



Lesson 3: Winning the Balance Game



Be An AD-BUSTER!

Advertising versus Nutrition Facts

Advertising is a way to share information about a product. Its main focus is to sell the product!

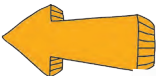
Advertising can be misleading and confusing! Many ads for foods focus on making you hungry.

80% of all food advertising is for junk food and other unhealthy foods!

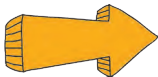


Learn how to see what may be missing in food ads.

The Ad-Busters Guide helps you see how ads may hide information.



Take the “All About Ads” challenge to test your skills.



Work with a partner to test your knowledge of food ads.

From Paper to Plate Activities this Week

1. Become an Ad-Buster by discovering how companies can obscure information about foods. Check out the worksheet.



2. Complete the Ad-Buster activity sheet.





Lesson 3

"Winning the Balance Game" – Figuring Out Food Ads

Student Activity Sheet



Be An AD-BUSTER



Advertising is Everywhere

Companies want as many people as possible to see and hear their advertisements—ads for short. They use a lot of ways to reach people.

You've seen ads on TV. Can you name at least five other places where you see and/or hear ads:

1. _____
2. _____
3. _____
4. _____
5. _____

Answer the following questions below.

A Nutrition Facts

1. **True or False?** If a food ad shows pictures of certain foods, it must contain those foods.
2. **True or False?** TV ads for children and youth must only be for healthy foods.
3. **True or False?** Some ways advertisers try to convince you to buy a product is to show that it will make you happy or trendy.

B Nutrition Sources

4. Look at the "Burger Busters" poster above. Which words or phrases are mostly just advertising and not really facts.
 - a. Burgers, Sandwiches, Hot Dogs, Pizza
 - b. Home Delivery!
 - c. Tasty!
 - d. Best in Town!
5. Based on the poster, do you think Burger Busters sells healthy foods? Yes No



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Student Activity Sheet



Fact Box — Is it Advertising or Fact?

- Advertising is a way to share information about a product. Its main mission is to make you want the product.
- Advertising can be misleading and confusing. Ads for food will focus on making you hungry. Some ads will try to convince you that their food tastes great—no matter if it's good for you or not!
- 80% of all food advertising is for junk food and other unhealthy food! And some companies try to make kids convince their parents to buy those unhealthy foods.

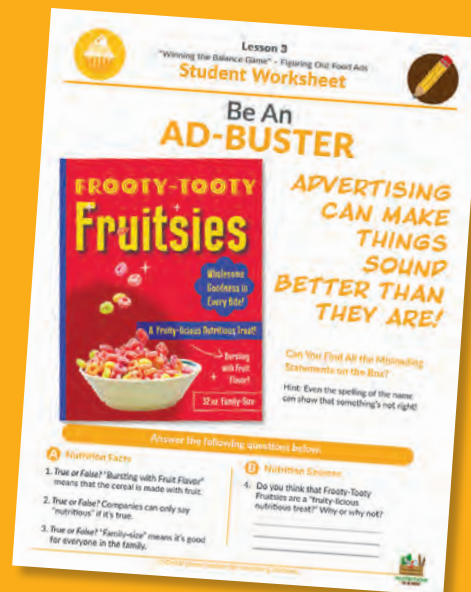
Action Steps

The list below includes action steps for being an ad-buster. Which actions would you be willing to work on? Have your own idea? Let's hear it!

- ✓ I will read the nutrition facts label and ingredients labels on foods.
- ✓ If I go to a restaurant, I will try to look online to check on the nutrition information.
- ✓ I will try to not buy products based only on advertising.
- ✓ I will try to avoid foods that have ads that seem too good to be true.
- ✓ My idea for being an ad-buster is (describe):

The Details in Your Diet

Be an Ad-Busters detective with the Ad-Busters Worksheet. Find out the difference between marketing and nutrition facts.





