

Weller Health Education Center

Food for Thought

Healthy Eating series

45 minute, outreach program

Grades 2 - 3

Course Description

Children are introduced to the power of food marketing. Participants learn to think about how advertising can influence our attitude, behaviors and ultimately, our health.

Objectives

1. Name three places where food is advertised.
2. Recognize advertising terms on food packages.
3. Name two ways the media affects us.

PA Standards

Health, Safety and PE Standards:

10.1.3.C Explain the role of the food guide pyramid in helping people eat a healthy diet.

10.2.3.C Identify media sources that influence health and safety.

Cross Curricular Opportunities

Science, Technology and Engineering:

3.4.3.B1 Describe how using technology can be good or bad.

3.4.4.B1 Describe how technology affects humans in various ways.

3.4.5.B1 Explain how the use of technology can have unintended consequences.

3.4.3.B3 Identify and define products made to meet individual needs versus wants.

3.4.3.B3 Illustrate how people have made tools to provide food, clothing, and shelter.

3.4.4.E2 Identify the technologies in agriculture that make it possible for food to be available all year.

Reading, Writing, Speaking and Listening:

1.2.3.B Differentiate fact from opinion within a text.

1.6.3.A Listen critically and respond to others in small and large group situations.

- Respond with grade level appropriate questions, ideas, information, or opinion.

RELA Lesson Ideas

1.4.3.B Write informational pieces using illustrations when relevant (e.g., descriptions, letters, single-topic reports, instructions).

1.5.3.A Write with a focus, with an understanding of topic, task, and audience.

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2nd Grade: Create a warning sign including words and pictures warning kids about hidden messages in advertising.

3rd Grade: Create a story about Oscar, describe how he helped save kids from falling for advertising tricks.

The **Healthy Eating** series also includes these outreach programs:

- Kids in Motion, grades 1 – 3
- Food Label Mabel, grades 2 – 3
- Health Adventure, grades 2 – 3
- Kitchen Nutrition, grades 2 – 4
- Jambalaya Jeopardy, grades 4 – 6
- Body Smarts, grades 5 – 7
- Media Wise, grades 5 – 7
- Chew on This!, grades 6 – 8
- NoBody's Perfect, grades 6 – 10