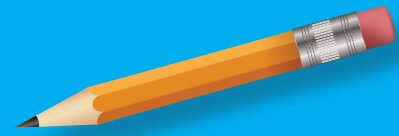


Food and Drink Marketing Journal

Action Schools! BC

Sugary Drinks Extension Activity



4-7

Students will use a journal to track the food or drink marketing they see for one day from a variety of sources. Results from the journal will be discussed as a class to increase their awareness of marketing locations, types of food or drink promoted, brands that are marketed most often, and whether products marketed fit into *Eating Well with Canada's Food Guide*.



Sugary Drinks

USED BY

- Grade 7 activity *What's In It For Me?*
- Grade 7 activity *Food Marketing*

PREPARATION

- Review the *Media Awareness* section of the *Healthy Eating Overview* (included with this activity).
- Copy one *Food and Drink Marketing Journal* per student (included with this activity).
- Review *Eating Well with Canada's Food Guide* and *Eating Well with Canada's Food Guide: A Resource for Educators and Communicators*.

IMPLEMENTATION

- Review *Eating Well with Canada's Food Guide* as a class and note the drinks that fit the Recommendations.
- Ask students to fill in the *Food and Drink Marketing Journal* with marketing they see for food or drink from a variety of sources including television, internet, clothing, buses, billboards, radio, in apps, social media, video games, etc., for one day.
- Have a class discussion using the results from the journal:
 - How many different locations were found for food and drink marketing?
 - What types of food and drinks were marketed most often (e.g., cereal, snack food, pop)?

- What brands were marketed most often?
- Was there more marketing for food and drinks that fit into the *Food Guide* or high calorie, low nutrient food or drinks? Students may use the *Food Guide* to help them determine whether it is a healthier choice. Discuss food or drinks that students had trouble classifying.
- Why do you think there was more marketing for food and drinks that do not fit into the *Food Guide*?
- Include a question(s) around marketing, media messaging and body image, such as “can you think of some examples how marketing and media messaging affects how we feel about our body?” Discuss whether the people depicted in marketing reflect what average people look like (body weight, beauty, ethnicity, etc.) and how that makes us feel.

RECOMMENDED RESOURCES



- Health Canada (www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-eng.php)
 - *Eating Well with Canada's Food Guide* (available in 12 languages and for First Nations, Inuit and Métis; free class sets available) (<http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-eng.php>)
 - *Eating Well with Canada's Food Guide: A Resource for Educators and Communicators* (F) (<http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/educ-comm/resource-ressource-eng.php>)
- Media Smarts – *Talking to Kids about Advertising – Tip Sheet* (<http://mediasmarts.ca/tipsheet/talking-kids-about-advertising-tip-sheet>)
- University of Calgary – Teacher Background Information Sheets – *Media Literacy & Food Marketing* (<http://www.ucalgary.ca/foodmarketing/educators-parents>)
- Stop Marketing to Kids Coalition (<http://stopmarketingtokids.ca>)
- *Advertising of Food and Beverages to Children: Position of Dietitians of Canada* DECEMBER 2010 (<https://www.dietitians.ca/Downloads/Public/Advertising-to-Children-position-paper.aspx>)
- HealthLink BC: Call 811 and speak with a registered dietitian (<http://www.healthlinkbc.ca>)
- Province of British Columbia - *Being Me: Promoting Positive Body Image*, available at www.actionschoolsbc.ca/resources.



NAME _____



Food and Drink Marketing Journal



STEP 1: Track food or drink advertisements you see for one day.



STEP 2: Every time you see a food or drink advertisement, record it on the chart below with the location, type of food or drink advertised, and brand name of the product.



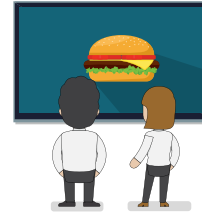
STEP 3: Determine whether the food or drink fits into Canada's Food Guide.



LOCATION OF MARKETING (e.g., TV, internet, clothing, social media)	TYPE OF FOOD OR DRINK	BRAND NAME OF PRODUCT	DOES THIS FOOD OR DRINK FIT INTO CANADA'S FOOD GUIDE?



HEALTHY EATING OVERVIEW



MEDIA AWARENESS

This section will explain the efforts of industry to market to children and youth. It will provide some insight into how marketing of unhealthy food and drinks affects the choices of children and youth, and will also speak to the Action Schools! BC resource, *Being Me*.

