## LEVEL 3

Grades 5 \& 6


USDA Standards-Based Nutrition Education (ram.

## өө๑๐๐๐๐ ๐๐ MyPlate



Look out for foods with added sugars or solid fats, such as candy, cake, cookies, chips, ice cream, soda, fruit punch, lemonade, hot dogs,


# еөөөөө ø๐ Teachers 

## Dear Teacher,

What are healthy food choices? What is a balanced diet? The U.S. Department of Agriculture's Food and Nutrition Service is providing these lessons under its Team Nutrition initiative in order to help teachers integrate nutrition education into Math, Science, English Language Arts, and Health. This yummy curriculum introduces the importance of eating from all five food groups using the new MyPlate icon and a variety of hands-on activities. Students will also learn the importance of physical activity to staying healthy. In this Teacher's Guide, you'll find three inquiry-driven lessons that help $5^{\text {th }}$ and $6^{\text {th }}$ grade children discover nutrition, explain their understandings, and reflect upon their experiences - all of which encourage a lasting awareness of what it means to be healthy. In addition to subject-driven learning, each lesson offers valuable and easy-to-implement cafeteria activities and home connections. We encourage you to include these in your planning, as they will provide your students with further practice and real-world experience. Let your students' parents know what their children will be learning about in class so they can support these new skills at home.

You will also find:

- A Pacing Guide: time required per activity and recommended pacing to help you plan each lesson
- Teacher's Morsels: helpful resources, background, and tips
- Extra Helpings: ideas on how to extend the learning beyond the lesson
- Savor the Learning: valuable ways to connect the learning to the school cafeteria and/or students' homes to provide real-world practice
- Student Handouts: easily reproducible handouts designed to appeal to students while reinforcing lesson objectives


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Food and Nutrition Service $\cdot$ FNS-446
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## Lesson Title

First Course:
MyPlate, MySelf
Time Required:
Session 1 (40 minutes)
Session 2 ( 30 minutes)
Session 3 (40 minutes)

## Second

Course:
Know Your Nutrients
Time Required:
Session 1 (40 minutes)
Session 2 (40 minutes)
Session 3 (60 minutes)

Third Course: Decisions, Decisions!
Time Required:
Session 1 (40 minutes)
Session 2 (40 minutes)
Session 3 (60 minutes)

## Essential Question

What choices can I make to be and stay healthy?

Why is it important to eat a variety of foods from all food groups?

What foods should I eat less of, and why? How can I make better choices?

## Learning Objectives

## Students will be able to...

- Identify the five food groups and name a variety of examples from each.
- Explain how MyPlate serves as a reminder to eat from all five food groups.
- Create and describe a healthy meal containing foods from each food group, including whole-grain options and a variety of vegetables.
- Discuss the importance of physical activity as part of a healthy lifestyle.

Students will be able to...

- Identify the six main nutrients and a variety of foods that contain them.
- Explain how nutrients help us grow and stay healthy.
- Apply knowledge of healthy foods and food groups to create a healthy meal or snack.

1. MyPlate, MySelf (2 pages)
2. Nutrient Knowledge

Students will be able to...

- Identify ways to limit the consumption of solid fats, added sugars, and sodium.
- Read, compare, and analyze Nutrition Facts labels to determine which snack is a healthier alternative.
- Summarize the benefits of limiting the consumption of solid fats, added sugars, and sodium.

1. Nutrition Label Comparison
2. Ad Awareness

# TABLE OF COntents 

## Standards Met*

First
Course:
MyPlate, MySelf

## Second Course: Know Your Nutrients


#### Abstract

English Language Arts: Language Standards: Conventions of Standard English, Vocabulary Acquisition and Use (5.1, 6.1): Demonstrate the command of the conventions of the standard English grammar and usage when writing or speaking; Speaking and Listening Standards: Comprehension and Collaboration (5.1, 6.1): Engage effectively in a range of collaborative discussions with diverse partners, building on others' ideas, and expressing their own clearly; Presentation of Knowledge and Ideas (5.4, 6.4): Report on a topic or text, or present an opinion. Writing Standards: Text Types and Purposes (5.2, 6.2): Write informative/explanatory texts to examine a topic and convey ideas and information clearly.

Science: Standard (A): Science as Inquiry: Understandings about Scientific Inquiry. Health: Standard (8.5.1): Encourage others to make positive health choices; Standard (6.2.1): Identify a short-term personal health goal and take action toward achieving the goal.


English Language Arts: Language Standards: Conventions of Standard English (5.1, 6.1): Demonstrate the command of the conventions of the standard English grammar and usage when writing or speaking; Speaking and Listening Standards: Comprehension and Collaboration (5.1, 6.1): Engage effectively in a range of collaborative discussions with diverse partners, building on others' ideas, and expressing their own clearly; Presentation of Knowledge and Ideas (5.4, 6.4): Report on a topic or text (5.5, 6.5): Include multimedia components (e.g., graphics, sound) and visual displays in presentations.
Math: Measurement and Data (5, 6): Represent and interpret data.
Science: Standard (F): Science in Personal and Social Perspectives: Personal Health.
Health: Standard (1.5.1): Describe the relationship between healthy behaviors and personal health; Standard (5.5.5): Choose a healthy option when making a decision; Standard (8.2.1): Encourage peers to make positive health choices.

English Language Arts: Language Standards: Conventions of Standard English, Vocabulary Acquisition and Use (5.1, 6.1): Demonstrate the command of the conventions of the standard English grammar and usage when writing or speaking; Speaking and Listening Standards: Comprehension and Collaboration (5.1, 6.1): Engage effectively in a range of collaborative discussions with diverse partners, building on others' ideas and expressing their own clearly; Presentation of Knowledge and Ideas (5.4, 6.4): Report on a topic or text (5.5, 6.5): Include multimedia components (e.g., graphics, sound) and visual displays in presentations.
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Health: Standard (1.5.1): Describe the relationship between healthy behaviors and personal health; Standard (8.5.1): Encourage others to make positive health choices.

