# Game Changer+ media literacy program

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Research has shown that the alcohol industry advertising targets young people at a surprisingly early age. Unfortunately, an awareness and understanding of the tactics the alcohol industry uses to attract young drinkers is low among students.

The Game Changer+ program aims to build the skills, knowledge and understanding of young people to view and analyse alcohol-related media, advertising and other communications, such that they are able to think critically about alcohol messages in a way that empowers them to re-think their choices and behaviours regarding the consumption of alcohol.

The [program](https://fare.org.au/alcohol-truth-a-counter-marketing-intervention-to-address-adolescent-alcohol-consumption/) was developed by a team of researchers from the Australian Catholic University’s Centre for Health and Social Research (CHaSR) in Melbourne has been successfully rolled out in two separate pilot programs within the Australian Capital Territory (ACT) and the New South Wales Illawarra region.

At the successful completion of the Game Changer+ program, students will have the skills knowledge and understanding to view and analyse alcohol-related media, advertising and other communications, and to think critically about alcohol messages in a way that empowers them to reconsider their choices and behaviours.

https://vimeo.com/177665943

It's good that we can finally look in more of a professional view and really unwrap, decode and see what a destructive ad it can be. Because it's not all that it looks like."

*Year 10 Caroline Chisholm School student*

The six-lesson program complements schools’ existing Year 9 and 10 curriculum. Participating schools will be provided with all the resources to conduct the media literacy program. This includes detailed Teachers Manuals, students activities and worksheets, audio visual materials (including PowerPoint slides, still images and video clips) and assessment tasks.

[Download example lesson plan](https://fare.org.au/wp-content/uploads/Lesson-3.pdf" \t "_blank)