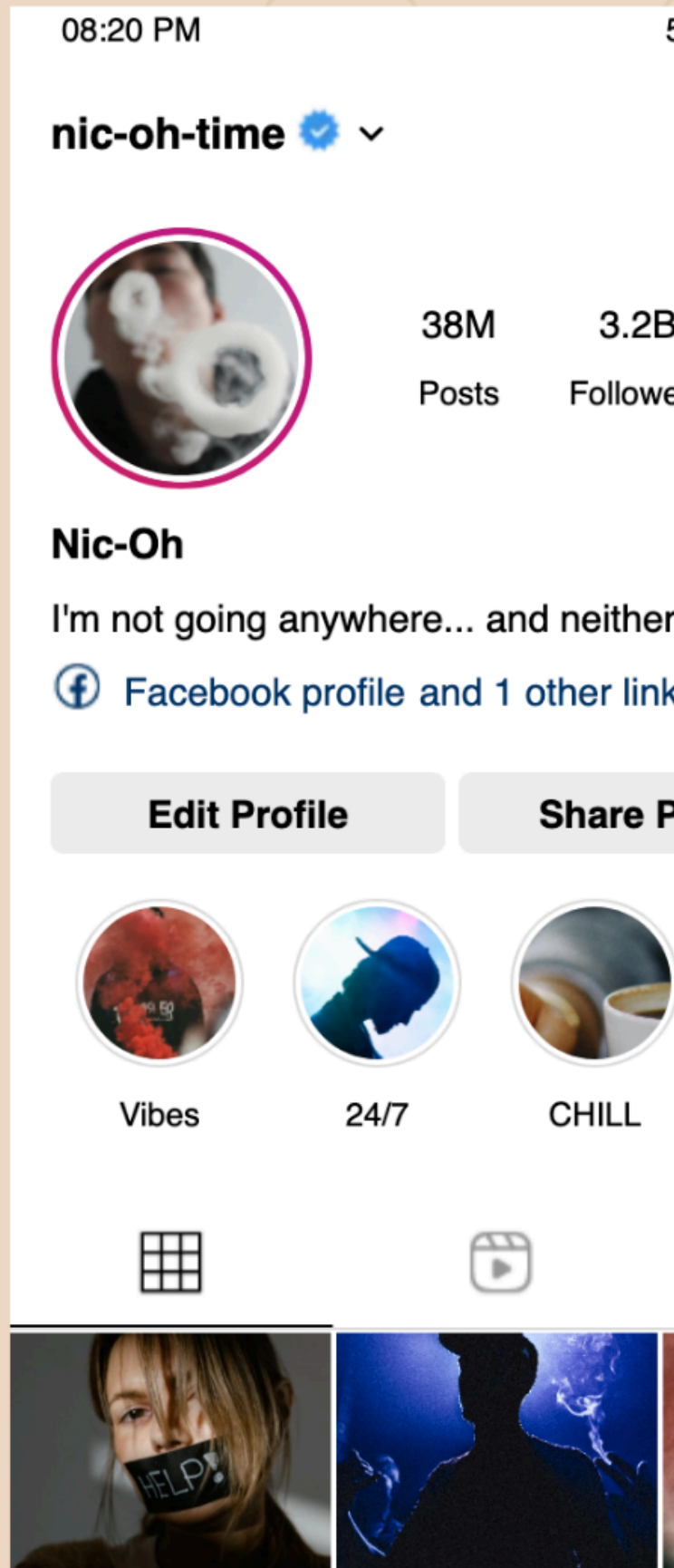


# MEET NIC-OH



The Influencer  
Everyone Knows



## THE INFLUENCE OF NIC-OH LESSON PLAN

# OVERVIEW

Lesson Section	Time	Activity	Teaching Methods	Resources
<b>Presentation</b>	10-15 min	- Deliver Nic-Oh presentation.- Engage students with interactive questions.	- Teacher-led presentation	- Assembly slides
<b>Activity (Teacher Chooses One)</b>	30-40 min	Option 1: Create Your Own Influencer – Students design a fictional influencer who promotes positive habits instead of manipulation. Option 2: Nic-Oh's Lifeline – Students create a visual timeline showing how Nic-Oh's influence builds over time, leading to consequences. Option 3: The Ripple Effect Debate – Groups debate Nic-Oh's impact on time, health, and finances, exploring how addiction spreads.	- Group work- Discussion & creative thinking	- Activity-specific resources (see below)
<b>Wrap-Up Discussion</b>	5 min	- Recap key messages.- Reinforce the 20-minute campaign message.	- Whole-class discussion	- Support services slide