# Original Songs ø0ө00ө 

## Do Your Body Right

## Chorus:

Do your body right
Make your day a better day
Go on and help yourself It's going to feel real good You've got the choice To eat foods in a smarter way Better for your health Here's why you should

You're ready to eat breakfast But you're not sure what to eat There's a box of sugary cereal But you know that can be beat Some dairy, fruit, and protein Can help give you an edge So you open up plain yogurt Throw in some berries and nuts instead (all right) ( mmm hmm)

## Chorus

The soccer game is over And you're feeling kind of drained You need something to recover To get that spring in your step again You got a glass of milk or a sugary drink And they both taste oh so nice But only one will help you be at your best Yeah, the milk will do you right (mm hmm)

## Chorus

You're finishing up dinner With your family at night And you feel like you're still hungry A dessert sounds just right You've got a fresh fruit cup or chocolate cake But you want to keep in shape Well, reach out for those peaches, yeah That's the smarter choice to make
(Let's sing that chorus one more time)


## Main Ingredients

Recommended Pacing:
Session 1 (40 minutes) - First Taste
Session 2 (30 minutes) - Digging In
Session 3 (40 minutes) - Digesting It All
Essential Question:
What choices can you make that help you stay healthy?

## Learning Objectives:

Students will be able to...

- Identify the five food groups and name a variety of examples from each.
- Explain how MyPlate serves as a reminder to eat from all five food groups.
- Create and describe a healthy meal containing foods from each food group, including whole-grain options and a variety of vegetables.
- Discuss the importance of physical activity as part of a healthy lifestyle.


## Subject Connections:

English Language Arts, Health, Science
Materials \& Preparation:

- Notebooks
- Computers
- Student Reproducible 1: MyPlate, MySelf (2 pages)
- Eat Smart To Play Hard With MyPlate Poster



## We Are What We Eat

## What's Cooking?

In this lesson, students learn about making healthy food choices and being physically active. Through interactive and engaging lessons that meet curriculum standards in English Language Arts, Science, and Health, students will be introduced to the five food groups, explore the vegetable subgroups, and discuss differences between whole grains and refined grains.

## FIRST TASTE: Engage (40 minutes)

1. Begin the lesson by asking students to close their eyes and think about their favorite meal or dish. Encourage them to think about the taste, texture, and colors of their favorite meal. Invite students to share and brainstorm descriptive words to use when talking about food. (For example: Texture - soft, chewy, crunchy; Taste - sweet, sour, spicy; Feeling - comforting, happy, warm) List these words on the board.
2. Give students 10-15 minutes to write about their favorite meal in their notebooks. Ask them to answer the following questions:

- What is your favorite meal? Does it have a name?
- What specific foods and beverages are part of your favorite meal?
- Why is it your favorite meal? (Prompts: Is there a specific memory around the meal, when it is served, or who prepares it?)
- How would you describe it to someone? (Prompts: Can you think of 10 or more words that describe your favorite meal? Think about the taste, what it looks like, and the colors it has, the texture, the feeling you get when you eat the meal.)

3. When students are finished, invite volunteers to share their favorite meals and answer the questions.
4. Next, ask students what they think it means to be healthy. What does one need to eat to be healthy? (Accept all answers at this stage. Students will likely mention that it is important to eat fruits and vegetables.) Explain to students that eating fruits and vegetables every day is important for healthy eating. Fruits and vegetables represent two important food groups, out of five. Do students know what the other food groups are? (Accept all answers.)
5. Display the MyPlate poster. Explain that this icon shows the five different food groups: Fruits, Vegetables, Grains, Protein, and Dairy, and serves as a visual reminder to eat foods from all five food groups. By eating a variety of foods from each of the food groups, we can make sure we are feeding our bodies what we need to have energy, play hard, learn, grow, and stay healthy.
6. Explain that the Vegetable Group has five subgroups: Dark-Green, Red and Orange, Beans and Peas, Starchy, and Other. Eating vegetables from all of the subgroups helps us get different kinds of nutrients - and also makes eating more interesting and fun. Most Americans need to eat more dark-green, red, and orange vegetables, and beans and peas. Can they think of some vegetables from these subgroups that they like? Are there any that are served on the school lunch menu?
7. The Grain Group is also divided into two subgroups. But first, what is a grain? Any food made from wheat, rice, oats, cornmeal, barley, or another cereal grain is a grain product. Bread, pasta, oatmeal, breakfast cereals, tortillas, and grits are examples of grain products.
8. The two subgroups of the Grain Group are Whole Grains and Refined Grains. Whole grains contain the entire grain kernel: the bran, germ, and endosperm. (Whole grains include foods such as 100\% wholewheat bread, brown rice, oatmeal, popcorn, wholewheat tortillas, and whole-grain cereal.) Refined grains have been sent through a mill to remove the bran and germ of the grain. This process also removes some nutrients we need for good health. Examples of refined grain foods are white bread, corn bread, regular pasta, white rice, cornflakes and puffed rice cereal, and most pretzels, crackers, and cookies. MyPlate encourages us to replace some of the refined grains we are eating with whole grains, so that at least half of the grains we eat are whole grains. Instead of making a sandwich with white bread, make it with whole-wheat bread. Or have oatmeal for breakfast instead of a bagel made with refined grains.
9. Ask students to think about how their favorite meal fits MyPlate. Are all five food groups represented in their meal? If not, can they think of substitutions to make their favorite meal more balanced and in line with MyPlate? Have students make these adjustments and substitutions on another page in their notebook. Students may refer back to MyPlate if they need ideas. Encourage them to try it with

What Are Whole Grains? Learn more about what foods are considered whole grains and what are considered refined grains by visiting http://www. chooseMyPlate.gov/food-groups/grains.html.
Know Your Vegetables: What veggies belong to which subgroup? For a list of commonly eaten DarkGreen Vegetables (e.g., spinach), Red and Orange Vegetables (e.g., red peppers), and Beans and Peas
(e.g., lentils), go to: http://www.chooseMyPlate. gov/food-groups/vegetables.html.
Challenge your class to try a new vegetable from each subgroup once a week.
a new vegetable or with a whole-grain food like brown rice or a whole-wheat tortilla. Also, not every meal or snack may have something from every food group. So, if breakfast has no veggie, suggest to students that they can try munching baby carrots for an after-school snack.
10. Invite volunteers to share their favorite meals with the class and explain how they made adjustments, if needed, to fit into MyPlate. If there is time, have students create a colorful illustration of their favorite meal.

## D|GG\|NG \|N: Explore (30 minutes*) MyPlate Quiz Show

11. Next, your class will play a game, much like a quiz show, to learn about MyPlate and healthy habits. Divide students into teams of five. Explain that they will play a game where both teams are asked questions. Teams may have 30 seconds to discuss their answer before they must share it. If necessary, they may use a pen and paper on some of the longer questions. Whichever team gets the question correct gains a point. If all teams are correct, they all win a point.
12. Use the questions on the next page to get started. Tell your students that there are some trick questions as well as bonus points to be gained in the game! The questions start off easy and get more challenging as they go on. Play as long as you want, until you run out of questions, or to a certain number of points. Some answers may vary. (Add to the list and make up your own questions.) Visit http://www.chooseMyPlate.gov for more ideas.

