

Weller Health Education Center

Media Wise

Healthy Eating series

45 minute, outreach program

Grades 5 - 7

Course Description

Students become wise to the power of food marketing and advertising. Participants practice identifying and analyzing media messages and develop the tools to take greater control of their food choices.

Objectives

1. Recognize methods used by advertising companies that affect our food choices.
2. Name three ways the media affects us.
3. Identify healthy food packages based on the nutritional value.

PA Standards

Health, Safety and PE Standards:

- 10.1.9.C Analyze factors that impact nutritional choices of adolescents.
- Body image
 - Advertising
 - Peer influences
- 10.1.9.E Analyze how personal choices, disease and genetics can impact health maintenance and disease prevention.
- 10.2.9.C Analyze media health and safety messages and describe their impact on personal health and safety.

Cross Curricular Opportunities

Reading, Writing, Speaking and Listening:

- 1.6.6,7,8.A Listen critically and respond to others in small and large group situations.
- Respond with grade level appropriate questions, ideas, information, or opinions.
- 1.6.6,7,8.B Demonstrate awareness of audience using appropriate volume and clarity in formal speaking presentations.

RELA Lesson Ideas

- 1.4.6,7,8 Write multi-paragraph informational pieces.
- 1.4.5,6,7.C Write persuasive pieces.

Grade 5:

- Include clearly stated position or opinion.
- Include supporting detail, citing sources when needed.

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Grade 6:

- Include clearly stated position or opinion.
- Include and develop supporting opinions using meaningful, convincing evidence, properly cited.

Grade 7:

- Include clearly stated position or opinion.
- Include convincing, elaborated, and properly cited evidence.
- Identify appropriate persuasive techniques to anticipate reader concerns and arguments.

Persuasive writing prompt: Do you agree or disagree with the strategies advertisers use to sell their product? Write a letter to the editor expressing your opinion about the strategies that advertisers use to sell their food products.

Informational writing prompt: Write a letter to a friend explaining the tactics companies use to sell their products. What should consumers look for when buying food?

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

- Kids in Motion, grades 1 – 3
- Food for Thought, grades 2 – 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
- Chew on This!, grades 6 – 8
- NoBody's Perfect, grades 6 – 10