# PRESENTATION

## Slide 1: Introduction

Let's talk about influencers. Whether it's TikTok, Instagram, or YouTube—these people shape what we wear, what's trending, even how we think.

Questions: Who are your favourite influencers? Why do you follow them? What makes someone worth following?

## Slide 2: – Meet Nic-Oh

This is Nic-Oh. Nic has billions of followers worldwide. Some of you might already be following them. Nic-Oh doesn't post flashy giveaways or promote skincare routines. But they still have a grip on millions of people.

## Slide 3 & 4: Why People Love Nic-Oh

These posts make Nic-Oh seem like a great person to follow, right? They're supportive, reliable, and always there when you need them. These messages show how much people rely on Nic-Oh

Questions: Why does Nic-Oh have this much control?

## Slide 5: Would You Follow Nic-Oh?

So, now that you've seen a bit of what Nic-Oh is like—would you follow them? Ask for a show of hands. Some of you might think Nic-Oh sounds great, others might not. But what if you followed an influencer that was really hard to unfollow? Let's have a look at some of Nic-Oh's posts.

## Slide 6: The Reality Behind Nic-Oh

This post might seem lighthearted, but the comments tell another story. People talk about

missing moments—whether it's a winning goal or the end of a movie—because of Nic-Oh. Nic-Oh is pulling people away from things that matter whether it's being with friends, making memories, special moments.

### **Slide 7: "Friendship comes at a price. Worth it tho... right?"**

"Friendship comes at a price. Worth it tho... right?" Nic isn't just a friend—they're controlling. They drain your money, convincing you to spend on them instead of things you actually want. Someone says they were saving for new shoes but ended up wasting their money elsewhere. Another says they don't even want to add it up. Nic makes it seem like no big deal, but imagine a friend who constantly takes from you and never gives back.

### **Slide 8: Show: "Where does the time go?"**

Nic-Oh's followers know they're being drained of time. Someone literally says, 'You're draining me,' and Nic-Oh's response? 'You say that, but you're still here.' Time is something we can't get back, and Nic-Oh doesn't care.

### **Slide 10: Who Is Nic-Oh?**

Who Is Nic-Oh? At first, Nic-Oh seemed like a friend, someone who always had your back. But now we see the truth: Nic-Oh is controlling you, taking your time, money, energy—and giving nothing back. Nic-Oh traps people, making them believe they need them. Why are people still following Nic-Oh?

### **Slide 11: The Big Reveal**

Because Nic-Oh isn't just an influencer. Nic-Oh is an addiction. Nic-Oh is Nicotine.

### **Slide 12: How Nic-Oh Hooks You**

- Nic-Oh works just like an influencer—they get into your head, make you think you need them, and slowly take control. At first, Nic-Oh feels comforting, showing up when you're stressed or tired. But over time, they take more - time, money, and energy—without giving anything back.
- When people try to leave, Nic-Oh makes it feel impossible, saying things like: 'You need me.' 'What will you do without me?' Nic-Oh makes you feel in control, but they're the ones pulling the strings. That's how addiction works—it traps you in a cycle that feels impossible to break.

### **Slide 13: The Side Effects of Nic-Oh**

- Nic-Oh isn't just taking your time and money—they're changing your brain, too. Nicotine tricks your brain into thinking you need it to feel good, but that's not true. When it wears off, it leaves you feeling Anxious, Irritable, Restless.
- Did you know that every cigarette takes 20 minutes off your life? Over time, that adds up to days, weeks, even years lost
- And then there's the time and money. Nic-Oh takes it little by little until you're left wondering: 'Where did it all go?' Imagine what you could have done instead—a concert, a game, a holiday.