# (1)EACHEBC Morsel 

a. How much of your plate at meals should be fruits and vegetables? (Half)
b. What food groups does a beef taco fit into? (Protein Foods: ground meat; Vegetable: lettuce, tomato; Grain: tortilla/taco shell; Dairy: cheese)
c. Shrimp belongs to what food group? (Protein Foods)
d. Yogurt belongs to what food group? (Dairy)
e. Beans and peas are special. They belong to two food groups. What are they? (Vegetables and Protein Foods)
f. $100 \%$ orange juice is part of what food group. (Fruits)
g. At least 60 minutes of $\qquad$ is recommended each day for a healthy lifestyle. (Physical activity)
h. Cream cheese is part of what food group? (TRICK! It's not part of any food group. Cream cheese is mostly fat. It does not contain enough nutrients to be part of the Dairy Group.)
i. Provide two examples of a whole-grain food. (Answers can vary, e.g., brown rice, wholewheat bread/pasta/tortilla/crackers, oatmeal, buckwheat, quinoa, popcorn)
j. Water is part of what food group? (TRICK! It's not. But it is an essential nutrient, and some fruits and vegetables, like cucumber, celery, apple, orange, tomato, and watermelon, have high water content.)
k. Dark-Green, Starchy, Red and Orange, Beans and Peas - these are subgroups of foods in what food group? (Vegetable)
I. What is a whole-grain alternative to white rice? (Brown rice)
m. A Hawaiian pizza, with pineapple and ham as toppings, belongs to what food group? BONUS 2 points (All five! Fruit: pineapple; Vegetable: tomato sauce; Protein Foods: ham; Dairy: cheese; Grain: crust.)
n. Kale is an example of a $\qquad$ . (Vegetable; specifically a dark-green vegetable)
o. Which of the following are examples of physical activity? Jumping rope, playing soccer, taking a walk, raking leaves, yoga, dancing, and sleeping. (All except for sleeping)
p. Name five vegetables beginning with the same letter. BONUS 5 points (Answers can vary, e.g.,

Food Group 411: For more examples of healthy food options in each food group, visit http://www.chooseMyPlate.gov/food-groups.

Healthy Rewards: For the winning team, try a healthier reward. Instead of candy or sweets, give nonfood prizes or privileges, like a chance to listen to music in the classroom, or free time to read a book of their choice or play.
carrot, celery, collard greens, corn, cassava, cabbage, cauliflower.)
q. (1) What food groups are missing from this meal: Fish, beans, broccoli, milk? (Grain, Fruit)
(2) Name two options from each missing food group.

BONUS 2 points (Answers can vary, e.g., 100\% orange juice, mango, brown rice, whole-wheat pasta.)
r. Walnuts, almonds, and peanuts are examples of what, and all belong to what food group? BONUS 2 points (Nuts, Protein Foods)
s. Which of the following is not a whole grain? Oatmeal, shredded wheat, whole-wheat toast, corn flakes? (Corn flakes)
t. Identify four types of beans that are Protein Foods. (Answers can vary, e.g., black, kidney, soy, pinto, navy)
u. What are five foods from the Fruit Group that make good on-the-go snacks? (Examples include raisins, apples, plums, unsweetened applesauce cups, 100\% fruit juice. Note that flavored gummies do not count as fruit.)
v. Make at least half your grains each day whole grains. Which of the following are examples of whole grains? Animal crackers, corn bread, cheese puffs, pretzels, whole-wheat crackers. (Only the whole-wheat crackers)
w. Create a breakfast with foods from the Protein Foods, Fruit, Dairy, and Grain Groups. Make your grain a whole grain. BONUS 4 points (Answers can vary; e.g., whole-wheat English muffin, scrambled egg, strawberries, fat-free milk.)
x. Create a healthy and delicious-sounding snack to help you soar through your

# (0) $\bullet 000$ ๑ooThought <br> Share these tips with your students, parents, and school. 

 Cool Snack! Place your favorite fat-free or low-fat yogurt into an ice cube tray, add some berries, and freeze it. Rainbow Salad: Think of new ways to make your garden salad grow with color. Try tomatoes, avocados, yellow peppers, black beans, and romaine lettuce.- Have the students make a My Lunch Tray poster that illustrates how the school lunches provide foods from all of the food groups. You can divide the class into small groups to make different posters for different school meals.
- Hold a contest to see which student can create the best tray liner, placemat, or table tent featuring positive MyPlate messages that can be used in the cafeteria.


## At Home:

- Have students take home the MyPlate at Home parent reproducible and the MyPlate, MySelf menu planner reproducible they worked on in class. Encourage students to talk with their families about trying these meals at home.


## EXTRA HELPINGS:

 Elaborate (15 minutes*) Blast Off! Game: Divide students into pairs and have each play the computer game called Blast Off. One student in each team will act as pilot and enter his/her name in the Control Panel. The game challenges players to reach Planet Power by fueling their rocket with smart food choices from the five food groups and 60 minutes of physical activity. It reinforces the importance of choosing foods from all five food groups in order to be healthy. Did their rockets make it to Planet Power? Print a copy of their "Mission Report" for information on their "fuel" choices. Discuss with the class how many teams reached their goal for each food group. Did any team not reach its goal for a particular food group? What advice does the Mission Report offer students about reaching their goal the next time? To access the game, go to http://www.fns.usda.gov/multimedia/ Games/Blastoff/BlastOff_Game.htmI.

