

## LESSON 2: Nutrition Think Tanks

### Student Learning Objectives:

The students will:

- Investigate information on the Five Food Groups.
- Design presentations for their peers to promote the health benefits of each of the food groups.

### Preparation

- Gather the needed materials.

### Materials

#### Resources

- Food Models, 1994 version, National Dairy Council
- Poster: Food Guide Pyramid, U.S. Department of Agriculture
- Student Worksheet: Advertising Checklist (from Lesson 1)
- Pamphlets: *Nutrition and Your Health: Dietary Guidelines for Americans*, 1995 version, U.S. Department of Agriculture and U.S. Department of Health and Human Services, 30 copies

#### Realia

- Nutrition books and pamphlets from the library
- Poster board (Optional)
- Markers (Optional)
- Pencils or pens
- Writing paper

**Time: 45 minutes**

## Lesson Procedure

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### Introduction: 3 minutes

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Connect this lesson on preparing an advertising campaign for nutrition with the previous lesson on the Five Food Groups.

1. Have the students take out their homework assignment, What Influences Your Choices?

2. Ask the students:

*What are some factors that influence your parent or another adult to buy certain foods?*

*What are some things an advertiser might do to sell a particular food product?*

*What are some selling points that an advertiser might use to sell any of the Five Food Groups?*

Call on students to share their ideas, such as health benefits, good taste, visual appeal, etc. For example, fresh fruits and vegetables are low in fat, and grains provide energy for sports.

*What kinds of things might advertisers do to make their ads appealing?*

Call on a few students to share their ideas. Some possible responses might include catchy tunes, rhymes, bright colors, movie stars, and discounts.

3. Collect the portion of the Family Worksheet that shows the parent or other adult and student signatures.
4. Tell the students:

*During our last health class, you were working in small groups. Today, you will continue working in the same groups. Each group will be an advertising think tank to prepare an advertising campaign to sell your assigned food group to the students in this school.*

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### **Activity 1: 40 minutes**

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Prepare advertising campaigns to promote the health benefits of each of the food groups.

1. Tell the students to form the small groups from the previous class.
2. Redistribute the booklets and any other nutrition resources that are available. Redistribute or have the students get out their Student Worksheets, Advertising Checklist.
3. Review the assignment. Encourage the students to use the Student Worksheet as a planning form.
4. Tell the students they will have the entire hour for planning. At the end of the hour, they must turn in their Student Worksheets, Advertising Checklist.
5. Circulate and assist the students as they prepare for their presentations.