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How Does Advertising Affect Us?





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SLOW FOODS

\$4.6 Billion was spent on advertising by fast food restaurants in 2012.

McDonalds spends 3x the amount to advertise its products than all fruit, veggie, water and milk products **combined**



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How do we evaluate ads?

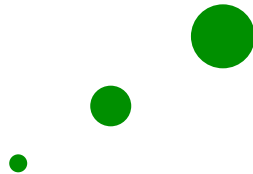




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Can healthy foods use the same tactics?

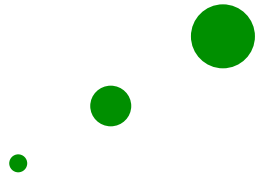




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Can healthy foods use the same tactics?



Let's Watch a Reverse Ad



Why Pour it Out?

Children that consume large amounts of added sugar are at risk for conditions such as:



- Tooth decay* throughout their lives
- Obesity* and complications associated with it such as heart disease
- Type 2 diabetes* and complications associated with it such as vision and blood circulation problems
- A Suppressed immune system* which can mean more colds and flu
- Poor growth* due to too little vitamin and mineral intake.

Tooth Decay

Here is what a white, healthy (dog) tooth looks like after being in a coca-cola/fruit juice mixture for one week.

Yuck!

Before



After (7 days)



3 Types of Sugar



#1: Sucrose =
Table sugar



#2: Lactose=
Milk Sugar



#3= Fructose
Fruits/veggies



1 sugar cube = 1 teaspoon of sugar



1 teaspoon of sugar = 4 grams



Cheerios Cereal

1 Serving (1
cup/28g)

Sugars, total:
1g

Strawberries

1 serving (147g)

Sugars, total: 7g





Cinnabon Cinnamon Roll

1 pastry
Sugars, total: 55g



Mountain Dew

20 oz (590 ml)
Bottle Sugars,
total: 77g

Calories, total:
290 Calories from
sugar: 290