



## Lesson Objectives

1. To help participants understand how advertising can influence their buying habits, particularly food purchases.
2. To provide participants with tools to make healthy food decisions, despite advertising that encourages them to buy unhealthy food.
3. To understand how advertising influences our healthy eating decisions.

## Review the Last Chapter

- What are the five food groups?
- How much of your plate should be filled with each food group?
- What happens when your body doesn't get the right amount of servings of each food group each day?
- What are some ways you can share with your family and friends what you are learning about healthy eating?
- How are we helping our community to be healthier?



## Helpful Hints

- The Public Broadcasting System's "Don't Buy It: Get Media Smart!" campaign, which includes more detailed information about advertising tricks, is a resource for this topic. Visit [www.NAClubs.org](http://www.NAClubs.org) for links and more information.
- Consider how junk food is often advertised using 360 advertising methods such as creating online games aimed at youth (i.e. Cheetos and Oreos) and how the fast food industry advertises for children and teens. For examples, visit [www.NAClubs.org](http://www.NAClubs.org).
- Another resource is The Media-Smart Youth: Eat, Think, and Be Active! Visit [www.NAClubs.org](http://www.NAClubs.org) for the project's Web site.

## Activity 1: Ads Everywhere!

### Purpose of the Activity

- To help participants start noticing how easy it is to be influenced by advertisements, especially if they're clever or funny.

### Instructions

- Write the word media on the board. Ask if anyone knows what it means. *[Examples of responses may include: Web sites, newspapers, TV, radio, magazines, smart phones, and tablets – all the things that make up our communication network.]*
- Ask participants which form of media they use most often.
- Ask if they've ever noticed how much advertising there is in the media. Write the word advertisement on the board. Explain that sometimes we make that word shorter and just say "ad".
- Ask participants to tell you what they think ads are. *[Examples of responses may include: something that tells people about a product and tries to get them to buy it.]* Then tell them that you are going to give them a quiz. Start the quiz by showing the participants 12-15 pictures of trees and plants that grow around their community. See if they can name any of them. Write their answers on the board and note the number of correct answers they give you. *[Note: if there is time and the weather is good, the youth could walk around outside as a group, stopping to look at particular trees and plants. The facilitator could keep track of correct answers on a clipboard.]*
- Show participants the Logo Alphabet Poster with brand logos on it. Ask which of the logos they recognize, and what product/company each logo represents. Again, write their answers on the board and note the number of correct answers they give you.



### Materials needed

- 12 to 15 pictures of different trees and plants in the community (these can be snapshots people have taken in which trees or plants are in the background, but must be clear enough to be identifiable)
- Logo Alphabet Poster, which can be found on [www.NAClubs.org](http://www.NAClubs.org)
- White board or butcher block paper
- Markers





6. Ask the participants if they know a commercial for some of the brands represented by the logos. Divide them into groups of three or four, and give them five minutes to practice. After practicing, have them sing the brand jingle or act out a commercial for the logo's product.
7. Compare how many logos they guessed correctly to how many trees and plants they identified. *[Note: they will probably have correctly identified many more logos than trees and plants.]*
8. Generate an interactive group discussion. Start by asking the question:
  - a. Why do you think you knew more logos than trees and plants? Talk about how they see the trees and plants every day, but trees and plants aren't flashy and clever at getting our attention. Media advertisements, on the other hand, are made to get our attention.
  - b. The purpose of ads is to get us to spend money. This is why ads use lots of clever tricks to make us think we can't live without that product. The truth isn't always as important as the sale.

## Activity 2: Awesome Ads

### Purpose of the Activity

- To reinforce participants' awareness that successful advertising often depends on tricks and doesn't always tell the truth.



### Materials needed

- Various props for creating radio or television ads

### Instructions

1. Divide the group into teams of three or four youth.
2. Ask each team to brainstorm and create a TV or radio ad. The advertisement should be about a healthy product, not an unhealthy one. It can be a real product or one they make up. The purpose of the ad is to make the product sound so cool, or so necessary, that everyone will want to buy it.
3. Remind participants that the objective of ads is to sell the product, not necessarily to tell the truth. To be successful, the ad needs to sound convincing – the truth about the product is less important than getting people to buy it.

4. Ask for volunteers to present their team's ad. Talk about it as a group to evaluate how persuasive the ad was.
5. After all the presentations are made, tell participants that from now on they should consider themselves "Ad Detectives." Whenever they see an ad, they should look at all the clues they can find to figure out what part of the ad is true, and what part is probably just a trick to get them to buy the product.
6. Invite them to detect the level of truth in advertising messages they see all week. During the next session, they'll be asked to report on what they saw and how they felt about it.



## Talking Circle

- What is the purpose of ads?
- Do ads always tell the truth?
- What experience have you had with being tricked by an ad? What did you think you were getting by buying the product? What did you get instead?
- What kind of ads have you seen for unhealthy food? For healthy foods? For getting more physical activity?



## Optional Activities

*Found on [www.NAClubs.org](http://www.NAClubs.org).*

- Social Media
- Media Mania
- Self-Care Corner Activities

