

Sensational Snacks Slogans

Nutrition Lesson(s) Supported:

-Sensational Snacks

Supplies Needed:

- Paper and pencils

Length of Time to Complete:

10 to 15 minutes

Audience (grades): 3-5

Lesson:

"I'm loving it" is an advertising slogan. Slogans can be a powerful way of influencing behavior. How does "I'm loving it" make you feel? What is it encouraging you to do? Raise your hand if you can tell me another slogan. How does it make you feel? What is it encouraging you to do?

Sometimes slogans encourage behavior that isn't very healthy. For example, what do you think these slogans telling you to do? "Snickers satisfies hunger." Or "What would you do for a Klondike bar?"

Sometimes slogans provide simple healthy guidance. Have you ever seen these? What do they mean to you?

Play 60 (get 60 minutes of physical activity a day)

5 a day (eat 5 servings of fruits and veggies a day)

Got Milk? (drink more milk)

Eat a Rainbow (eat fruits and veggies that are a variety of different colors)

What do you think makes these slogans so effective? (They are short, simple, catchy, and easy to remember.) While you need more information to understand them, they remind you of what you should do and stick in your brain.

We're going to break into groups (5 to 7 kids each would be great) and brainstorm slogans for Sensational Snacks. The slogan doesn't have to tell us everything, just trigger a thought of what to eat. What is a Sensational Snack?

It is two handfuls

It has foods from at least two food groups

It is made up of Go Foods

It gives us the energy we need to keep going between meals

Some examples may be "Grab Go Foods" or "Two handfuls, two food groups" See what you can come up with. Remember there are no bad ideas. Write down all your ideas.

Have groups share their ideas and see which they like the best (there could be several).