use correlated with self-reported declines in mental and physical health and life satisfaction.

— AMERICAN JOURNAL OF EPIDEMIOLOGY, 2017

MENTAL HEALTH

THE DISCRIMINATION DILEMMA



64% of the people who joined extremist groups on Facebook did so because the algorithms steered them there.

— INTERNAL FACEBOOK REPORT, 2018

DISCRIMINATION

Watch with your parents.

Sorting Facts from Fiction a KING 5 Special shares:

Misinformation vs. Disinformation:

Misinformation is false or incorrect information shared unintentionally.

Disinformation is shared with the **INTENT** to **DECEIVE**.

WHAT TO LOOK FOR:

- ~Emotional reaction: makes you mad, angry or fearful.
- ~Watch out for click bait! Algorithms keep putting the info in your feed.
- ~If it's too good to be true or too bad, vilifies: slow down and know the source of this info and don't share without fact checking first.

WHO, HOW and WHAT are they trying to sell me?



TIPS FOR FACT CHECKING CONTENT

1. Is it Factual or a Commentary/Opinion Piece Article?
2. Check date of article
3. Use more than one source for your news, balanced and reliable sources. (ex. NBC News, NY Times, BBC, NPR)
4. Photo real or out of context? Do a reverse image search on Google

Trusted fact checking source:

snopes.com



Trusted fact checking source:
snopes.com



Charlie's Hurricane Page
7 hrs · 🌐

Shark seen swimming down I-10 in Lake Charles, LA!
#HurricaneLaura2020

👍👎🗨️ 81 30 Comments · 738 Shares

👍 Like 💬 Comment ➦ Share

Vasilio Hayat I remember this pic from several years ago 😊😂
Like · Reply · 41m

Write a comment...

Originally posted by
for a Storm Chaser
Community in 2011 as
a joke!

This hoax shows up after many big storms: a faked photo of a shark swimming up a freeway. *Courtesy Photo*

Thank you! Stay healthy!

Back of our Student ID's- Free Resources!

ESCAPE the VAPE:

1-800-QUIT-NOW

Español:

1-855-DEJELO-YA

Text: DITCHJUUL
to 887-09

Download quitSTART
app

SUICIDE PREVENTION:

1-800-273-8255

Español:

1-888-628-9454

Chat: imhurting.org

Text: HOME to 741741

Website: sjipc.org



FREE RESOURCES! Rock-Solid support



Luke Fincher, Rock Solid

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www.sjipc.org

Email: media@sjipc.org

