



Building MyBody

Third-grade nutrition education newsletter

Optional lesson

You be the judge

Advertising can make anything sound good. You can help teach your children how to think about what they see and hear so they can make their own decisions.

The nuts and bolts of advertising

Your kids have learned about these advertising techniques and how they are used to persuade us to buy products in class:

Testimonial:

Someone explains how the product helped him or her.

Bandwagon:

Everyone's doing it. You should too!

Famous person:

A celebrity says he or she uses the product.

Emotional appeal:

You will have more fun, be cool or enjoy life more if you buy a product.

Exaggeration:

The product is too good to be true!

When you are with your kids, talk about advertisements, and what techniques they use to persuade us to buy their products. Ask your kids if they really need the product.



Children younger than 8 years old don't understand the persuasion that ads use to sell us products. Very young children can't tell the difference between TV commercials and programs.

What's wrong with advertising?

Advertising tries to persuade us to buy products. Children younger than 8 years old don't understand the persuasion that ads use to sell us products. Very young children can't tell the difference between TV commercials and programs.

Self-image is how we see ourselves or feel about ourselves. Body image is part of our self-image. We form our self-image at an early age. Advertising affects our self-image. Studies have shown that many young girls want to be thinner and boys want to have more muscles. Children may do unhealthy things to try to be thinner or get more muscles.

Support positive self-image

Being physically active is one of the ways you can help your children feel good about themselves. Your children take their lead from you and watch what you do.

What can you do to help your children have a positive self-image?

Circle those you plan to do. Add other ideas in the space provided.

- Praise your kids by focusing on their talents and their good character. Avoid criticizing children's weight or size. Dads or other male members of the household have a big impact, especially when they criticize the weight or body size of young girls.
- Read fashion magazines together with your child. Talk about how realistic the images are.
- Make family time, active time. Take a walk or take a bike ride together.
- Plan family celebrations that are not solely food-focused. Food is often a family tradition, but it is not the only way to celebrate occasions.
- Say no to dieting. Say yes to healthy eating and a healthy lifestyle. Choose to eat healthfully for a lifetime and encourage your children to do this too!
- Pay attention to the way you talk about your body in front of your children. Avoid negative talk like, "I feel fat."
- Be a critical media viewer, especially when you're with your child. Challenge TV images or comments that promote poor self-image.
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