Create 5 days of healthy dinner meals that you would enjoy．Use MyPlate as your guide to create delicious dinners that include all five food groups．Use the resources and checklist on this page to design My 5－Day Dinner Menu Planner on page 2．After you complete the plan， follow directions to create My Physical Activity Plan and My MyPlate Goal．

## Remember to：

a．Make at least half of your grains whole grains．
b．Include at least one food from the Beans and Peas Vegetable Subgroup．
c．Include at least one vegetable from the Dark－Green Vegetable Subgroup．
d．Have a variety of proteins．Each protein food may be used only once．

## MyPlate＇s Food Group Menu Options

The five food groups are important for a healthy diet．Choose a variety of foods from each for your menu．Use the following chart to get your meal plan started．（Not a complete list．Visit http：／／www．chooseMyPlate．gov for more．）


| 들 | Apple，grapefruit，blueberries，watermelon，cantaloupe，plum，banana，kiwi fruit，grapes，papaya，orange，100\％fruit juice，raisins， strawberries |
| :---: | :---: |
| 宮 | Dark－Green（broccoli，spinach，kale，bok choy，collard greens，romaine lettuce）；Red and Orange（tomato，carrots，sweet potato，red pepper， butternut squash）；Beans and Peas（black beans，pinto beans，soybeans，lentils，split peas）；Starchy（potatoes，corn，green peas，plantains）； Other（avocado，beets，okra，asparagus，mushrooms，celery） |
| 든 | Whole Grains（whole－wheat breads，pastas，and tortillas；whole－grain or whole－wheat crackers；popcorn；oatmeal；brown rice；and whole－ wheat breakfast cereal）；refined grains（white breads and rolls，flour tortillas，white rice，cornbread，and most pretzels，crackers，cookies，and noodles） |
| 岩 | Meats（lean beef，pork，lamb），poultry（chicken，turkey），eggs，beans and peas（black beans，falafel），processed soy products（veggie burgers， tofu），nuts and seeds（almonds，cashews，sesame seeds，peanut butter），seafood（cod，shrimp，salmon，tuna） |
| 亲 | Milk（fat－free，low－fat，flavored，lactose－free），cheese（string cheese，cheddar，cottage cheese，mozzarella），yogurt，calcium－fortified sov milk |

## Menu Planner Checklist：Did You．．．

$\square$ Include whole grains in at least three of your dinners？ What are your whole grains？ $\qquad$
$\square$ Include at least one food from the Beans and Peas Subgroup？ List your beans and peas here：
$\square$ Include at least one vegetable from the Dark－Green Vegetables Subgroup？ List your dark－green vegetables here：
$\square$ Include a variety of proteins？
List your protein foods here：

Name: $\qquad$ Date: $\qquad$

My 5-Day Dinner Menu Planner

| SAMPLE | DAY1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Whole-wheat roll $\qquad$ |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## My Physical Activity Plan

Make a plan to be active for at least 60 minutes a day! Think of new ways you can move.

Ideas for activities that I can do on my own:

## My MyPlate Goal

What do you want to achieve for yourself? Do you want to be more physically active? Try new foods? Learn to make healthy recipes? Pick up a new sport?

Ideas for activities that I can do with friends:

Ideas for activities that I can do at home:

## Main Ingredients

Recommended Pacing:
Session 1 (40 minutes) - First Taste
Session 2 (40 minutes) - Digging In
Session 3 (60 minutes) - Digesting It All

## Essential Question:

What can nutrients in foods do for me?

## Learning Objectives:

Students will be able to...

- Identify the six main nutrients and a variety of foods that contain them.
- Explain how nutrients help us grow and stay healthy.
- Apply knowledge of healthy foods and food groups to create a healthy meal or snack.


## Subject Connections:

English Language Arts, Math, Health, Science

## Materials \& Preparation:

- Index Cards (enough for each student to have 3-4)
- Notebooks
- Computer, CD or MP3 player with speakers
- Original Song \& Lyrics: Do/Be
- Student Reproducible 1: Nutrient Knowledge


## Know Your Nutrients

## What's Cooking?

In this lesson, students will explore the concept of nutrients in foods. Utilizing a range of engaging learning activities that meet curriculum standards in English Language Arts, Science, Health, and Math, students will learn how nutrients affect how they look and feel and can help them do what they need and want to do, better.

## FIRST TASTE: Engage (40 minutes)

1. Begin this lesson by asking students to think about and then write down their definition of a "healthy" food. Ask them how they think "healthy" foods can benefit them. (List their answers on the board.) Ask students what it is about these foods they think makes them "healthy." (Accept all answers.)
2. Next, play the song Do/Be once and ask students to listen to the lyrics carefully. Write the word "nutrient" on the board and ask students to explain what they think it means. Explain that a nutrient is something found in foods that helps us grow and stay healthy. Different nutrients do different things for our bodies and help us be healthy. Play the song again, this time inviting students to dance and move around the room expressing the lyrics. The song lyrics give us examples of benefits the nutrients in foods can give us. (Giving us energy, building our muscles, strengthening and growing our bones)

3. Foods are categorized into the different food groups based upon the nutrients they contain and also how we normally eat them. Eating different foods from all five food groups helps us get all of the nutrients we need to grow, play hard, and be healthy.
4. Can anyone name a nutrient? Explain to students that there are six main categories of nutrients. Write the names of the following six main nutrients on the board: carbohydrates, proteins, fats, vitamins, minerals, water.
5. Have students create a KWL chart in their notebooks. (What do I Know? What do I Want to know? What have I Learned?) Allow time for students to write down what they Know about these nutrients, and what they Want to know. Then invite volunteers to share with the class.


## TBEACHEB Morsel

The six main nutrients are carbohydrates, fats, proteins, minerals, vitamins, and water.

For an in depth look at nutrients and what they do for our bodies, see page 17.
6. Next, hand out the Nutrient Knowledge reproducible to all students. Explain that this chart is a good way to help students remember the six main nutrients, along with important vitamins and minerals, and understand what they can do to help students look and feel their best, and in what food groups these nutrients can be found. Students will use this chart as a reference throughout the lesson.

## DIGGING IN: Explore (40 minutes)

## Power Up Poetry

7. Next, divide your class by asking students to count off in fives. Students should gather in their groups according to their number. Explain that, for this activity, each group will need to work together, using what they've already learned about nutrition and healthy behavior, along with their creative language skills and vocabulary, to create short phrases. Distribute index cards so that every student has at least 3-4 cards. First have students write their designated group number on one side of each card. Then, give students time to generate their phrases and write one per card.

- Ones will need to write a short, creative sentence or phrase about what they need and like to do each day (at home, at school, at play). For example: Complete my social studies project; Rehearse my play; Practice my dance routine; Run five laps during soccer practice.
- Twos will identify a nutrient (e.g., carbohydrates, protein, fats, water, vitamins, or minerals) and what it does for the body. For example, carbohydrates give me energy to play hard. For vitamins and minerals, students can list a specific vitamin (e.g., vitamin C, vitamin A) or mineral


## TEACHEB' Morsel

Choose MyPlate: For more information on the nutritional benefits of foods from each food group visit http://www.chooseMyPlate.gov and click on each food group for more information.
9. Give teams 10-15 minutes to create a healthy Power Poem, then have them present it to the rest of the class. Let each group explain its message and understanding. You may want to display these power poems in the cafeteria on a poster or bulletin board titled MyPlate Power Poems. (Poems will vary. For example, from the store, I get thin-sliced turkey. It's a great on-the-go nibble that builds my muscles so I can ride my bike.)

