

Healthy Bodies

Activity Sheet



Media Awareness: An Activity about Advertising

Get the children together for a discussion group, and discover what they know about advertising.

(You can guide the discussion along by providing examples.)

Try asking the following questions:

- Let's say you want to try a new cereal or new toothpaste. What would make you decide which kind to choose?
Taste, packaging, health benefits and what friends or family members choose can all be part of what you decide.
- Do you know what advertising is?
It is what companies do to "show and tell" their product.
- Why do companies advertise or "show and tell" their product?
They want you to buy their product.
- Where do you see advertising?
TV commercials, magazines, billboards, the Internet, newspapers, movies, buses and clothes have advertisements.
- How often do you see advertisements?
Think about how many hours a day you watch TV, look at magazines or see billboards and buses while riding in the car. You see ads more than you probably realize.
- Can you think of ways advertisers try to get you to buy a product?
They make it seem like all of your friends have the product, they put your favorite cartoon character on the packaging or they make the people in the ads look like they're having lots of fun because they have the product.



Show and Tell:

Have children bring in their favorite fruit or veggie or demonstrate their favorite physical activity. Have them describe why it is their favorite.

Option: Bring in enough of the fruit or veggie of choice to share with the class. Have all the children do the physical activity after it is presented.

Alternatives to TV and Movies:

Find books about the topics shown on children's favorite TV shows and movies. If a child looks forward to watching a cartoon about a train, pick up a book on trains to read during circle time. Better yet, plan a field trip to the train museum! Have children draw pictures and create a book based on their favorite cartoon character doing a healthy activity.



Healthy Advertisements:

Have children draw a picture of their favorite fruit, veggie or physical activity. They can use this picture as an advertisement to promote the healthy food or exercise they love!



Kids in the Kitchen

Kids love to help out in the kitchen. With a little planning, you can create a whole class of chefs!

- Let each child take a turn adding ingredients, stirring, pouring or shaking.
- Create job titles. The “time keeper” is in charge of setting the timer and letting everyone know when the food is ready. The “stirring leader” counts to 3 for each child that gets a turn stirring.

For Safety:

- Check with parents for food allergies.
- All chefs must wash their hands before and after handling food! Fingers and hands must stay clean and out of mouths.
- Have a safe kitchen. Keep sharp utensils and equipment out of reach.
- Time your activity so food does not sit at room temperature for more than two hours.
- Tables used for the activity should be cleared and cleaned with disinfectant before and after preparation.

Make a ‘Super Snack’ Mini-Commercial

Many commercials and print advertisements for food use bright colors, fun cartoon characters and exaggerated descriptions to make a regular snack look like an exciting treat. Show children that a yummy snack doesn’t need to come in a fancy package.

Help children make a healthy snack and then create a mini-commercial or drawing to “sell their product.” The commercial should tell people why they should try the snack (e.g., it tastes great or it’s a good source of calcium that helps build strong bones and teeth).

When parents arrive for pick-up, children can act out their commercial or show their drawing. Provide parents with a sample of the snack to try. (Another option: Have children try out their advertisements on other staff and/or children at your center).

Super Fruit Smoothie is an example of a healthy and easy snack. The recipe can be found on the Learn To Live website at www.LearnToLiveHealthy.org. Go to Healthy Recipe Search and type in “Smoothie.”



Poster by Rachel M.,
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Create a ‘Be Tobacco-Free’ Advertisement

Discuss the negative effects of using tobacco and secondhand smoke with children in an age-appropriate way. (For information, see Fast Facts and Secondhand Smoke under the Don’t Start section on www.smokingstinks.org.)

Have children make their own advertisements to tell others why smoking and tobacco smoke are harmful and why having a smoke-free home is important.

Ask children how they would advertise a smoke-free home to a friend or relative whose home is not smoke-free.

How Do Children Choose?

Set up two items on a table: a packaged snack with a cartoon character and an unlabeled piece of fruit. Ask the child to choose one. Repeat the process with a less healthy snack without its package and a piece of fruit covered in stickers of a cartoon character.

Most children will choose the cartoon character, regardless of the product. (Note for you: You may be able to encourage healthy eating by decorating lunch bags or the outside rim of plates with stickers, or by serving 100 percent whole grain cereal in a fun bowl.)

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