



Who Makes Your Food and Drink Choices?

Ages 11-14

Activity Overview

Children will examine the influences of media on personal food and drink choices.

Assessment

The group educator will observe children's demonstrated application of knowledge related to influences on healthy eating and drinking choices.

Equipment

Markers, Multiple samples of food and drink advertisements (print or television), Paper

Minds On

Using the Think-Pair-Share Strategy, have children work in pairs to think about what influences people of all ages to make certain food and drink choices, for example:

- nutrient fact tables
- prizes in cereal boxes
- low fat content
- cost
- availability
- family preferences
- celebrity endorsement
- religious or cultural beliefs

Next, children work in pairs to explore ways in which these choices might impact their physical, emotional, and mental well-being.

Pairs share their responses with the large group. Consider recording group responses, making connections between the impact of the various influences and children's physical, emotional, and mental well-being for reference later in the activity.

Ask the large group of children whether they believe that media plays a role in personal food and drink choices, and, if so, how.

Consolidation

Have children work in their small groups to create an advertisement for a healthy food or drink, using some of the same

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Activity Card 1
45 Minutes
Topics: Body Image, Critical Thinking, Food and Drink Choices, Media Influences, Media Literacy



persuasive techniques discussed throughout the activity.

Display advertisements and have children complete a Gallery Walk, viewing all advertisements as they walk throughout the room.

Children complete an Exit Card by answering the following question:

“What might you consider when you see a professional athlete drinking an energy drink in a commercial?”