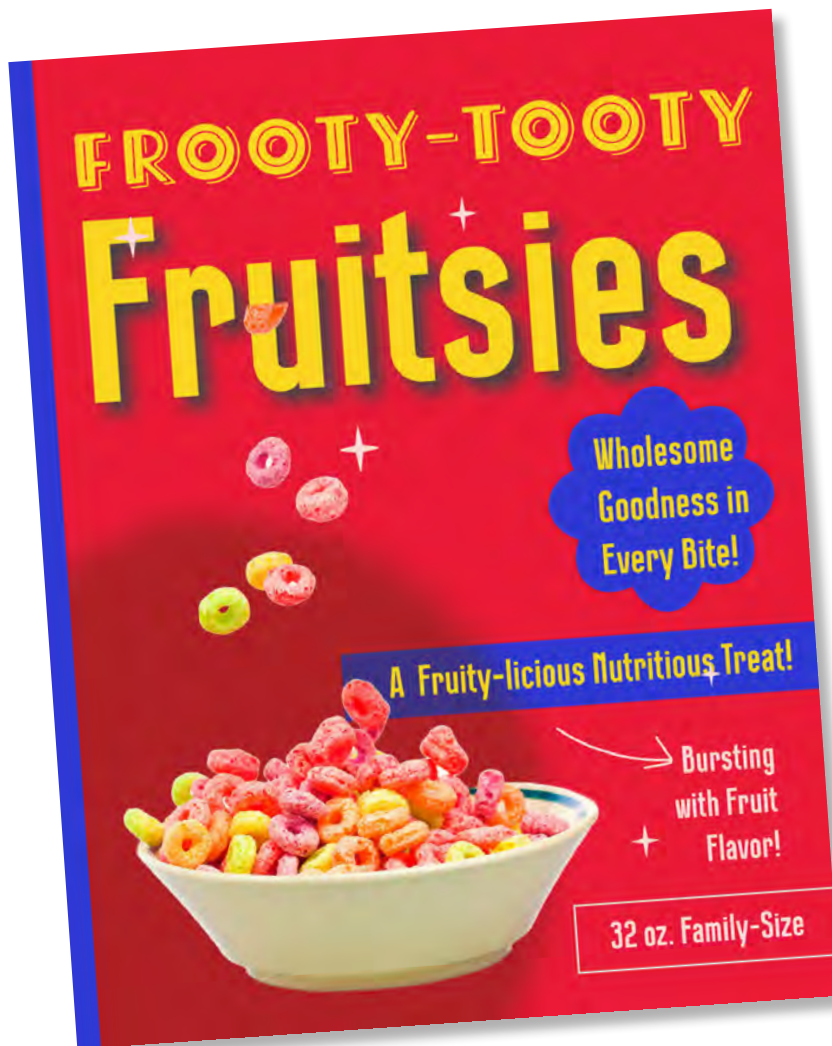
Lesson 3

"Winning the Balance Game" – Figuring Out Food Ads

Student Worksheet



Be An AD-BUSTER



ADVERTISING
CAN MAKE
THINGS
SOUND
BETTER THAN
THEY ARE!

Can You Find All the Misleading
Statements on the Box?

Hint: Even the spelling of the name
can show that something's not right!

Answer the following questions below.

A Nutrition Facts

1. *True or False?* "Bursting with Fruit Flavor" means that the cereal is made with fruit.
2. *True or False?* Companies can only say "nutritious" if it's true.
3. *True or False?* "Family-size" means it's good for everyone in the family.

B Nutrition Sources

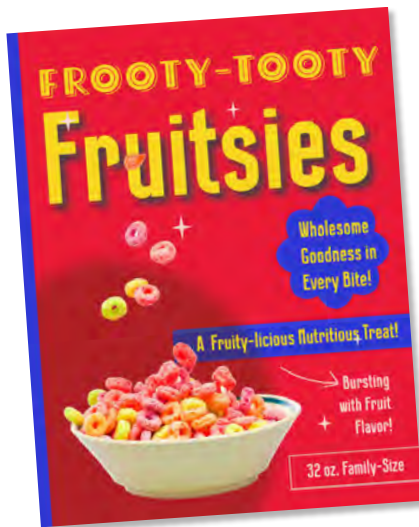
4. Do you think that Frooty-Tooty Fruitsies are a "fruity-licious nutritious treat?" Why or why not?



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Student Worksheet



INGREDIENTS:

Corn flour blend (whole grain yellow corn flour, degerminated yellow corn flour), sugar, wheat flour, whole grain oat flour, modified food starch, contains 2% or less of vegetable oil (hydrogenated coconut, soybean and/or cottonseed), oat fiber, maltodextrin, salt, soluble corn fiber, natural flavor, red 40, yellow 5, blue 1, yellow 6, BHT for freshness.

