



### MARKETING MANIA



Every day we see hundreds of advertisements on television, the internet and billboards. Many of those are for food and beverages directed towards children.

Advertising is one of the driving factors influencing eating behaviors and food choices of youth. Food advertisers spend large amounts of money targeting children in an attempt to build brand loyalty and to persuade them to desire a particular food product.

It is important that children begin to develop the skills to navigate this complex media-saturated world they live in. Their eating behaviors in childhood will carry over into adulthood and contribute to their long-term health and risk for chronic (long-lasting) disease.

### AT HOME ACTIVITY



1. As a family, pay attention to the number of commercials, billboards and radio ads that are advertisements for food. You may be surprised by the number you see as you go about your day.

2. Next time you're at the grocery store, notice that food marketed towards children, such as gummy fruit snacks and sugar loaded cereals are placed on the shelves low enough for children to grab.

3. Limit your screen time in front of the television or computer. This will only make you see more food advertisements and lead you to make unhealthy food choices.

### FOOD LABELS ARE OUR FRIENDS

Get to know food labels. The information on a Nutrition Facts label can be very helpful to make a quick, informed food choice. It is very important to know the serving size when reading a label to understand the amount of food the label is describing. The ingredient list shows the ingredients listed from most to least. Making good food choices early on contributes to healthful lifelong eating habits.

