

◇ Chapter 27
Responsible Behavior

Enrichment Activities

AN AD CAMPAIGN FOR TEENS

Have you ever heard your peers say they had sex “because there was nothing else to do”? The decision to have sex should never be made out of boredom or a distinct lack of creative thinking. It’s time to think seriously about options!

Imagine that you have been given the job of creating an ad campaign for teens. The goal of this campaign is to broaden teens’ thinking about fun things to do together that do not involve sex. The goal is to remind you and other teens that no matter what TV, advertising, or your own friends may lead you to believe, you have *lots* of choices.

Directions: Review the examples of fun activities in the chart below. Then, work in teams of three to add more activities under each category.

Pure Fun	Taking Care of Business	Being with Friends	Doing for Others
Making banana splits	Washing the car together	Skating at the roller rink	Planning a surprise party for a friend

One Step Further

Use your ideas to create a poster that will be part of an advertising campaign in your area. Hang your finished poster on the bulletin board or contact a local business for permission to display your poster in its establishment.

CHANGING GENDER ROLES

Traditional male and female roles have been blurred in many areas of society today. Many men may stay home to help care for a baby or take over household chores while women work outside the home, and men are encouraged to express feelings of sadness and compassion. Meanwhile, more women are showing up in professional sports, as well as board rooms once open only to men. Although these changes may seem confusing at times, these broader roles offer both men and women more freedom to follow their interests and dreams.

Take a Closer Look

How well has the media kept up with these new, expanded options and roles for women and men? It's time to find out. First, find three messages in TV, newspaper, or magazine advertising that show stereotyped gender roles. Then look for three messages that portray the expanded gender roles. Write them in the chart below.

Product	Directed Toward	Message

1. Do you find that these stereotyped messages tend to sell certain products? If so, which ones?

2. What products or services do not tend to rely on stereotyped advertising?

3. Do you think it is possible to educate the public about something worthwhile at the same time you are selling something? Why or why not?

Focus In

Create a brand new advertisement pitched at teenagers. It can be a TV, magazine, or newspaper ad. It can even be a billboard.

- What product or service will you sell?

- Why is this a good product or service for teens?
- How will you sell the product or service in a way that does not reinforce stereotyped gender roles?