Nutrition Facts

24 servings per box

Serving Size 1½ cup (39g)

Amount per serving *cereal* *with ¾ cup skim milk*

Calories **150** **210**

% Daily Value*

Total Fat 1.5g 2% 2%

Saturated Fat 0.5g 3% 3%

Trans Fat 0g 0% 0%

Cholesterol 0g 10% 10%

Sodium 210g 9% 280g 12%

Total Carbohydrate 34g 12% 43g 16%

Dietary Fiber 2g 8% 2g 8%

Total Sugars 12g 22g

Includes 10g Added Sugars 12g 24% 12g 24%

Protein 2g 8g

Vitamin D 2mcg 10% 4mcg 20%

Calcium 0mg 20% 220mg 20%

Iron 4mg 25% 4mg 25%

Potassium 60mg 0% 340mg 6%

Folate 80mcg 20% 85mcg 20%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

1. Look at the ingredient label for Frooty-Tooty Fruitsies. Sugar is listed as the second ingredient (between the flours). What do you think that means?

2. Look for real fruit in the ingredients list. Is there any real fruit in this cereal?

yes no

3. Real fruit and 100% fruit juice contribute vitamins A and C. Are Frooty-Tooty Fruitsies a good source of either of these vitamins?

yes no

4. Based on the labels, do you think this cereal is healthy?

yes no

Ingredients Box

Ingredients are anything that is used to make the product. The list goes from most to least. If there are small amounts, companies don't have to use exact descriptions. "Natural flavors" is an example of an ingredient that can be listed without telling you what it really is.

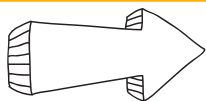




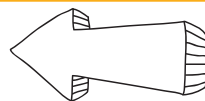
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Be An Ad-Buster



Follow the Clues



Ad-Busters Guide

Ads may focus on one feature of the food, hoping you'll miss other important facts.



Full Meal Deal



Daily Calcium



Real Cheese



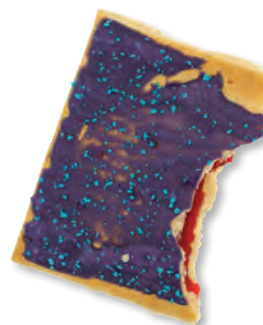
Lots of Fat & Sodium



Lots of Fat & Sugar



Lots of Fat & Sodium



Plant Protein



Real Chocolate



Real Fruit Flavor



Added Sugar & Sodium



Lots of Fat & Sugar



Lots of Fat & Sugar—and no fruit!

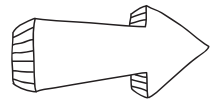




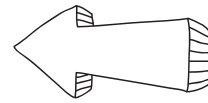
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Follow the Clues



Ad-Busters Guide

Now, it's your turn to figure out what's missing in the ad!



"Farm-Raised Chicken!"

I'll look for:



"Made with fresh vegetables each day!"

I'll look for:



"Made with real vegetables!"

I'll look for:



"Made with real fruit!"

I'll look for:



"20g protein in each bar!"

I'll look for:



Lesson 3 “The Balance Game”



ALL ABOUT ADS



Lesson 3 “The Balance Game”



ALL ABOUT ADS TRUE OR FALSE?

Take the Ad-Busters challenge to see if you
can find the facts over fiction in ads!



Lesson 3 “The Balance Game”



True or False?

A company advertises that you’ll get more “energy” if you eat their candy bar.



A

Lesson 3 “The Balance Game”



False!

The sugar in the candy bar will give you a short burst of energy, but not for long. Then, you'll feel more tired than before you ate it!



Lesson 3 “The Balance Game”



True or False?

Sports drinks are best for you anytime—active or not. Afterall, that’s why athletes drink them.



A

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False !

Sports drinks may help you hydrate, but so will water! Sports drinks have a lot of sugar and sodium. It's better to drink water and eat a healthy protein after a workout.



Lesson 3 “The Balance Game”



True or False?

It's legal for ads to use ways to get to your emotions. That's why many ads will show happy people with the product.



A

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True!

There are no rules or laws that cover how ads use emotions to sell their products. It's part of “freedom of expression.”

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Q

True or False?

Fresh Salads

A fast food restaurant says their “fresh” salads are a healthy choice. Does “fresh” mean “healthy”?



A Healthy Choice!

