



BE AN AD BUSTER!

FOOD ADVERTISEMENTS ARE OFTEN MISLEADING AND CONFUSING.
MOST FOOD ADS ARE FOR UNHEALTHY FOODS SUCH AS:

**GREASY
FAST FOOD**



**SUGARY
BEVERAGES**



**HIGH
IN FATS**



**HIGH
IN SUGAR**



**HIGH
IN SODIUM**



TRUE OR FALSE

Can you identify
whether food ads are
FACTUAL
or full of **HYPE**?
Test your knowledge
by playing the
"All About Ads: True or False?"
game.



**NUTRITION
IN A BOX**

DEVELOPED AT THE
OHSU BOB AND CHARLEE MOORE
INSTITUTE FOR NUTRITION & WELLNESS



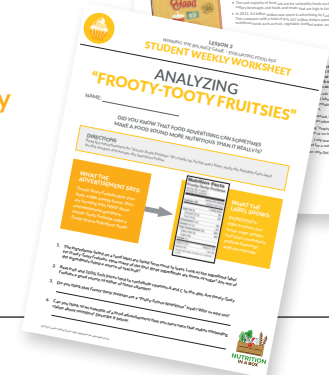


BE AN AD BUSTER!

HERE'S WHAT TO DO AT THIS STATION:

- 1 Explain why food advertising directed at children and teens can be misleading.**
 - Food advertisements directed towards children and teens are designed to make certain foods seem delicious, cool and fun.
 - The vast majority of food ads are for unhealthy foods such as greasy fast food, sugary beverages and foods and treats that are high in fats, sugar and sodium.
 - In 2012, \$4.6 billion was spent in advertising by fast food restaurants. This compares with a total of just \$367 million spent on advertising nutritious foods such as fruits, vegetables, bottled water and milk.
- 2 Pair up with a fellow student and play the “All About Ads – True or False?” game on the flip deck.**

You will play a game called “All About Ads – True or False” where you will look at information about food advertising and regulations and decide whether the information is true or not. You will also use information from this game to help you complete your activity sheet.
- 3 Complete the “Be an Ad Buster” student activity sheet.**
- 4 At home, complete the “Analyzing “Frooty-Tooty Fruitsies” worksheet.**





LESSON 3

WINNING THE BALANCE GAME – EVALUATING FOOD ADS

STUDENT ACTIVITY SHEET



BE AN AD BUSTER!



ABOUT ADVERTISING

- Food advertisements directed towards children and teens are often misleading and confusing. Ads are designed to make certain foods seem delicious, cool and fun.
- The vast majority of food ads are for unhealthy foods such as greasy fast food, sugary beverages and foods and treats that are high in fats, sugar and sodium.
- In 2012, \$4.6 billion was spent in advertising by fast food restaurants. This compares with a total of just \$367 million spent on advertising nutritious foods such as fruits, vegetables, bottled water and milk.

1. Answer the following true/false questions about food advertising:

- a. TRUE or FALSE: If a food advertisement shows pictures of fruit, that means the food has to contain real fruit.
- b. TRUE or FALSE: On TV programs aimed at children and teens, all food advertising must be for healthy foods.
- c. TRUE or FALSE: Advertisers often convince us to buy foods or drinks by playing on our feelings and emotions. For example, a company might tell us that certain foods will make us happy.

2. Look at the Fast Food advertisement featured on the poster.

- a. Check the following words or phrases from the poster that are used to indicate the meal is good for you.
 - ☐ Natural ingredients
 - ☐ Fast
 - ☐ Fresh
 - ☐ Best in town
- b. Do you believe that the meal pictured on the poster reflects a healthy or nutritious choice for a lunch? Why or why not?

3. The list below includes action steps for becoming more aware of food claims and advertising. Check one or more that you would be willing to work on. You can also come up with your own action step.

- ☐ Instead of relying on ads or product packaging, I will read ingredient labels and look at the Nutrition Facts information when evaluating food and beverages.
- ☐ Before I visit a restaurant, I will go online and look up the nutrition information for menu items.
- ☐ I will avoid buying “empty calorie” foods that are viewed online or on television.
- ☐ For extra credit, I will team up with classmates and create an ad for a nutritious food.
- ☐ Your own action step (list):



LESSON 3
WINNING THE BALANCE GAME – EVALUATING FOOD ADS
STUDENT ACTIVITY SHEET
Answer Key



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- c. ~~TRUE~~ or FALSE: Advertisers often convince us to buy foods or drinks by playing on our feelings and emotions. For example, a company might tell us that certain foods will make us happy.