Marketing is much more than advertising. It includes a wide array of tactics companies use to promote their products, such as: attractive packaging, celebrity endorsements, product placements in movies, cartoons or popular TV shows, sponsorship of kids' sports teams and programs, widespread logo placement, and embedding products, brands or logos within games, videogames or websites.¹

Children are uniquely vulnerable to marketing. Before age five, most children cannot distinguish ads from unbiased programming. Those under eight do not understand the intent of marketing messages and believe what they see. By 10 to 12, children understand that ads are designed to sell products, but they are not always able to be critical of these ads. Given that marketers are aiming to capitalize on children's influence on their own food and drink decisions, it is important that children are given the tools to begin to understand the role of marketing, along with recognition of daily examples of marketing in their own lives.

Marketing directed at children is everywhere. Teaching media awareness to children is one method for helping them understand and evaluate the techniques used by marketers to influence their food and beverage choices. The development of these critical thinking skills is the starting point to empowering children with the knowledge they need to make informed choices that support positive mental and physical health and development.

KEY MESSAGES

- Media awareness helps students develop critical thinking skills and the ability to make informed choices in all areas of their lives.
- Marketers spend billions of dollars creating campaigns and advertisements targeted towards children.
- 61% of popular children's websites market unhealthy food and beverages, and as much as 90% of food and beverages marketed on TV are high in salt, fat, sugar or calories.²
- Food and beverage marketing has an impact on the foods children eat, their food preferences and beliefs, rising rates of childhood obesity, and increased risk factors for chronic diseases such as diabetes, heart disease, stroke and cancer.
- Children influence their parents' spending, have their own money to spend, and will eventually become adult consumers.

1. <http://stopmarketingtokids.ca/what-is-marketing-2/>

2. <http://stopmarketingtokids.ca/the-health-context/>

Why Media Awareness?

We are all exposed to a myriad of media experiences, so much so that it has become part of daily life – and largely goes unnoticed, except subconsciously. Statistics Canada reported that the time spent watching TV is decreasing but the time spent on the internet has risen substantially. As new forms of mobile media are introduced, the potential to have both positive and negative effects on the health of children and youth expands. The opportunities for media to have a positive impact on health include access to new information, improving education for more people especially in remote areas, and providing a platform for more people to communicate with each other on important topics.

Marketing influences children’s food and beverage choices and preferences, and therefore their health and development. Media directed at children is everywhere: TV, websites, sponsorships, product placements (e.g., food in movies, candy at grocery store checkouts), clothing, online games for children, cartoon characters, celebrity endorsements, contests, free toys and clubs.

Many factors influence food choices, including taste, price, availability, family meal patterns, peers, nutrition, and food marketing. Most of the marketed foods and beverages are for products high in fat, sugar and salt, which include candy, pop, fast foods, and salty snacks.

Adapted from: Stop Marketing to Kids Coalition and Media Awareness Network

Promoting Healthy Body Image

Being Me: Promoting Positive Body Image – K to 9 is a resource, available at www.actionschoolsbc.ca/resources, with lessons and activities that are designed to support the development of healthy body image and self-esteem, along with messaging which serves to help prevent disordered eating. It can be beneficial to deliver the lessons from both resources around the same time.

Key Messages

- Consider your values, beliefs, and choice of language about body weight and health.
- Promote healthy activities for every body size.
- Role model positive body image and a healthy lifestyle.
- When you discuss bullying in your classroom, include the topic of teasing individuals for their body weight, shape, or size.
- Teach students how to look at the media and information in it more critically. Often, unrealistic images of beauty are linked with happiness, love, popularity and acceptance.
- Avoid using weight tables or charts and calorie counting in classroom activities. Relying on the number of calories rather than on internal cues of hunger and fullness can lead to over or under eating.

- It is normal for many children to gain weight in advance of a period of rapid growth during puberty. Girls usually have their major growth spurt at 12.5 to 13 years, while boys have theirs at 14 to 14.5 years. Note that these are averages; the rapid growth period varies greatly based on genetics and environmental factors.
- Each person's body is different and we should respect, accept and celebrate these differences.

Recommended Resources

- Stop Marketing to Kids Coalition (www.stopmarketingtokids.ca)
- Dietitians of Canada – Advertising of Food and Beverages to Children: Position of Dietitians of Canada. December 2010 Marketing to children (www.dietitians.ca/marketingtokids)
- Long Live Kids (www.longlivekids.ca)
- Media Smarts (www.mediasmarts.ca)

References

- Stop Marketing to Kids Coalition
- Statistics Canada, 2004
- The Kaiser Family Foundation, *Generation M2: Media in the Lives of 8- to 18-Year-Olds* www.kff.org
- Gantz W, Schwartz N, Angelini JR, Rideout V. *Food for thought: Television Food Advertising to Children in the United States*. A Kaiser Family Foundation Report, 2007