



teaching
sexual
health.ca

Grade 7

Learning Activity

Abstinence Advertisement

Learning Outcome

W-7.14 Examine abstinence and decisions to postpone sexual activity as healthy choices.





Creating an abstinence advertisement

In this activity, you will work with your classmates to create a message that explains the benefits of waiting to have sexual activity (abstinence). You will also come up with other ways people can show they care for someone without having sex, and how to talk with a partner about waiting to have sex.

Part A

Create an advertisement to encourage abstinence.

1. Choose **one** of the following types of promotional material for your group to create:
 - ☐ Poster/infographic: a one-sided poster/infographic complete with colour and pictures/graphics
 - ☐ Commercial: a commercial complete with written script and a live or video presentation
 - ☐ Series of three blog posts that include pictures/graphics or three vlog entries
 - ☐ Podcast: an audio broadcast complete with written script and a live or recorded presentation
2. Choose **one** of the following topics as a focus for your group:
 - ☐ Reasons to be abstinent or postpone sexual activity
 - ☐ Things you can do without doing “it”
 - ☐ Ways to talk with your partner about what you’re feeling ready for
3. Brainstorm your ideas. Your group must have at least 10 points directly related to the topic. Write the points in the boxes on the next page.
4. Plan the layout/design/script 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 clear
 - ☐ Design/format appeals to grade 7 audience
 - ☐ Design/format is creative
 - ☐ Design/format highlights the most important information
 - ☐ Information is easy to understand
 - ☐ Information is accurate
 - ☐ Information is appropriate
 - ☐ Information is complete (at least 10 points are included)



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Information to include in the presentation

Create your final project: Get ready to share!





Part B

Think and talk

In your group, talk about the following questions after the presentations. You can choose to share or just listen.

- What are some of the most convincing reasons to remain abstinent or postpone sexual activity?
- How realistic were the ideas presented by each group?
- Are there any other suggestions?
- How often should you review your decision about abstinence and your reasons for choosing it? Why?
- If you choose abstinence, when and under what circumstances might you change your mind?
- If you decide abstinence is no longer right for you, how will you choose another method to decrease risks of an unintended pregnancy or STI?



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