## DIGESTING IT ALL: Explain, Evaluate ( 60 minutes -40 minutes to complete project, 20 minutes to present)

10. As a summative assessment, students will create projects to "show what they know" and spread the word about how eating foods from all five food groups helps them get all the nutrients they need to play hard, be healthy, and grow. Divide students into small groups (3-4 students). Students should use their Nutrient Knowledge handout as a guide. First, they need to identify an audience and age group with whom they would like to share their information. Next, they will need to decide how best to communicate their message. Suggest different project ideas, and let students choose from the following:

- Create a billboard, magazine ad, or brochure to visually communicate information about a food group and the nutrients it provides. Encourage students to think about what catches their eye. They should think about imagery, color, and lettering.
- Create a news program to spread the word about why it's important to make half of your plate fruits and vegetables. Encourage students to use
descriptive words. They will want to think about how to present information in a way that will catch viewers' attention.
- Write a song or rap to teach others about the different types of foods in the Protein Foods Group and why it's important to eat from this group. Include a message that encourages people to choose seafood (fish or shellfish) or beans and peas instead of meat at some meals. Students may want to use various instruments or improvise their own.
- Survey the class or peers at school to determine what whole grains they've eaten, then graph the results. Students should think about how they explain to their peers the difference between whole grains and refined grains, as well as why it's important to eat more whole grains.

11. Give students a full class period to explain their project ideas to their peers, and another class period to present them.

## EXTRA HELPINGS: Elaborate (15 minutes*)

Track \& Field Fuel-Up Challenge Game: In this interactive game, kids "go for the gold" by responding to time-sensitive questions about making healthier food choices. Children answer nutrition questions related to low-fat milk, fruits, vegetables, and whole grains as they compete in the javelin, high jump, long jump, and dash. The faster kids answer questions correctly, the more skill their player has in his or her event. The game also gets kids up and moving to prepare for the next event. Go to http://www.fns.usda.gov/ multimedia/games/trackandfield/index.html
*Can vary.


## E000 B0B Thought

They're watching you! Let your students see you making healthy food choices and being active at school. Ask other teachers, staff, or students to join you for a walk, to shoot some hoops - whatever activity works for you.

## SAVOR THE LEARNING: Elaborate

## At Home:

- Have students share their Power Poems with their parents.


## Cafeteria:

- Share findings about students' favorite whole grains with school food service. Work with the school food service director to conduct a taste test of possible new whole-grain items for the school lunch or breakfast menu.


## Community:

- Have students work with a chef in the community to create the food described in their Power Poems.
- Invite local farmers, growers, food producers, or Cooperative Extension staff to discuss where foods come from. For example, invite a local dairy farmer to discuss where milk comes from and how it is prepared for sale. Or invite a local mill to discuss how wheat is made into flour.

Did you know that eating foods from all five food groups helps you get the nutrients you need to grow, play hard, and be healthy? It's true! Nutrients include vitamins, minerals, carbohydrates, protein, water, and fats. Learn more about what types of foods have them and how they help your body.

## Vitamins

Your body needs vitamins to grow and stay healthy. Some vitamins include:

- Vitamin A - helps protect your eyes and skin. It plays an important role in helping you see at night. Vitamin A also helps you fight off infections so you stay feeling your best.
Where to find it: dark-green, red, and orange fruits and vegetables, such as cantaloupe, carrots, sweet potato, tomatoes, spinach, and romaine lettuce.
- The B Vitamins (lots of different ones) - help your body tap into the energy from food so you can play hard. Where to find them: chicken, fish, and other protein foods; beans and peas, cereals, and some breads.
- Vitamin C - helps your body heal cuts and scratches. Smile! It also helps keep your teeth and gums healthy. Where to find it: fruits and some vegetables, such as oranges, grapefruits, kiwi fruit, strawberries, tomatoes, bell peppers, potatoes, and broccoli.
- Vitamin D - helps the body have strong bones. Where to find it: most milk has added vitamin $D$. Also, some soy milks, breakfast cereals, and yogurt have added vitamin D. Some fish (tuna, salmon) have it, too.

Many fruits and vegetables have vitamins


Those five food groups we learned about They've got nutrients we need To do things at our peak To be more healthy


## Minerals

Your body needs minerals
 to grow and stay healthy. Some minerals are:

- Potassium - keeps your muscles and nervous system working right. It may also play a role in helping your heart pump blood easily through your body.
Where to find it: dairy foods such as milk, yogurt, and soy milk; fruits and vegetables such as bananas, dried apricots, cantaloupe, honeydew melon, orange juice, sweet potatoes, white potatoes, white beans, kidney beans, tomato sauce, and spinach.
- Calcium - builds strong bones and teeth. Where to find it: milk, yogurt, cheese, and calciumfortified soy milk.
- Iron - helps you have healthy blood. Your body uses iron to carry oxygen from your lungs to the rest of the body.
Where to find it: protein foods such as turkey, chicken, fish, beef, beans and peas; grains such as breads and cereals.


## Carbohydrates

- Carbohydrates give you energy to run, jump, and even blink your eyes.
Where to find them: vegetables, fruits, milk and yogurt, and grains like breads, cereals, and pasta.
- Fiber is a type of carbohydrate that the body cannot digest. It has many health benefits though. It helps move food through the digestive tract and helps you feel full.

Where to find it: fruits, vegetables, and whole grains.

## Protein

- Protein is used by the body to build muscle, skin, bone, and more. Protein can also be used for energy.
Where to find it: protein foods (such as meat, chicken, fish, eggs, and beans) and milk.


## Water

When you sweat, your body is using water to help you stay cool. Water also helps your body move nutrients to the places they need to go.
Where to find it: Water is in most foods, especially fruits and vegetables. Drinking water instead of a sweet beverage, like soda, is a healthy way to cool off and satisfy your thirst.

## Fats

Fats help your body absorb, or take in, certain vitamins and have healthy skin. The body also uses fats for energy.

- Liquid fats, like oils, provide us with good-for-you fats and some vitamins. Fats that are solid, or hard, at room temperature, like butter and stick margarine, are not good for our hearts.
Where to find them: Heart-healthy oils are found in avocados, olives, nuts, seeds, and some fish. Solid fats can be found in some foods in the protein foods and the dairy group, such as the skin on chicken and the milk fat in regular cheese and whole milk. Fats are also added to many foods during cooking, such as when frying potatoes.

