



Fruitful Minds Lesson 4: Advertising

Objectives

- Name and give examples of food advertising techniques
- Identify nutrition claims on sample food packages
- Make food selections based on package claims and nutrition labels

Materials

- PowerPoint presentation
- Claim Game Activity: Sample Food Packages
- Fruitful Notes for Lesson 4

Prior to Class

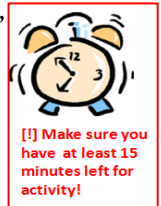
- Confirm that the program manager has asked the teacher to prepare the following:
 - Request the teacher to assign students different leadership tasks: distribute handouts, distribute snacks, select speaker (first student selects who will answer a question, and the chosen student can choose the next, and so on...)
 - Request the teacher to split students into groups of 4 or 5; students should sit in the assigned groups.
 - Write roles and students' names on the board.
 - Ask the teacher to make name tags for students to put on their desks
- Prepare for physical fitness activity
- Prepare for Claim Game Activity by stationing two or three packages at each station.
- **Before you start, please turn off your cell phones.**

Lesson Four Overview

1. Do physical activity for lesson 4
2. Review materials from previous lesson
 - Complete the nutrient portion of Fruitful Notes for Lesson 4
 - Ask students to volunteer a list of nutrients they should watch out for. *Sugar, salt, fat.*
 - Why should we be paying attention to serving size?
 - Ask the two volunteers selected during lesson 3 to present their findings for yogurt, cereals, and/or snacks. Report the biggest nutritional issue on the label—is it calories, sugar, fat, or salt?
3. Present Powerpoint slides: Today, we will focus on food advertisements. Please keep track of the advertising techniques on Fruitful Notes for Lesson 4 as we discuss them.

Talking points for each slide:

- Slide 1 - Tell students that we will pick one volunteer for each of the following questions: *What is your favorite commercial? Name one commercial for food that you have seen. What kind of food are these ads for? What ads do you see for "healthy food"?*
- Slide 2 - Commercials show families together, people always look happy in ads. When a company wants you to think that their food is healthy, the box is often green; or, the box will have a sun on it.
- *Think of the last McDonald's commercial you saw. Write "McDonalds" under "emotions" on your Fruitful Notes. Do you remember how the actors looked (do they look happy, sad, sick, excited....)? Write the emotion next to "McDonalds" on Fruitful Notes.*
- Slide 3 - *Can I have one volunteer tell me what thoughts come to mind when you see this ad? (great basketball player, super strong, wow!....) Would you like to be associated with these labels? If you buy Gatorade, will your basketball skills improve? This is a good example of how advertisers use "association" to get you to buy their product.*
- *On Fruitful Notes under "association," write "Gatorade," and then write down what you associate the Gatorade advertisement with (great basketball player, being athletic...etc)*
- Slide 4 - Michael Phelps and 50 cent
- Slide 5 - LaDainian Tomlinson and Miley Cyrus
- *Do you think if you drink milk, you will look and perform like these people?*
 - *Which celebrity do you admire? Write his or her name on your Fruitful Notes under "famous people." Then, write the name of the product that they are selling. Would you eat the product that they are selling because you admire them?*
- Slide 6 - Ben and Jerry's always has new and creative flavor names. *When was the last time that you bought Ben and Jerry's just because you wanted to try their new flavor?*
- *On Fruitful Notes, under "New and Improved," write down the name of a new flavor you tried just because it was new.*
- Slide 7 - Products are sold in larger sizes so we think we are getting a better deal.
- However sometimes such a large serving is not what our body needs. By making food cheap, food companies and restaurants gets us to eat more of it, which might not be so healthy for us.
 - *Who knows what is in a grand slam breakfast? (two eggs, two pancakes, two bacon, two sausages, and the meal costs 4 dollars.) Do you think this is a great deal? Do you know how much calories are in the breakfast? (800 calories)*
 - *Under "Value," write down "Denny's Grand Slam breakfast."*
- Slide 8 - *Can I have one volunteer to say the subway jingle? On your Fruitful Notes, write down your favorite jingle.*
- Slide 9 - *Who knows who these characters are? On Fruitful Notes, write down your favorite character, and then write an adjective that describes them (fun, happy, cool...). Now, write the food product/restaurant they represent.*



- Slide 10 - In order to see what nutrients there are in a food, you have to look at the BACK or SIDE of the package (where the nutrition labels are) to make your food choices.
- On the FRONT of the package, you usually see health claims that help to advertise and attract customers so more people want to buy the product. These health claims are not always true.
 - The advertisement may be true, but to get the whole story, you need to look at the food labels. For example, vegetable soups may have healthy vegetables, but they also contain more salt than you should eat in a serving.
 - Fresh and whole food contains more nutrients than packaged food. Unprocessed foods like fruits and vegetables don't need to make claims of their health benefits. Foods that need to make health claims to attract customers are often foods that are actually not so healthy.

- Slide 11 - Review:
1. *What is the goal of advertising? Answer: To attract more people to buy a product.*
 2. *Where can you find the best nutrition information of a food product? Front, side, or back of the food package? Side and back.*
 3. Does anyone remember how many grams of sugar are in a teaspoon? So remember to look at grams and divide by 4.
 4. Does anyone remember the easy way to remember a reasonable amount of salt in a product? *Milligrams \leq Calories*

2. Claim Game Activity

3. *During our next lesson, we will have a guest athlete visiting the class. Please take two or three minutes to write down two questions you want to ask an athlete about nutrition, what they eat, how much they exercise...etc. Write this at the bottom of your Fruitful Notes. Collect Fruitful Notes for Lesson 4.*

4. Talk about Family Discussion Points

Activities

- The Claim Game Activity
 - Have student groups examine the nutrition claims on several food products that have claim labels on the front. Students should refer to their handouts which should be filled in with advertising techniques.
 - Call on groups to report which advertising techniques are being used. Are the claims on the packages true? Is there something more that the consumers should know that's not written on the front of the package?

Family Discussion Points and Homework

- What is the most interesting thing you learned today that you will share at your dinner table tonight? Ask for volunteers.