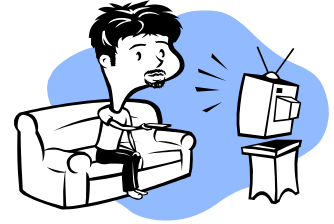


Advertising Smart

Children are exposed to over 20,000 advertisements per year (about 55 ads per day). Many of the advertisements that are targeted to children are for food products. Today we talked about how to evaluate food advertisements to make informed choices.



We challenged the students to think about how many advertisements they see for Slow foods such as fast food, soda, and sugary cereals and how many ads they see for Go foods such as apples, broccoli or grapes. We explained that advertising is expensive and most farmers can't afford it.

To evaluate ads ask 4 key questions.

1. **What is the ad selling?** Is it a product? A service?
2. **Who is the target audience?** Is the ad for adults, teenagers, children, grandparents?
3. **What is the hook?** What is being used to grab your attention? A special coupon, a famous athlete, upbeat music? ***Without this would you still be want the product?***
4. **What are they not telling me?** Advertisements can't lie, but they don't have to disclose the whole truth. For example, a fruit punch beverage may have images of fresh fruit, however, if you look at the ingredient list it may not contain any (or a small amount) of real fruit juice. In order to know exactly what you're getting, it is important to read the small print (such as nutrition labels or ingredient lists).

When you see ads with your child, evaluate them together so this thought process becomes automatic for them. For more information visit <http://pbskids.org/dontbuyit/advertisingtricks/>.

Here's a fun family meal that the kids can help make!

Vegetable Lo Mein with Spicy Peanut Sauce

- 8 oz whole wheat spaghetti
- 12 oz bag stir fry vegetable medley, chopped slightly if necessary (such as broccoli, carrot, and snap pea)
- ¼ cup natural peanut butter
- ¼ cup seasoned rice vinegar
- 1 tablespoon low-sodium soy sauce
- ½ tablespoon chili garlic sauce
- ¼ cup chopped peanuts, roasted without salt



Cook pasta according to directions on package. Two minutes before the end of the pasta cook time, add the vegetables to the pasta water. Drain and rinse everything well with cold water. Combine peanut butter, vinegar, chili sauce, and soy sauce in a large bowl. (If you find this difficult, heating the sauce for 30 seconds in the microwave will help.) Add pasta mixture to sauce and stir to combine. Serve immediately or chilled, garnished with chopped peanuts.