

Just Desserts Episode #509

Subject Area

Health

Media Literacy Objectives

Develop an awareness of which foods are healthy.

Develop an awareness of what kinds of foods are marketed to kids.

Episode Description

Arthur has a hard time resisting sweets, and one evening his overindulgence wins him an upset stomach and a series of rather "Grimm" dreams, starring Mr. Ratburn as a child-eating witch, the Tibbles as seven dwarfs, and a fearsome giant made entirely of food!

Active Listening

Listen and watch to find out why Arthur is having some creepy nightmares.

Guided Discussion

How could Arthur have avoided the stomachache?

Have you ever made yourself sick the way Arthur did?

What are some of your favorite foods?

What kinds of foods are healthy foods?

What kinds of foods have you seen advertised on TV or in magazines?

If you were an ad executive looking to market a food to kids, what kind of food would you advertise, and how would you advertise it?

Why do you think fast-food chains have toy giveaways?

What other kinds of devices are used to sell food products to kids?

Activity: Eat 'Em Up!

A week before you plan to watch the episode in class, give students an at-home assignment in which they are to look for phrases that encourage over-consumption (e.g., "You'll want to eat the whole darn bag"). Good places to look for these phrases are in TV and print ads, packaging, billboards, and fast-food restaurants. Students should write these phrases down, along with where they were found and the products they advertise, and bring their lists to class.



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On the day of the lesson, work with students to make a class list of all the phrases and products found.

Discuss the list:

What are these phrases telling us to do?

What kinds of products do these phrases refer to?

Discuss the food pyramid. Ask:

What does it mean to have a well-balanced diet?

Where do most of the "eat-'em-up" foods on our list fit into the food pyramid?

What would eating this way do to a person's body and energy level?

Extension Activity

Distribute the **food pyramid activity sheet**. Ask each student to watch one 30-minute episode of a cartoon on commercial TV at home with a parent or caregiver. Tell students to pay particular attention to the commercials that air during the show. When the ad features a food product, students should decide where that food fits into the food pyramid and check the appropriate box on the activity sheet. (Parents should be aware of the goals of this project and should give their approval beforehand.)

A suggested alternative for children who have limited access to television is to take a trip to the local grocery store with a parent or caregiver. Ask students to pay particular attention to the special promotional displays set up around the store. When the display features a food product, students should decide where that food fits into the food pyramid and check the appropriate box on the activity sheet. (A sheet with these alternative instructions is provided.)

Create a class tally on a large food pyramid in the classroom. Ask:

According to our class tally, what kinds of foods were advertised most? Least?

What audience are these ads and displays hoping to target?

What makes you think so?

Discuss the food pyramid and the benefits of eating well.

Extension Activity Materials

Copies of the food pyramid activity sheet



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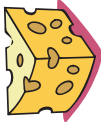






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show: _____

time: morning afternoon evening

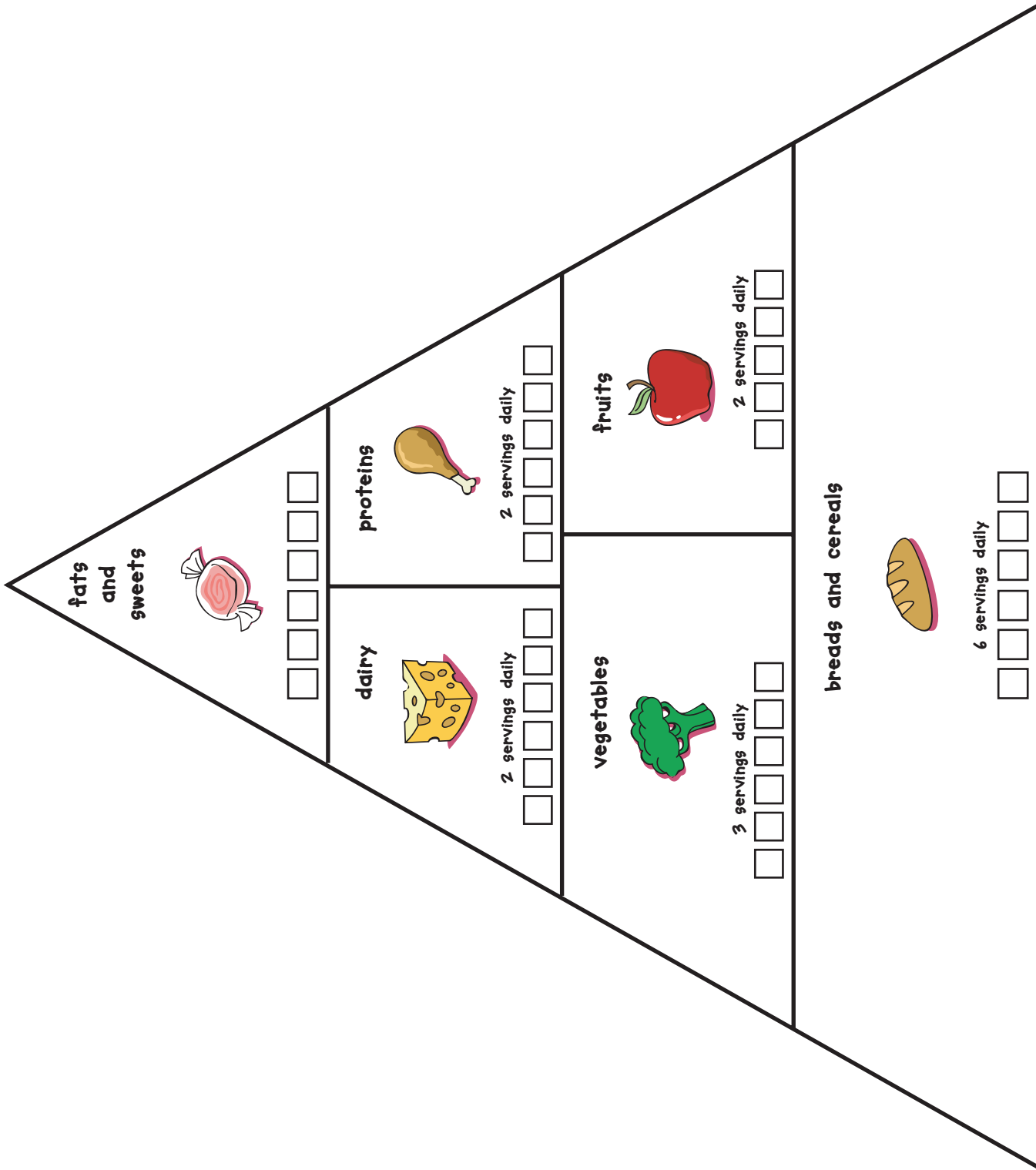
fats and sweets  <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	dairy  2 servings daily <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	proteins  2 servings daily <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	fruits  2 servings daily <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	vegetables  3 servings daily <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	bread and cereals  6 servings daily <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Write down the name of the cartoon you're watching. Circle the time it's on. Watch the show and pay attention to the commercials. Each time you see an ad for a food, decide where that food fits in the food pyramid and put a check mark in that box.



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Pay attention to the displays in your local grocery store. Each time you see an ad for a food, decide where that food fits in the food pyramid and put a check mark in that box.