

LifeSmarts U Consumer Rights Lesson Counterfeit Products: A Toolbox Lesson

Lesson Note

The web site, [Be Safe Buy Real](#), provided by UL Standards & Engagement, provides additional resources and background material to extend this lesson.

Lesson Description

This is a LifeSmarts Toolbox Lesson, designed to give students an overview of the issues surrounding counterfeit products while providing additional resources for them to explore.

Lesson Objectives

- Understand the basics of counterfeit goods and the role consumers play
- Design digital posters to inform peers and the community about counterfeit goods

Background

High school students may not think twice about the dangers of counterfeit goods. But counterfeit consumer goods such as fake sunglasses, batteries, cosmetics, and medicine can have repercussions not only for a student's finances, but their health. And the impact of counterfeit goods goes beyond health risks and economic harm – there are also serious social consequences including environmental pollution, labor exploitation, and funding criminal organizations.

According to [Red Points](#), 43% of young consumers have bought a fake item, and close to 20% knew they were buying a fake. Younger consumers have more opportunity than ever to buy fake products due to the prevalence of counterfeit items on social media, interest in getting a “great deal,” and a lack of awareness of the dangers posed by counterfeit goods. Being a smart consumer requires each of us to understand how to protect ourselves from the risks of counterfeit products. (See the [Be Safe Buy Real infographic here](#).)

At the completion of the lesson students are encouraged to synthesize their knowledge and create digital posters to educate their peers and community about counterfeit goods.

Materials

- [Counterfeit Products](#) PowerPoint
- [Vocabulary Worksheet](#)
- [Vocabulary Key](#)
- [Rapid Research Worksheet](#)
- Toolbox Resources, Page 3

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Steps

Day One

1. Review the vocabulary
 - a. Discuss the terms presented in the content vocabulary
 - b. Or, ask students to complete the worksheet as you view the *Counterfeit Products* PowerPoint
2. View the *Counterfeit Products* PowerPoint
 - a. Engage students in critical thinking by using the Discussion Questions throughout the slide show
2. Research counterfeit products
 - a. Students complete the Rapid Research worksheet to capture data to include in their posters
 - b. Use the Toolbox resources and others for more information and background about counterfeit products

Day Two

1. Create digital posters
 - a. Students demonstrate knowledge by designing their own unique message about any area of the Be Safe Buy Real educational campaign. Students are encouraged to be bold in their design and create a helpful and positive consumer safety message for their classmates and the community.

Extensions

1. Have students share posters with the class
2. Educate the community by displaying posters in digital spaces or by printing them and posting them in common areas
3. Enter the LifeSmarts Digital Poster Contest sponsored by UL Standards & Engagement (open from November 1 – December 16, 2022; students designing the top 10 posters, as judged by experts, will receive \$100 cash prizes)
 1. [Contest Rules](#)
 2. [Digital Poster Entry Form](#)

Summary Discussion Prompts

1. What did you learn about young consumers' habits regarding counterfeit goods? How will this new information change your shopping habits?
2. Does calling an item a "dupe" (duplicate) or "rep" (replica) make a counterfeit product sound more acceptable? Why or why not?
3. How do social media influencers help or hurt the fight against counterfeit products? Why do you think students your age may listen more to online to influencers, rather than friends, family, or the mainstream media? Explain how this might change the way you view social media influencers.
4. Is it a consumer's responsibility to fight back against counterfeit goods? Why or why not?

TOOLBOX RESOURCES FROM THE BE SAFE BUY REAL WEB SITE This curated list will help students get started with their research. Many more resources are available from this web site and other sources.	
1. Anti-Counterfeiting and IP Crime Prevention	6. 5 Counterfeit Products with Serious Side Effects
2. Top 6 Ways Dangerous Counterfeits are Sold	7. Social Media & Counterfeits
3. The Price of counterfeit goods (Courtesy of U.S. Customs and Border Protection)	8. The Generational Divide
4. Awareness of Counterfeits in E-Commerce (Courtesy of U.S. Customs and Border Protection)	9. Surge in Fakes Online Ahead of Black Friday
5. Don't Let Counterfeiters Profit at the Expense of Your Health	10. Only Purchase Certified Batteries from Trusted Sources
LifeSmarts U Lesson Extensions	
1. Kahoot	2. Flippity

