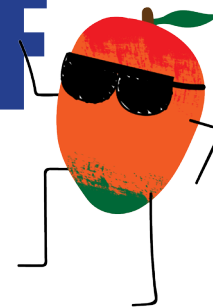




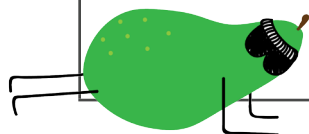
ATTACK OF THE ADS



We are constantly flooded with advertisements for all kinds of products, especially from food companies. While you might be aware of some of the tricks that advertisers use to sell their products, your children might not be.

Next time you are watching television, talk to your children about the advertisements they see. Ask them the following questions and write down their answers:

What is the product?	What made it seem appealing?	Would buying it make you happy? Why?



Ads... They're Everywhere!

There are many ads that target children and adolescents. You might not even notice them since they are not designed for you. These ads are everywhere, from TV commercials and billboards, to computers and phones. Many of these ads are from food companies. You can help your children have the skills they need to make good decisions.

What can you do?

- Keep screens in a family area so you can see what your children are seeing.
- Talk about any foods they typically ask you to buy for them. Ask them how they decide what they want, and if those decisions are affected by what they see on TV.
- The food your child sees on ads might taste good, but how does it affect them? Encourage them to think about how different foods make their bodies and minds feel and perform.

DRAW AN ADVERTISEMENT FOR YOUR FAVORITE HEALTHY MEAL TOGETHER!



HEALTHY FAMILY CHALLENGE

- 🍅 **The next time you're with your child and see a food advertisement, analyze it! Ask your child who they think the ad is for and how it is trying to make them feel.**
- 🍅 **With your child, think of a way you'd advertise fruits or vegetables rather than less healthy options. Have fun with it!**