



Energy Drinks Lesson Plan

Audience: Students ages 9 years and older

General program objective: Participants will demonstrate an understanding of the effects of caffeine..

Specific program objective: Participants will examine how beverages containing caffeine (energy drinks) are advertised.

Behavior change strategy: Self-Efficacy

Educational activities:

- 1) **Elicit**—ask the students what they know about energy drinks.
- 2) **Explain**—play the provided video for the students.
- 3) **Expand**—have the students reflect on the information provided in the video
- 4) **Exit**—have the students write their own energy drink commercial.

Length of time to complete: 10-15 minutes, depending on length and depth of conversation

Materials Required:

- Note paper and writing utensils
- Multi-media display (e.g. computer monitor, projector, or SmartScreen)
- Access to the internet and YouTube: <https://youtube.com/shorts/xgseZcrseM8>
- Optional: computers and/or essay materials

Procedure:

- 1) Ask the students what they already know about energy drinks (they can write their thoughts, answer in small groups, or discuss as a class):
 - *What is an energy drink?*
 - *What is in these beverages that gives the body energy?*



- *How about caffeine in energy drinks? (Who knows what caffeine does in the body?)*
 - *Are there risks to drinking energy drinks?*
- 2) Introduce the short-form video and play for the students.
 - 3) Ask the students to reflect on the video (they can write their thoughts, answer in small groups, or discuss as a class):
 - *What did the first energy drink commercial tell you about the beverage?*
 - *What did the first energy drink commercial not tell you about the beverage?*
 - *Now that you've seen this comparison, what do you know about (sugar/caffeine) in energy drinks?*
 - *What are the risks of energy drinks?*
 - *How else can you give your body energy?*
 - 4) Have the students write their own energy drink commercial. Challenge the students to make the information honest while still being entertaining. They can work individually or in small groups. (Option for the dramatic presentation of each commercial for the class.)

Further enrichment:

Have the students complete a research paper on the effects of energy drinks on the body. This can be through an online search or with articles sourced by the instructor. The research paper length should be appropriate for the age and language level of the students. Allow an opportunity for students to share their research and thoughts with the class or small groups.

Notes: