

# Growing Up Fit Stars!

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GRADE

B

Healthy Summer Fun Teacher Reinforcement Activities

## Activity:

### Designing Ads for “Growing Up Fit”<sup>1</sup>

**Materials Needed:** Old books, magazines, and newspapers containing pictures of people, foods, and physical activities, paper, poster board, art supplies

### Procedure:

1. Lead a brief discussion about advertising on TV, using the questions below. Write answers on the board.
  - What food advertisements have you seen on TV? (*Allow range of responses*)
  - What made you pay attention and want to try that food? (*Catchy music, cartoon characters, cool guys like football players, prizes inside the box, etc.*)
  - Was the food in the ad a healthy food or an unhealthy food? (*Many ads are for cereals, snacks, and sodas that contain a lot of sugar and fat. These ads often run during the times children are watching TV, such as Saturday morning*)
  - Explain that this is called “advertising.” Many companies use gimmicks or “tricks” to sell products. Do students think it is fair (ethical) to sell unhealthy foods or soft drinks this way? What if the person watching TV doesn’t know better, and can’t pick the healthy products? (*Encourage range of responses*)
  - What ads on TV have you seen about doing physical activity? (*Probably not as many as for snack foods, soda pop, and sports drinks*)
  - Have you seen other ads on TV about being healthy? For example, has anybody seen an ad about the Three Big Rules for Good Heart Health? (*Review the rules: (1) Eat a variety of healthy foods; (2) Become more active; (3) Breathe smoke-free air, don’t smoke*)
2. Divide class into four groups to design healthy ads that will help children or adults grow more fit and healthy. They may use drawings, magazine pictures, poster board, art supplies, etc.
  - **Group 1:** Design ads for *healthy food choices*.
  - **Group 2:** Design ads on being *physically active*.
  - **Group 3:** Design ads on the “3 Big Rules” of good *heart health*.
  - **Group 4:** Design ads for maintaining good *dental health*.
3. Have each group present their ads to the class. Display ad drawings in the classroom, halls, or school cafeteria. Drawings may also be used during a “**Growing Up Fit Together**” celebration parade or end-of-year school assembly.



Healthy Summer Fun

Art & Music

GROWING UP FIT TOGETHER Integrated Core Curriculum

## Activity Extension: Star in Your Own TV Commercial!<sup>1</sup>

**Procedure:** Have students create TV commercials for the same categories listed above (*healthy foods, being active, heart health, dental health*). Allow children to pair up to promote creativity and cooperation. Encourage use of music and role-playing in the commercial. Each commercial will be acted out for the rest of the class. This could be made into a contest, with the winning commercials videotaped or acted out for other classes.



References: 1. “Heart Smart Advertisement,” **Health Ahead/Heart Smart**. Nutrition Section, Lesson #2-2N, In Class Activity 3.

## Skill Development Benchmarks:

- Explains how media influences selection of health information, products, & services; how media influences thoughts, feelings, & health behaviors (Health Ed 2-E-3, 4-E-2)
- Participates in organized... activities including singing, playing, movement (M-CE-E5); Interacts in group situations... through... role playing (TH-CE-E2); Identifies... how... visual arts are used in daily life & in the community (A-AP-E6)