2. Look at the Fast Food advertisement featured on the poster.

- a. Check the following words or phrases from the poster that are used to indicate the meal is good for you.
 - ~~X~~ Natural ingredients
 - ☐ Fast
 - ~~X~~ Fresh
 - ☐ Best in town
- b. Do you believe that the meal pictured on the poster reflects a healthy or nutritious choice for a lunch? Why or why not?

No, because it shows a large sugar sweetened beverage.
The hamburger does include vegetables but is likely on a refined grain bun. (Students may provide a variety of answers for this question)

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LESSON 3

WINNING THE BALANCE GAME – EVALUATING FOOD ADS

STUDENT WEEKLY WORKSHEET

ANALYZING “FROOTY-TOOTY FRUITSIES”

NAME: _____

DID YOU KNOW THAT FOOD ADVERTISING CAN SOMETIMES
MAKE A FOOD SOUND MORE NUTRITIOUS THAN IT REALLY IS?

DIRECTIONS

Read the advertisement for “Frooty-Tooty Fruitsies.” (It’s made up, by the way.) Next, study the Nutrition Facts label for this product and answer the questions below.

WHAT THE ADVERTISEMENT SAYS:

Frooty-Tooty Fruitsies give your body a high-energy boost. They are bursting with FRUIT flavor and wholesome goodness. Frooty-Tooty Fruitsies make a fruity-licious nutritious treat!!



Nutrition Facts	
Frooty-Tooty Fruitsies	
Serving Size 15 pieces	
Servings Per Container 1	
Amount Per Serving	
Calories 120	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0 mg	0%
Sodium 45 mg	2%
Total Carbohydrate 29g	10%
Dietary Fiber 0g	0%
Sugars 23g	
Protein 1g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%
*Percent Daily Values are based on a 2,000-calorie diet.	

WHAT THE LABEL SHOWS:

INGREDIENTS:
High-fructose corn syrup, sugar, gelatin, fruit juice concentrate, artificial flavorings, artificial colorings.

1. The ingredients listed on a food label are listed from most to least. Look at the ingredient label for *Frooty-Tooty Fruitsies*. How many of the first three ingredients are forms of sugar? Are any of the ingredients listed a source of real fruit?
2. Real fruit and 100% fruit juices tend to contribute vitamins A and C to the diet. Are *Frooty-Tooty Fruitsies* a good source of either of these vitamins?
3. Do you think that Frooty-Tooty Fruitsies are a “fruity-licious nutritious treat?” Why or why not?

4. Can you think of an example of a food advertisement that you have seen that makes misleading claims about nutrition? Describe it below (use back of sheet if needed).



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STUDENT WEEKLY WORKSHEET

Answer Key

ANALYZING “FROOTY-TOOTY FRUITSIES”

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Dietary Fiber 0g	0%
Sugars 23g	
Protein 1g	
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WHAT THE LABEL SHOWS:

INGREDIENTS:
High-fructose corn syrup, sugar, gelatin, fruit juice concentrate, artificial flavorings, artificial colorings.

1. The ingredients listed on a food label are listed from most to least. Look at the ingredient label for *Frooty-Tooty Fruitsies*. How many of the first three ingredients are forms of sugar? Are any of the ingredients listed a source of real fruit? Two of the first three ingredients are sugar. The only ingredient derived from real fruit is fruit juice concentrate
2. Real fruit and 100% fruit juices tend to contribute vitamins A and C to the diet. Are *Frooty-Tooty Fruitsies* a good source of either of these vitamins? No. They contribute 0% Daily Value to the diet.
3. Do you think that *Frooty-Tooty Fruitsies* are a “fruity-licious nutritious treat?” Why or why not? No, they are mostly sugar and more similar to candy. They are likely sticky so they also contribute to tooth decay.
4. Can you think of an example of a food advertisement that you have seen that makes misleading claims about nutrition? Describe it below (use back of sheet if needed).
Many examples from the media, online, packaging, etc.



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