A

Lesson 3 “The Balance Game”



False!



Watch how “healthy” is used. The restaurant claims their salad is a “healthy” choice, not a healthy salad. That’s a big difference!

Using the word “fresh” doesn’t mean it’s “healthy.” Some salads add croutons, cheese and dressings that are full of fat, sodium and even sugar! Check the labels.



Lesson 3 “The Balance Game”



True or False?

The Food & Drug Administration (FDA) regulates the use of the word “healthy” on food product packaging.



© FDA, nutrition expert Shirley Blakely, exams the Nutrition Facts label on a cereal box.

A

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True!



Healthy foods need to have at least 10% of the daily value for one or more: Vitamins A & C, calcium, iron, dietary fiber or protein.

The FDA does regulate the word “healthy” when it directly describes the food product.



Lesson 3 “The Balance Game”



True or False?

Many food companies
and restaurants make
ads that target youth.
Their goal is to build
fans of their brands.



A

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True!

Companies use all sorts of ways to get youth to buy their products. They can use celebrities, games and videos to draw you in. Most of the time, the brands and products are for unhealthy foods and beverages.



Lesson 3 “The Balance Game”



True or False?

Fast food companies target children and teens with foods high in calories, fat, sugar and sodium.



A

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True!

Fast food companies target children and youth—especially Black and Hispanic youth to buy their products. Children ages 2-5 view more than 800 fast food commercials on TV each year!

According to the Fast Food Facts 2021 report by the Rudd Center for Food Policy and Obesity, University of Connecticut.



Lesson 3 “The Balance Game”



True or False?

If the ad shows healthy people, then the food must be healthy.



A

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False!

Advertisers use models that look healthy (and may even use digital effects to make them look better). They hope that you think that if the person is healthy, the food is too!



Lesson 3 “The Balance Game”



True or False?

If the cereal box says,
“part of a complete
breakfast,” it must be
a good choice.



A

Lesson 3 “The Balance Game”



False!

When you see “part of a complete breakfast,” the ad usually refers to other items that are healthy. They hope you ignore that the cereal may not be healthy.



Lesson 3 “The Balance Game”



True or False?

The USDA “organic” seal means the food is healthy.



A

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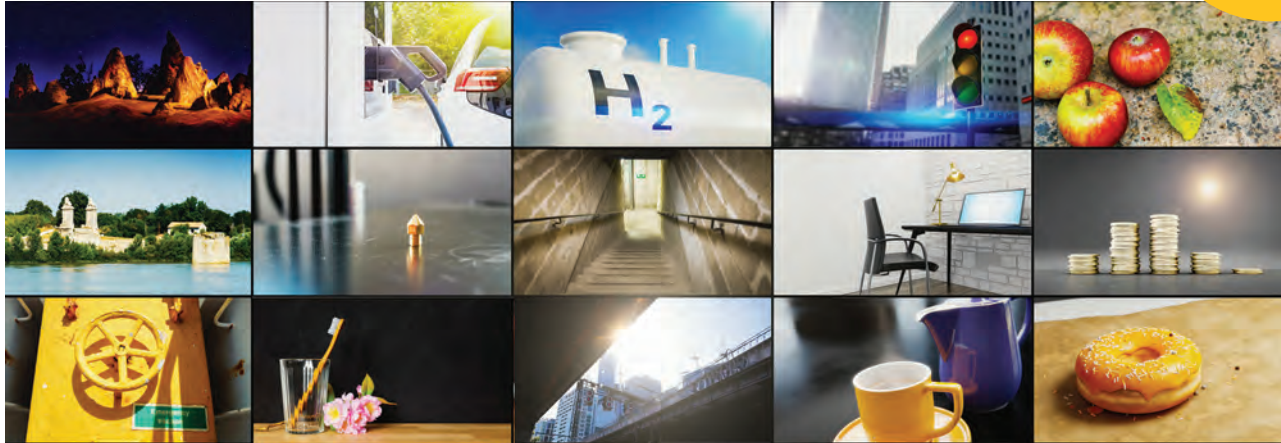
False!



True: Organic foods are grown without using pesticides, certain fertilizers or genetically-modified organisms (GMO).

While one or more ingredients may be organic, added fats and sugars doesn't mean it's healthy.

Lesson 3 “The Balance Game”



Name 3 ads you saw today. Do you think their statements were true or false? Why or why not?