



## Main Objective

Make healthy choices despite advertisements that encourage you to do otherwise.

Find an alternative to watching TV during National TV Turn-Off Week – go for a walk, read a book, go to the park with your friends, play a game with your family...

## Background

Companies use various advertising methods to encourage you to eat their foods, go to their restaurants, and buy their products. You see ads in the newspaper, in magazines, on TV, on billboards, and even on the food packages themselves. Companies will lower prices or include a toy to get you to buy their products. Restaurants will let you play a game or supersize an item for a few pennies more just to get you in the door.

Unfortunately, many of these ads are for unhealthy foods and are advertised on TV during the time most kids are watching their favorite shows. This impacts the types of foods they want from the grocery store or which restaurants they want to go to when the family goes out for a meal. By becoming an educated consumer, you and your students will not only begin to understand what companies are doing, but you also learn to make healthy choices regardless of what the companies would like you to do. (See KP KIDS handouts, “Eating Habits” and “Activity - Eating Habits.”)

National TV Turn-Off Week encourages everyone to turn his or her TV off for only seven days during the entire year. It is meant to provide people with an opportunity to take another step away from the constant barrage of advertisements. It is also a good opportunity for kids and adults alike to reevaluate how much time they actually spend in front of the TV and start to discover more physically-active things that could be done instead. Unfortunately, a lot of extra eating is also done in front of the TV so watching less TV also means eating less food. (See KP KIDS handout, “Activities to Enjoy Instead of Eating.”) This is an activity that will truly benefit everyone!

## Take Home Activities

- 1) Take note of how many times the family buys food or goes to a restaurant because of something that is being advertised.
- 2) Start making choices about where and what to eat based on nutritional lessons learned throughout the year and not based on advertisements.
- 3) As a family, participate in TV Turn-Off Week (the last week in April). Make a list of everything you can do instead of watching TV. Keep the list posted on the refrigerator, or better yet, on the TV! (See Kaiser Permanente handouts, “Break Free of TV” and “Get Active and Be Healthy” in English and Spanish.)

## School Activities

- 1) Set up a friendly competition between classes to design the best advertisement for a healthy food or activity. This could be done as a print ad or as a mock-TV ad that can be shown to the whole school during an assembly. Display all healthy print ads created by the students around the school.
- 2) Create a student advisory committee to evaluate the school environment for products that may advertise any unhealthy behaviors.
- 3) Encourage students and staff to participate in National TV Turn-Off Week (last full week in April). (See <http://www.tvturnoff.org>)

## Classroom Reward Ideas

Contact a local paper to run the school's best healthy ad, or ask a local grocery store to display the print ads created by the students.

## Resources

### TV Turn-Off Network

<http://www.tvturnoff.org>

This website provides information on National TV Turn-Off Week, which is the last full week in April. Facts, events, and contest information are updated annually. Other materials are also available for purchase, such as bookmarks, pencils, posters and water bottles.

### Student Media Awareness to Reduce Television (S.M.A.R.T.) Stanford Health Promotion Research Center

<http://hprc.stanford.edu/pages/store>

(Item #: HPP6; Teacher's Manual and CD-Rom; 2004, \$199.00)

S.M.A.R.T. is a curriculum proven to motivate upper-elementary schoolchildren to reduce TV watching and video game usage. It was developed and evaluated in the San Francisco Bay Area.

### "Where's the Fruit?"

<http://www.preventioninstitute.org/sa/fruit/>

An interesting 2007 research study that addresses the fruit content of the most highly-advertised children's food and beverages.

### Common Sense Media

<http://www.common sense media.org>

Common Sense Media, a non-partisan, not-for-profit organization which strives to provide trustworthy information and tools to improve the media and entertainment lives of children and families. It includes tips for parents to monitor media consumption, internet safety, and addresses the media effects on children's health. Also a source for statistics on children and media consumption: [http://www.common sense media.org/resources/media\\_facts.php](http://www.common sense media.org/resources/media_facts.php)

April



# Consumer Beware



## Activities Linked to 5<sup>th</sup> Grade Content Standards & Framework

**Writing 2.0,  
Listening & Speaking 2.2**

- Have students write an essay identifying why advertisements can make it so difficult to eat healthy, and use at least three advertisements in support of their opinion. Students can share this story out loud.

**Writing 2.0**

- Students can use the information they gather from tracking ads to create an ad for a healthy food or lifestyle. The ad should be based on the effective components of other advertisements they have analyzed.

**Writing 2.4**

- Students can write a letter or a persuasive story to encourage students in lower grades to make healthy choices every day despite advertising they may see.

**Listening & Speaking 1.0**

- Analyze print and media ads for tactics used to entice consumers. Prepare a short speech identifying why the advertisements effectively target identified consumers.

**Algebra & Functions 1.1**

- Encourage students to track the advertising they are exposed to on a given day or week. Students can keep track of when and where they see the ads, what is being advertised, whether or not they would purchase the food/product and why. For example, have the students watch TV and record the number of food ads within a 1/2 hour or look through magazines for food ads. Students can work together in groups to graph their findings.

**Health Framework  
Expectation 1**

- Set and monitor a goal to decrease the amount of time spent watching TV to “zero” by National TV Turn-off Week (the last full week in April).