

# GAME 1: MEMORY MATCH



***Ready to start playing?***

***Follow the instructions below to play Memory Match.***

## **What is Memory Match?**

Memory Match is designed to teach youth how the tobacco industry packages products to look similar to other products that appeal to youth, such as candy. After playing the game, have a discussion with the group to make sure the youth understand why the tobacco industry is packaging products this way and what the consequences are for their age group.

The following should be discussed with the group: Tobacco marketing is designed to target youth by using imagery that appeals to youth and adolescents. This advertising results in misconceptions about the harmfulness of the products, affects youth's recognition of particular brands, develops positive attitudes about smoking, creates intentions to smoke, and increases smoking behavior.

Use the following questions to facilitate the discussion:

- Why does the tobacco industry package their products to look like candy?
- How do you think youth react when they see this packaging in a store?
- What do you think should be done about this packaging?

## **Set up Memory Match**

Print the pairs of tobacco and candy products on the following pages in color. Cut around each image and paste it to heavy weight paper (such as index cards or construction paper so that you cannot see the image through the back of the paper).

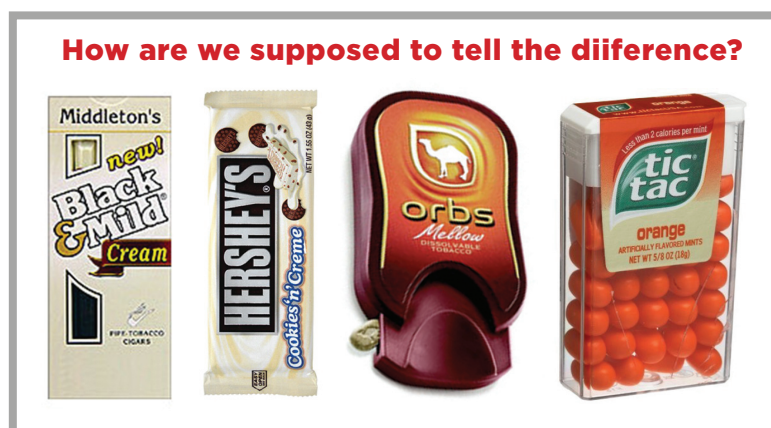
## **Play Memory Match**

1. Show the youth the pairs of cards to make sure they recognize each pair. (Each pair is numbered.) Describe what is in the images: Cigarettes, flavored little cigars, and other tobacco products, such as chewing tobacco and dissolvable tobacco strips and pellets (orbs), that look similar to familiar candy products. Be sure the youth understand that these are all harmful tobacco products that can result in early death.
2. Shuffle the cards and place them face down on a hard surface.
3. Randomly select one participant to go first.
4. Instruct the participant to turn over two cards of his/her choice. If they are a pair, he/she can keep the cards and repeats his/her turn. If they are not a pair, face the cards down. The turn moves to the player sitting clockwise to the participant.
5. Repeat Step 4 until all pairs are matched.
6. Remind the group that there are no winners or losers; the aim of the game is to learn how the tobacco industry targets youth and discuss the consequences of this product packaging.

## **Build the Visual Display**

Instruct the group to build a visual display to show their parents and/or teachers what they learned while playing the game.

For example, place each pair of tobacco and candy products on a poster board or medium of your choice. Decorate the board however you or the group chooses. The visual display will illustrate the abundance of ways the tobacco industry packages products to appeal to youth. A sample visual display is shown to the right.



# GAME 1: MEMORY MATCH



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1



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# GAME 1: MEMORY MATCH

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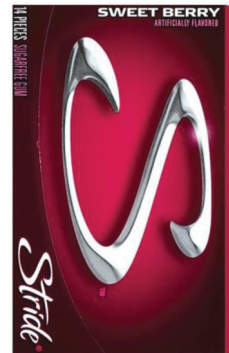
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