

# Garden Education from the Salmon Center

## Advertising Nutrition

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Everyday we encounter ads: for movies, candy, pizza brands, and much more. A lot of these ads convince us we should want things that we might not need. This activity explores the power of ads to help us understand and spread positive information.

### Materials:

- Plain paper (large/poster size would be ideal)
- Colored pencils/pens
- Suggested: computer for doing research

### Instructions:

1. Pick a food you'd like to advertise. This could be a fruit or vegetable, a whole grain or product made from whole grains, or another healthy food you like.
2. Start by listing important facts about your food. Does it contain protein? Vitamins? Where is it from? How is it prepared (there may be many options!)? What does it taste like? What are the benefits of eating it?
3. At their core, advertisements tell a story about the product they display. Decide what story your ad will tell. Will it have characters? A plot? A mascot?
4. Figure out how you will incorporate the facts you brainstormed into your story.
5. Take it to the final page! Draw your ad, remembering that you want it to catch attention and make people want your food. You can also ask family members to join you in making a short skit like a tv ad!
6. Share your ad with a family member. Did you convince them that they should eat this food?