Lesson Plan

Who Is Merck Animal Health?

Created: 03/2017 by the National FFA Organization

STUDENT LEARNING OBJECTIVES:

After completing these activities, students will…

1. Discover how Merck Animal Health impacts agriculture.
2. Create and deliver a presentation about Merck Animal Health.

TIME REQUIRED: 30 minutes

RESOURCES:

1. FFA.org
2. Video: "Merck Animal Health," https://www.youtube.com/watch?v=4gg9vVaU7Uc
3. Website: Merck Animal Health, http://www.merck-animal-health-usa.com/

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Merck Animal Health: Science of Healthier Animals" worksheet for each student.
2. Internet access to play the video in real time or embed it in a PowerPoint ahead of time.
3. Internet access for students.

THIS QUICK LESSON PLAN WOULD WORK WELL AS:

1. A portion of a careers unit.
2. A portion of an agricultural company's lesson/unit.

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

FFA Precept

- FFA.PL-A.Action: Assume responsibility and take the necessary steps to achieve the desired results, no matter what the goal or task at hand.
- FFA.PL-E. Awareness: Understanding where you are with regard to personal vision, mission, and goals.
- FFA.CS-M.Communication: Effectively interact with others in personal and professional settings.

AFNR Cluster Skills

- CS.01. Analyze how issues, trends, technologies and public policies impact systems in the Agriculture, Food & Natural Resources Career Cluster.
- CS.02. Evaluate the nature and scope of the Agriculture, Food, and Natural Resources Career Cluster and the role of agriculture, food, and natural resources (AFNR) in society and the economy.

Common Core - Speaking and Listening

- CCSS.ELA-Literacy.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
- CCSS.ELA-Literacy.SL.9-10.2 Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.

AFNR Career Ready Practices

- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.

Partnership for 21st Century Skills

- Communication
- Initiative and Self-direction
- Leadership and Responsibility

LESSON PLAN:

1. *Introduction:* Ask the following questions:
    a. "How many of you have pets?" (Have the students raise their hands to answer.)
    b. "What do you do if they get sick?"
    c. "How do the vets get the medicine?"
        i. *Transition:* "Today we are going to learn about a company dedicated to the health of animals, Merck Animal Health."

2. *Activity:* Each student needs a copy of the handout, "Merck Animal Health: Science of Healthier Animals."
    a. Show the video, "Merck Animal Health." The direct URL is https://www.youtube.com/watch?v=4gg9vVaU7Uc . Students will complete the worksheet as they watch the video.

3. *Follow Up:* At the completion of the video, have students share what they learned about Merck. After the discussion, have students share their responses to the scenarios.

4. *Leveling Up:* To take this lesson one step further, have students dig a little deeper into the company. Have the students create a short (three-to-five-minute) presentation to present to the class on what they discovered.

NAME: _____

Aligned to the following standards:
FFA.PL-A; FFA.PL-E; FFA.CS-M; CS.01; CS.02; CCSS.SL.9-12.1; CCSS.SL.9-12.2; CRP.04; CRP.10

Merck Animal Health: Science of Healthier Animals

DIRECTIONS:

Watch the video, "Merck Animal Health." Complete the chart below and be ready to present your responses to the class. You can also utilize the Merck Animal Health website, http://www.merck-animal-health-usa.com/, when completing the chart.

Scenario	What are some points from the video or Merck's website that dispel this information?	How will you respond in a way that is respectful of their opinion but informative of animal health?
You are giving a presentation to your English class about animal science. Someone says, "All companies with animals are just trying to get money. No one cares about animals, which is why I don't eat meat."		
You are working on a social media campaign with your local veterinarian that discusses the importance of antibiotics. Someone comments, "All antibiotics are bad, and no one should use them on their animals."		