### **Closing Question Final Slide:**

If Nic-Oh was a real person—would you still follow them?

# LESSON PLAN

**Duration:** 1 Hour

**Objective:** Reinforce the key messages about healthy choices, using fun, creative, and interactive activities to engage students.

## Lesson Structure

1. **Start with Assembly Script (10-15 minutes)** Use the slides and interactive questions to guide the discussion.
2. **Activity Options (45 minutes)** Choose one or more of the following creative activities based on your class's interests and time available:

### Option 1: "Create Your Own Influencer"

**Goal:** Students will design a fictional influencer who promotes positive, life-enhancing habits (e.g., fitness, art, hobbies).

#### Instructions:

**Introduce the task:** "Nic-Oh showed us what a toxic influencer looks like—controlling, manipulative, and harmful. Now, let's flip the script and create an influencer who actually helps people." **In groups of 3-4: Students will create an Instagram profile for their positive influencer.**

- A username (e.g., FitWithFinn, ChillTimeCharlie).
- 3 captions/posts promoting healthy habits (e.g., mindfulness, exercise, hobbies).
- A short bio describing what their influencer stands for.

#### Present and Discuss:

- Groups share their influencer with the class (1-2 minutes each).
- "How is your influencer different from Nic-Oh? What kinds of choices would this influencer encourage? How could they help their followers avoid negative habits like Nic-Oh's?"

## **Option 2 (New): "Nic-Oh's Lifeline" (Interactive Timeline Challenge)**

**Goal:** Students will create a visual timeline of what happens to someone who follows Nic-Oh, exploring how small actions lead to long-term consequences.

### **Instructions:**

**Set the Scene (5 Minutes):** "Let's imagine someone starts following Nic-Oh. At first, things seem great, but over time, Nic-Oh starts to take more and more. Together, we're going to map out how Nic-Oh affects their life step by step."

- Divide the class into small groups of 4-5.
- Each group is tasked with creating a Lifeline Timeline for one of Nic-Oh's followers.
- Provide groups with key milestones to incorporate into their timeline:
  - The Beginning: Why did they start following Nic-Oh? (Stress relief, boredom, fitting in, etc.)
  - The Build-Up: How does Nic-Oh start impacting their life? (E.g., missing moments, feeling tired, losing money.)
  - The Turning Point: When do they start noticing Nic-Oh's grip on their life?
  - The Consequences: What happens over time? (E.g., missing key events, health issues, financial struggles.)
- Each group creates their timeline as a story:
  - Give their Nic-Oh follower a name and age.
  - Use specific examples for each milestone.
  - Make it visual: groups can draw the timeline on paper or use a whiteboard.

### **Group Presentations (5 Minutes):**

- Each group shares their Nic-Oh follower's "journey."
- Key Questions to Ask:
  - "What was the biggest impact Nic-Oh had on their life?"
  - "At what point should they have unfollowed Nic-Oh?"
  - "What could have helped them break free from Nic-Oh's grip earlier?"

### **Option 3: "The Ripple Effect" Debate**

**Goal:** Students will explore the broader social, emotional, and financial consequences of following Nic-Oh.

#### **Instructions:**

**Set the Scene:** "Nic-Oh doesn't just impact one part of your life—they create a ripple effect. Let's debate the different ways Nic-Oh's influence spreads into people's lives."

#### **Divide the Class: Split students into 3 groups:**

- Group 1: Focuses on the time impact (e.g., missed moments, lost memories).
- Group 2: Focuses on the health impact (e.g., anxiety, stress, physical consequences).
- Group 3: Focuses on the financial impact (e.g., money wasted on nicotine products).

#### **Group Prep (10 minutes):**

- Each group creates an argument for how Nic-Oh negatively affects their assigned area. They should include examples and discuss why it matters.

#### **Class Debate (15-20 minutes):**

- Groups take turns presenting their points. After each presentation, allow the other groups to ask questions or offer counterpoints.

#### **Wrap-Up Discussion:**

- "Which impact do you think is the most serious?"
- "How do these impacts connect to each other (e.g., poor health leading to lost time and wasted money)?"





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