

Bienestar Health Program


5th Grade Health Curriculum
Teacher's Guide




BIENESTAR HEALTH CURRICULUM

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Lesson #8 Food and Advertising

Teaching Concept 3 - continued

- Ads often BRAG about the company or the product. The ad will make the company or product seem important or better than another. For example, the ad tells you the food tastes “homemade.” The company may also offer a “free gift” to get you to buy the product.
- No matter what they said, how they said it, or what they offered free, a company uses an ad to persuade you into buying their product. The best reason to buy a product is because it is healthy and good for you to eat.

Ask: What are some ways that commercials get someone your age to want to buy their product?

(They will say EVERYONE LIKES IT, it is the BEST, a FAMOUS person will be in the ad, they BRAG about themselves or they offer a free gift.)

Teaching Concept 4

- One of the most important things to know about food is not in an ad.
- An ad many times does not tell you whether the food is healthful or unhealthful.
- Do NOT let the ads persuade your choice of food. It is better to choose foods that have healthy nutrients and ingredients. You can find this information by reading the Nutrient Facts label on the food package.

Teaching Concept 5

- In order to make healthful food choices, you have to read the label. To know what is in the food you buy, look on the label for the ingredients.
- The ingredients are a list of all the things that go into making the food. The ingredients are listed in order, according to how much is in the food.
- For example, look at the list of ingredients on the review sheet *Buy-this-Product*. Notice the words that are underlined. If a box of rice cereal lists sugar first in the list of ingredients, it means that it has more sugar in the food than anything else, which means it isn't very healthful.
- The other words in the list of ingredients that are underlined (fructose corn syrup and honey) are also names for sugar products. This cereal product has a lot of sugar and sugar products and it isn't a very healthful cereal to buy.

ASK: How can the list of ingredients help you make a choice about whether the food is a healthy choice?

(The list of ingredients tells you what is in the food. It is listed in order according to how much is in the food.)