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

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.
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.
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):
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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?
      
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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   - For extra credit, I will team up with classmates and create an ad for a nutritious food.
   - Your own action step (list):

   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.
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!!

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).
ANALYZING “FROOTY-TOOTY FRUITSIES”

NAME: ____________________________

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WHAT THE LABEL SHOWS:

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frooty-Tooty Fruitsies</td>
</tr>
<tr>
<td>Serving Size: 15 pieces</td>
</tr>
<tr>
<td>Servings Per Container: 1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories: 120</td>
<td>Calories from Fat: 0%</td>
</tr>
<tr>
<td>Total Fat: 0g</td>
<td>Saturated Fat: 0g</td>
</tr>
<tr>
<td>Cholesterol: 0mg</td>
<td>Trans Fat: 0g</td>
</tr>
<tr>
<td>Sodium: 35mg</td>
<td>Cholesterol: 0mg</td>
</tr>
<tr>
<td>Total Carbohydrate: 29g</td>
<td>Sodium: 45mg</td>
</tr>
<tr>
<td>Dietary Fiber: 0g</td>
<td>Total Carbohydrate: 29g</td>
</tr>
<tr>
<td>Sugars: 23g</td>
<td>Dietary Fiber: 0g</td>
</tr>
<tr>
<td>Protein: 1g</td>
<td>Sugars: 23g</td>
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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.