Nutrients are good for me.
Some help me do and some help me be. Some help give my skin a healthy glow. Some help keep me from catching colds. And others strengthen bones and muscles So round those bases I can hustle.


## Main Ingredients

Recommended Pacing:
Session 1 (40 minutes) - First Taste
Session 2 (40 minutes) - Digging In
Session 3 (60 minutes) - Digesting It All
Essential Question:
What foods should I eat less of, and why? How can I make better choices?

## Learning Objectives:

Students will be able to...

- Identify ways to limit the consumption of solid fats, added sugars, and sodium.
- Read, compare, and analyze Nutrition Facts labels to determine which snack is a healthier alternative.
- Summarize the benefits of limiting the consumption of solid fats, added sugars, and sodium.


## Subject Connections:

English Language Arts, Science, Health

## Materials \& Preparation:

- Notebooks and pencils
- Six food packages to be used with assumption activity (fill five packages with different contents than labeled)
- Index cards
- Computer, CD or MP3 player with speakers
- Original Song \& Lyrics: Do Your Body Right
- Student Reproducible 1: Nutrition Label Comparison
- Student Reproducible 2: Ad Awareness


## Decisions, Decisions!

## What's Cooking?

In this lesson, students develop the skills needed to compare and evaluate foods and beverages in order to make healthful choices. Through song, label reading, and decision-making activities, which meet curriculum standards for English Language Arts, Science, and Health, students will practice choosing foods lower in solid fats, sodium, and added sugars.

## FIRST TASTE: Engage (40 minutes)

## Food Assumptions:

1. Preparation: Set up six packages of food on a table or against a wall. Number each package 1-6. Five out of the six should contain something other than what they advertise. (For example: Macaroni shells in a cereal box, beans in an empty milk carton, sugar in a pasta box, water in a soda bottle. Something that could remain the same would be a canned food like tuna or corn. You don't need to use food items or packaging to make this assumption activity work. You can use beads, tissues, pencils, and other objects in empty containers. Use packaging that you have, as long as it is labeled and you can't see the contents from the outside.)
2. Begin by telling students that their first activity will be an easy test. Hand out a piece of paper and a pencil. Give them the following directions, and repeat them if anyone questions the purpose of the test:

- Please write down, in order, the content of each container.
- There will be no talking until everyone is done with this test.

3. After students have finished, check his or her answers by opening up each container one at a time and showing what is actually inside. Ask students why they answered the way they did. Explain that we all make assumptions, or quick guesses, based on information that we receive right away. Our assumptions, however, are not always correct. (One container should have the correct contents inside to show that sometimes we make the right assumption.)
4. Start a discussion with students on how they make decisions about what to eat. What factors do they consider? Do they decide by taste? How food looks? How it smells? What makes them willing to try something new? (Accept all answers.) Explain that people generally like to eat foods that taste good. But how do we know what is in the foods we eat? How do we know that a muffin has carrots in it, or soup has vegetable broth? Is there a way to figure out what is in food, aside from tasting it? And why is it important to know what's inside our food? (Answers may vary, but we need to know a food's ingredients so that we can make

# (1)EACHEBMorsel 

Foods To Reduce: Help your students understand what these are, using the definitions below.

Solid Fats are fats that are solid at room temperature,
healthier decisions. The Nutrition Facts label and ingredients list on packaged food items provide information about the food's contents and nutrients.)
5. Explain that there are some foods that have "hidden" ingredients which we should eat less often, or in smaller amounts. Ask students whether they can think of any foods that we should eat only sometimes, and why? (Accept all answers.) Health experts recommend we eat foods that are lower in solid fats, sodium (salt), and added sugars. Ask students why eating too many foods high in solid fats, added sugars, and sodium (salt) is not good for the body. Filling up on these foods means they probably are not getting enough of the other healthier food choices in the five food groups - and all of the nutrients they need to grow, learn, play, and be healthy. Eating too many foods that are high in solid fats and added sugars also makes it harder to stay at a healthy weight. Too much sodium (salt) or solid fats is not good for our hearts, and foods that are high in added sugars can cause tooth decay, which can lead to cavities.
6. Play the song Do Your Body Right for the class. Ask the students to listen carefully to the lyrics. Invite a student to describe the general theme of the song. Ask students to volunteer examples of healthier options they could choose in place of the "sometimes" foods mentioned in the song: sugary cereals, sugary drinks such as soda, and chocolate cake. (Foods from the five foods groups, such as fruits and vegetables, whole grains, lean proteins, and low-fat dairy foods. These alternatives have nutrients that can give us what our bodies need to be active and play hard.)
7. Divide the class into pairs, or small groups, and assign a verse of the song to each pair, then replay the song. You may assign the same verse to more than one pair of students. Ask them to listen carefully to the part that is assigned to them, and have them create a skit where they act out a scenario in which they would have to make a healthy choice. For example, they may role-play what to
for example butter, stick margarine, chicken fat, beef fat, and shortening. They are found in foods such as hot dogs, sausages, bacon, regular cheese, whole milk, cakes, cookies, and other baked goods.

Solid fats are not good for our hearts.
Healthier Alternatives: Use oils instead of solid fats. Oils are fats, such as vegetable oils, that are liquid at room temperature. Nuts, avocados, olives, and some fish are also high in oils. Oils are good for your
grab for breakfast, a healthy snack for after sports or play, or what to choose for dessert.

## DIGGING IN: Explore (40 minutes)

8. Now that they know why it's important to eat healthy foods from each food group and limit foods that are high in solid fats, sodium, and added sugars, ask students if they have any ideas on how they can make better choices. Accept all answers. If no one suggests reading the food packaging ingredients list or Nutrition Facts label, ask students if anyone has ever noticed and looked at one before. Hold up a container of packaged food (for example, a box of cereal), and point to the Nutrition Facts label and ingredients list.
9. Next, distribute the Nutrition Facts Label Comparison handout and divide the class into pairs. Direct the class to look at the far-left label (Plain Fat-Free Yogurt). Invite students to share what information they notice and explain what they think it means. Can students identify any of the following from the label?

