

Objectives

Use this video to help students

- **Identify** the factors that influence their food choices.
- **Analyze** the techniques that food advertisers use to influence teens.
- **Make** wiser consumer decisions when choosing foods.

Video Summary

Preview (2:40 minutes)

In this segment, teens and experts discuss factors that have contributed to the dramatic increase in the number of overweight teens. These factors include the availability and convenience of processed foods, the frequency of eating out, an increase in portion sizes, sedentary lifestyles, and enticing food advertising.

Explore (4:58 minutes)

This segment explores the techniques that food advertisers use to convince teens to purchase their products. Teens and experts discuss why common advertising techniques such as using humor, catchy slogans, celebrity endorsements, and attractive models are effective. Many food ads prey on teens' vulnerabilities and their desire to "fit in."

Wrap-Up (4:16 minutes)


This segment highlights the importance of educating teens about proper nutrition. It focuses on one high school's educational program, where students learn about different aspects of good nutrition in each of their subject area classes and in the lunchroom. Both teens and experts agree that learning the facts about nutrition is the best way to avoid falling victim to advertising claims.

Preview

Preview Activity Assign the Preview Activity from the Student Edition (*How Do Food Ads Influence You?*, page 191) for homework a few days before you plan to show the video. Encourage students to write down their prediction in Step 1 before they begin keeping their logs. After students complete the assignment, discuss the number and types of food ads that students were exposed to. Students may be surprised at how pervasive food ads are in their lives. Students may also not realize how much the ads influence both their food choices and their attitudes toward foods.

Video Viewing Show the Preview portion of the video. Then pause and discuss students' answers to the on-screen question (Question 1 on their worksheet).

Additional Discussion Questions

1. Which statement do you most agree with?
 - a. The eating habits of most teenagers are very unhealthy.
 - b. The eating habits of most teenagers are somewhat unhealthy.
 - c. The eating habits of most teenagers are fairly healthy.
 - d. The eating habits of most teenagers are very healthy.
2. Which factor do you think has played the biggest role in the increase in the number of overweight teens?
 - a. the availability of "convenience" foods
 - b. the frequency of eating out
 - c. an increase in portion sizes
 - d. sedentary lifestyles
 - e. the prevalence of food ads
 - f. other
3. Which statement is true for you?
 -  a. Food ads have a large influence on my food choices.
 - b. Food ads have a small influence on my food choices.
 - c. Food ads do not influence my food choices at all.
 - d. I am not exposed to any food ads.

Explore

Video Viewing Show the Explore portion of the video. Then pause and ask students to answer Questions 2–6 on the worksheet. Discuss students' responses.

Building Health Skills: Analyzing Influences

Have students look through magazines and cut out one or two food ads that appeal to them. Put students into small groups to analyze the advertising techniques used in the ads. Who is the target audience for each ad? What is each ad's message? Which ads would be most effective in getting teens to purchase the product? Why?

Class Activity: Truth in Advertising In their small groups, have students choose one of the ads they just analyzed. Tell them that their job is to create an "ad" that communicates the true health effects of using the product. Encourage students to use catchy slogans, humor, colorful visuals, and other advertising techniques in their "ads." Each group should present their ad to the class.

Discussion: The Prevalence of Food Ads

Discuss this statement from the video: "People are so used to seeing advertising almost everywhere, they may not even be aware of the ads or the influence the ads are having." Do students think this statement is true for them? Is it true for young children? Should there be stricter government regulations of food ads? If so, what types of regulations would students recommend? If not, why not?

Additional Discussion Questions

4. Which age group do you think is most affected by the influence of food ads?
 - a. young children
 - b. teenagers
 - c. adults
5. Which of these advertising techniques do you think is most effective with teens?
 - a. catchy slogans or humor
 - b. attractive models
 - c. celebrity endorsements
 - d. "bandwagon" approach ("Join the crowd.")
 - e. bargain pricing

6. Which of the following statements would you say is true about you?
 - a. I care more about healthy eating than most of my peers.
 - b. I care as much about healthy eating as most of my peers.
 - c. I care less about healthy eating than most of my peers.
7. When would you say you are more likely to make poor food choices?
 - a. when I eat out with friends
 - b. when I eat meals with my family
 - c. when I eat at school
 - d. when I eat alone


Wrap-Up

Video Viewing Show the Wrap-Up portion of the video. Then ask students to answer the onscreen question (Question 7 on their worksheet).

Building Health Skills: Advocacy Working in pairs, ask students to list some things that the school could do to help students make healthier food choices. Tell students to choose one item from their list and write a proposal about it to school administrators. The proposal should outline their idea clearly, explaining both the need and the potential benefits. If there are any costs involved, students should also propose some funding ideas.

Additional Discussion Questions

8. Do you think that your school's educational programs and food options promote healthy eating?
 - a. yes
 - b. to some extent
 - c. no
9. Who do you think should shoulder the biggest responsibility for the teenage obesity epidemic?
 - a. food companies
 - b. government organizations
 - c. schools
 - d. parents
 - e. individual teens

 Denotes a potentially sensitive or personal question.

Video 8

Food for Thought

Preview

1. How do you think advertising influences your food choices?

Explore

2. Describe three techniques food advertisers use to get people to buy their food products.

3. Do you think that teens are more easily influenced by the techniques that food advertisers use than are other groups? Why or why not?

4. How much does a lack of knowledge about good nutrition contribute to teens' poor food choices? Explain.

5. List three specific things schools should do to educate students about the importance of good nutrition.

Name _____ Class _____ Date _____

Video 8: **Food for Thought** *(continued)*

6. Do you think that food advertising should be regulated more tightly? Defend your position.

Wrap-Up

7. List some tips for reducing the influence of advertising on your food choices.

Connect to Your Life

8. List three ways the video helped you become a smarter consumer.
