



teaching
sexual
health.ca

CALM
Learning Activity

Promoting Birth Control

Learning Outcomes

General Outcome 1: Personal Choices

Students will apply an understanding of the emotional/psychological, intellectual, social, spiritual and physical dimensions of health – and the dynamic interplay of these factors – in managing personal well-being.

Specific Outcome P12:

Examine aspects of healthy sexuality and responsible sexual behaviour



Together with your group, produce material for a teen audience that promotes the correct and consistent use of birth control. Follow the steps outlined below.

1. Choose one of the following types of promotional material for your group to create:
 - Poster:** a one-sided poster with colour and graphics
 - Pamphlet:** a fold-out pamphlet with colour and graphics
 - Commercial:** an advertisement with a written script and a live or recorded presentation
2. Choose **one** of the following commonly used birth control methods as a focus for your group:
 - Abstinence
 - Birth control pill, patch or ring
 - Birth control injection
 - IUD
 - Condom (internal or external)
3. Do your research. Your promotion (poster, pamphlet or commercial) must address each of the following questions:
 - a. What is the method?
 - b. How does the method work?
 - c. How effective is this method at protecting against pregnancy/STBBIs?
 - d. What are 3 pros and 1 con of this method?
 - e. Do you need a prescription?
 - f. What does it cost to use this method?



4. Plan the layout/design of your promotion.
5. Work together to develop a finished product.
6. Use the following checklist to ensure you have created high quality promotional material:
 - Topic is obvious
 - Design/format appeals to a teen audience
 - Design/format is creative
 - Design/format is easy to understand and highlights the most important information
 - Information is accurate
 - Information is appropriate
 - Information is complete (all 6 questions in step 3 are answered.)
 - The promotion could convince a teen audience to use the method.**
7. Present your finished project to the class.



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