- Serving Size: Ask students to look for the words "Serving Size" on the label. In this example, the serving size is 1 cup. What if they ate everything in the package? How many servings would that be? (4) The information on the label is based on one serving. When they eat more, they need to multiply the nutrient information by the number of servings they ate.
- Calories: Next, have students find the number of calories in a single serving of the plain
fat-free yogurt and the vanilla-flavored yogurt. Calories are a measure of the amount of energy the food provides (see page 22). The vanilla-flavored yogurt has more calories than the plain fat-free yogurt, because it contains more solid fats and added sugars. Solid fats and added sugars add calories to a food.
- Solid Fats: Students can tell the amount of solid fats in the food by looking at the grams of saturated fat and trans fat on the label. These are two types of solid fats. For trans fat, look for foods that have Og of trans fat. For saturated fat, the label also provides the percent daily value (\% DV). The $\% \mathrm{DV}$ is a number that tells you if there is a lot or a little of something in a serving of the food. A \% DV of 5 or less is low; $20 \%$ or more is high. Choose foods that are low in saturated fat.
- Vitamins and Minerals: At the bottom of the label, students will find numbers followed by percent signs. This is where they find the amounts (\% DV) of nutrients that the product contains, such as calcium, iron, and vitamins A and C. 5\% Daily Value or less of a nutrient is low; 20\% Daily Value or more is high, and therefore a better choice.
- Sodium: Have students find the \% DV for sodium. Which snacks are lowest in sodium?

The Nutrition Facts label does not identify the amount of added sugars in a product. You can find added sugars by looking at the ingredient list. Some other names for added sugars are: high-fructose corn syrup, sugar, sucrose, dextrose, fructose, lactose, maltose, honey, anhydrous dextrose, brown sugar, confectioner's powdered sugar, and corn syrup. Tip! If one of those is in the first three ingredients, you can be sure that added sugar is a major ingredient.
10. Next, give students 15 minutes to work with their partners to compare and analyze the nutrition labels. They should study and compare the four snack foods. After evaluating the data, they will conclude which are the healthier options and explain their reasoning.

Foods To Reduce: Help your students understand what these are, using the definitions below.
Sodium: While our body needs only small amounts of sodium, or salt, almost all of us eat too much. Healthier Alternatives: For a crunch, try baby carrots or unsalted nuts instead of potato chips.
Added Sugars: Foods that have "added sugars" are those that contain sugars, syrups, and sweeteners that are added to foods during processing. Most of us eat too many foods that are high in added sugars, such as soda, sugar-sweetened drinks, cakes, ice cream, and candy. Healthier
Alternatives: Choose naturally sweet fruits for a snack instead of candy or cookies. Save sweet baked treats for special occasions. Sip smarter drink water instead of sweetened drinks like soda and sports beverages.

## Nutrition Facts

Serving Size 1 cup (228g) Servings Per Cont

| Amount Per Serving |  |
| :---: | :---: |
| Calories 250 Cal | Calories from Fat 110 |
|  | \% Daily Value* |
| Total Fat 12 g | 18\% |
| Saturated Fat 3g | 15\% |
| Trans Fat 3g |  |
| Cholesterol 30mg | 10\% |
| Sodium 470mg | 20\% |
| Total Carbohydrate 31g | 10\% |
| Dietary Fiber Og | 0\% |
| Sugars 5g |  |
| Proteins 5g |  |
| Vitamin A | 4\% |
| Vitamin C | 2\% |
| Calcium | 20\% |
| Iron | 4\% |

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

|  | Calories: 2,000 | 2,500 |
| :--- | :--- | :--- |
| Total Fat | Less than 65 g | 80 g |
| Saturated Fat | Less than 20 g | 25 g |
| Cholesterol | Less than 300 mg | 300 mg |
| Sodium | Less than $2,400 \mathrm{mg}$ | $2,400 \mathrm{mg}$ |
| Total Carbohydrate |  | 300 g |
| Dietary Fiber |  | 375 g |

## DIGESTING IT ALL: Explain, Evaluate

 ( 60 minutes - 40 minutes to complete project, 20 minutes to present)11. In this final summative activity, students will reflect on their consumption of foods that are high in added sugars, solid fats, or sodium. Students will discuss the role of advertising in decision making, and learn about common advertising techniques. Then, they will apply their learning by creating an ad designed to promote healthy food choices. First, ask students to think about advertising they have seen in the past.

Where have they seen it? (e.g. television, movies, newspapers, magazines, or billboards) What is its purpose? (e.g. to sell products, to promote ideas, to promote candidates)
12. Divide the class into teams of $3-4$ students, pass out an Ad Awareness handout to each team, and ask volunteers to read out loud. Explain that advertising techniques are used by companies to sell their products and promote their ideas.
13. Explain that each team will use one of the techniques and develop an ad (skit, song, print, or video) to promote healthy eating and help their friends and family make better choices. For example, teams might:

- Create a skit showing how people eat smart and play hard.
- Write a jingle about healthy treats to try instead of "sometimes" foods.
- Create a poster showing a "makeover" of a snack with healthier food choices.

Before teams get started, make sure they understand each technique. Remind students to use everything they have learned about MyPlate, eating a variety of foods from all five food groups, and limiting "sometimes" foods.

## Extra Helpings: Elaborate

## (20 minutes)

Grocery Bag Shake-Up! Fill a grocery bag with
Nutrition Facts labels (one for each student). Use food labels or download samples at http://
teamnutrition.usda.gov/NutritionLabels.pdf.
Divide the room into "Low" and "High," with space in-between. Have students pick a label, read the percent daily value (\% DV) of saturated fat, and move to the corresponding section of the room. For example, they should go to the "High" section if they feel the food is high in saturated fat, or to "Low" if they feel it is low. If their food is neither, have them stand in the middle. Remember, a \% DV of $5 \%$ or less is low; $20 \%$ or more is high.

Calories are the energy foods give us to grow and play. We use calories to make our bodies function and for physical activity. If we eat/drink more calories than we use in physical activities and body processes (breathing, blinking, digesting food, etc.), the extra calories get stored as fat in our bodies. Added sugars and solid fats load foods with extra calories we may not need. Foods like candy and soda can be high in solid fats (candy) and/or added sugars (soda and candy) and provide few nutrients. For this reason, they do not fall into any food group.

A moderately active 10-year-old girl has room for 160 calories from solid fats and added sugars in her daily meal plan. This is not much when you consider that one medium order of French fries provides 168 calories from solid fats, and one regular soda provides 136 calories from added sugars.
14. Give students a class period to put together their ideas. Then, have them present to the rest of the class or share with other students at school.

