

Health

4.PCH.3.1

Outline the functions of various products.

4.PCH.3.2

Analyze advertisements of health products and services in terms of claims made and the validity of those claims.

Materials Needed:

- Access to Internet for Consumer Product Safety Commission video, 3 toy tips to keep your child safe this holiday season...and all year long.
<https://www.youtube.com/watch?v=myPr1qqoeD0>
- PowerPoint presentation – Health Products
- Internet access to PBS Kids website
- Appendix 1 – Advertisements
- Materials for assessment activity: poster paper, markers, tape, glitter, construction paper

Focus:

Play the video 3 toy tips to keep your child safe this holiday season...and all year long.

<https://www.youtube.com/watch?v=myPr1qqoeD0>

Ask:

What were some of the toys talked about?

What were the safety tips for toys?

Statement of Objectives:

You just saw examples of toys and products that might be unsafe. It is important that adults keep products away from children if they are dangerous. It is also a good idea for children to use products safely or avoid them if they are dangerous. By the end of the lesson, you will be able to look at advertisements and decide if the product is one we should use.

Teacher Input:

Before we talk about how products and toys are advertised, let's review the purpose or function of health products you may be using.

Show slides #2 – 13 of common health products and ask students to identify their functions.

Explain that function means use or purpose. [Save slide # 14 for part of the Teacher Input step.]

Use the “teachable moment” (opportunity to reinforce the safe and effective use of these products) found in brackets:

1. Aspirin – for relief of pain [take only with adult supervision]
2. Personal floatation device – for water safety, to prevent drowning [make certain PFD fits properly]

3. Water – for hydration, so body functions properly [drink enough water, especially when hot or exercising]
4. Helmet – to protect head from injury when riding a bike or scooter [must be fitted properly]
5. Band-aid – to keep cuts clean [wash hands and wound first]
6. Toothbrush – for dental health [brush after meals and snacks and before bedtime, change brushes every 3 months]
7. Sports shoes – to support feet during play [must be fitted properly]
8. Deodorant – to prevent body odor after going through puberty [use after bathing]
9. Shin guards – to prevent injury to front of legs [wear correct size, wear under socks]
10. Bug repellent – to protect skin from biting insects [do not spray near eyes]
11. Mouth guard – to protect teeth from injury [make certain guard is back in mouth before each play, clean thoroughly before each use]
12. Hand sanitizer – to remove germs when unable to wash with soap and water [rub all over the surface of hands until hands are dry]

Next, let's talk about how products are advertised. Many of you influence the products your parents purchase. You may have ideas about a product because of a commercial you saw on television. One product might be a prettier color; another might be advertised by a celebrity you like. A commercial might appeal to you because of a catchy song.

The claims that advertisers make should be **valid**. That means that it must be **true**.

Display the website, Don't Buy It: Get Media Smart on <http://r53-vip-soup.pbskids.org/dontbuyit/advertisingtricks/>

Click on What's in an Ad? and have students tell you what they see in those three examples.

Next, click on Be the Ad Detective and ask students to identify where the advertisement is seen in each photo. Draw the conclusion that advertising is all around us.

Next, click on Buying Smart and have students try to guess What's in the Shopping Bag? Give extra attention to these health products and the claims that are made for them: Fruit Roll-Ups, Pizza Rolls, Easy-Bake Lemonade Mixer, and Healing Garden Green Tea Scented Lotion. Each of the products has an advertising claim that is misleading.

Share copies of Appendix 1 – How Ads (and Products) Appeal to Kids. Ask them to share an instance when they tried to persuade their parent to buy a certain product.

Display slide # 14 in the PowerPoint. Click on the link for a McDonald's ad with the Minions <https://www.youtube.com/watch?v=6Qmq0pWstt4> (:50) Ask students, What is appealing about this advertisement? When does the advertisement provides good information about the foods from McDonald's? [**For Parents** section has the healthy sides and milk.]

Assessment:

Write these health products on the board:

Sunscreen	Hand sanitizer	Band-aid
Aspirin	Deodorant	Running shoes
PFD	Mouth guard	Bug repellent
Toothbrush	Water	
Shin guards	Helmet	

We are going to try our hand at advertising. I would like you to choose one of the products written on the whiteboard. You will create an advertisement that appeals to a fourth grader for HEALTH reasons. The advertisement must be valid (meaning the claims made for the product have to be true. Have them use the appeals in Appendix 1, but they must create ads to convince their classmates to buy the product for health reasons.

Supply students with poster paper, markers, stickers, construction paper, scissors, and glitter. Give them 15 minutes to create an appealing advertisement.

Closure:

We need to be careful when viewing and listening to advertisements. Sometimes ads make a product sound better than it really is. This is especially true when we buy products that are supposed to make us healthier. Remember, If it sounds too good to be true, it probably is.

How Ads (and Products) Appeal to Kids

Ads are directed at YOU:

Trix are for kids! [The cereal is created for children.]

Ads use humor.

Cartoon characters are often silly: Elves in ads for Keebler cookies spilling chocolate.

Products are made to appear FUN.

And often come with a toy or puzzle.

Ads use recognizable characters.

Tony the Tiger has been selling Frosted Flakes to kids for 60+ years!

Ronald McDonald is known by children before they can read.

Ads use tricks.

Vaseline is rubbed on the hamburger to make it look juicy.

Products have logos you recognize.

Some are recognized world-wide.

Ads use slogans you remember.

"I am stuck on Band-aid brand, 'cause band-aid's stuck on me.

Ads are meant to get your attention.

Ads on TV are sometimes LOUDER than the regular program.