## SAVOR THE LEARNING: Elaborate

## School:

- Do students have access to snack foods through vending machines, school stores, or fundraisers? Have students look at foods that are available through these sources, and identify healthier alternatives they think their friends would like. For instance, instead of selling candy bars for a fundraiser, try selling fruits. Invite the principal, a PTA representative, and others within the school community to hear student suggestions.


## At Home:

- Have students examine the snack options available at home, identify and determine what food groups they belong to, and decide if they are "sometimes" foods.
$\qquad$ Date:

The Nutrition Facts label on food packages can give you helpful information about what's inside. Below is a group of labels for snack foods. Work with a partner to read and compare the labels. Which is the healthier snack alternative?

| YOGURT, FAT-FREE, PLAIN | YOGURT, WHOLE MILK, VANILLA | APPLE SLICES | FRENCH FRIES, SMALL |
| :---: | :---: | :---: | :---: |
| Nutriton Facts | Nutrtion Eacts | Nutriton Eacts | Nutriton Facts |
| Serving Size 1 cup (245g) | Serving Size 1 cup (245g) | Serving Size 1 bag (68g) | Serving Size 1 serving (68g) |
| Servings Per Container 4 | Servings Per Container 4 | Servings Per Container 1 | Servings Per Container 1 |
| Amount Per Serving | Amount Per Serving | Amount Per Serving | Amount Per Serving |
| Calories 140 | Calories 230 Calories from Fat 70 | Calories 35 Calories from Fat 0 | Calories 210 Calories from Fat 90 |
| \%Daily Value* | \%Daily Value* | \%Daily Value* | \%Daily Value* |
| Total Fat $0 \mathrm{~g} \quad 0 \%$ | Total Fat 8g 12 \% | Total Fat 0g 0\% | Total Fat 10 g ( 15 \% |
| Saturated Fat 0g 0\% | Saturated Fat 5 g ( 25 \% | Saturated Fat 0 \% | Saturated Fat 1.5 g ( 8 \% |
| Trans Fat 0g | Trans Fat 0g | Trans Fat 0g 0\% | Trans Fat 0g |
| Cholesterol 5mg 0\% | Cholesterol 30 mg (10\% | Cholesterol 0mg 0\% | Cholesterol 0mg 0\% |
| Sodium 175 mg ( $7 \%$ | Sodium 125mg $5 \%$ | Sodium Omg 6 \% | Sodium 135mg 6 \% |
| Total Carbohydrate $19 \mathrm{~g} \quad 6 \%$ | Total Carbohydrate $30 \mathrm{~g} \quad 10 \%$ | Total Carbohydrate $9 \mathrm{~g} \quad 3 \%$ | Total Carbohydrate $\quad 26 \mathrm{~g} \quad 9 \%$ |
| Dietary Fiber 0 g ( 0 \% | Dietary Fiber 0 g ( 0 \% | Dietary Fiber 2 g (8\% | Dietary Fiber 2 g ( 8 \% |
| Sugars 13g | Sugars 29g | Sugars 7g | Sugars 0g |
| Protein 14g | Protein $8 \mathrm{~g} \quad 16$ \% | Protein 0 g | Protein 3g |
| Vitamin A 0\% - Vitamin C 4\% | Vitamin A 6\% - Vitamin C 0\% | Vitamin A 0\% - Vitamin C 30\% | Vitamin A 0\% - Vitamin C 15\% |
| Calcium 50\% - Iron 0\% | Calcium 30\% - Iron 0\% | Calcium 2\% - Iron 2\% | Calcium 0\% - Iron 2\% |
| * Percent Daily Values are based on a 2,000 calorie diet. | * Percent Daily Values are based on a 2,000 calorie diet. | * Percent Daily Values are based on a 2,000 calorie diet. | * Percent Daily Values are based on a 2,000 calorie diet. |

Study the labels. Use your notebook to record the data for all four snack foods, and then answer the questions.

|  | PLAIN YOGURT | VANILLA YOGURT | APPLE SLICES | FRENCH FRIES |
| :---: | :---: | :---: | :---: | :---: |
| Serving size |  |  |  |  |
| Calories in entire container |  |  |  |  |
| \% DV for saturated fat per serving |  |  |  |  |
| \% DV for calcium per serving |  |  |  |  |
| \% DV for sodium per serving |  |  |  |  |
| Which snack food has the most calcium with the lowest amount of calories? |  |  |  |  |
| Which snack foods are the lowest in saturated fat? |  |  |  |  |
| Which snack food is the lowest in sodium (salt)? |  |  |  |  |
| Which snack foods are healthier alternatives? |  |  |  |  |
| Explain how you came to your conclusion. Were any of your results surprising? |  |  |  |  |

$\qquad$ Date:

Organizations use advertising to promote a product or idea. Below are common advertising techniques. Read through them carefully. Can you think of an example you saw on TV or in a magazine? Discuss with your team members to decide which technique you will use to promote a healthy message to inspire your friends and family to make better choices.

## Bandwagon Effect

To persuade potential consumers by telling them that many other people are happy or successful by doing the same thing. (Example: You might show a group of very happy students who are drinking water instead of soda.)

## Celebrity Endorsement

To use a famous personality to sell a product.
(Example: You might collaborate with the principal to endorse a fundraising idea that gets the school active instead of selling sweets.)

## Glittering Generalities

To use appealing words and images to sell the product. The message this commercial gives is that if you buy the item, it will change your life. (Example: You might convince the audience that by using herbs and spices instead of sodium, their meals will taste out of this world.)

## It Worked for Me

Testimonials in ads are aimed at giving consumers proof that they aren't wasting their time. (Example: You might feature a student who is eating smarter and now has more energy to play hard.)

## No-Risk Free Trial

This technique involves offering free trials to entice consumers to try a new product. (Example: You could work with the school cafeteria to encourage classmates to choose a vegetable side at lunch by offering free samples or holding a taste test.)

## Everyday Folks

To suggest that the product is a practical product of good value for ordinary people. (Example: If the school has a garden, you might show how ordinary students in the school are snacking on the garden's produce instead of chips and other less-healthy snack foods.)

## Wit and Humor

To attract consumers to products by giving them a reason to laugh or to be entertained. (Example: You might dress like a healthy sweet potato and show how that vegetable can easily squash a bag of potato chips.)

## Be the First

To focus on the idea that using a certain product puts the user ahead of the game. (Example: You might encourage the audience to be the first on their block to participate in a nutrition program that keeps an eye on different types of fats.)

## Repetition

To repeat a product's name at least four times in the advertisement.


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