



# Building MyBody

Third-grade nutrition education newsletter

Lesson 7

## You be the judge

**A**dvertising can make anything sound good. You can help teach your children how to think about what they see and hear so they can make their own decisions.

### The nuts and bolts of advertising

Your kids have learned about these advertising techniques and how they are used to persuade us to buy products:

**Testimonial:**

Someone explains how the product helped him or her.

**Bandwagon:**

Everyone's doing it. You should too!

**Famous person:**

A celebrity says he or she uses the product.

**Emotional appeal:**

You will have more fun, be cool or enjoy life more if you buy a product.

**Exaggeration:**

The product is too good to be true!

When you are with your kids, talk about advertisements, and what techniques they use to persuade us to buy their products. Ask your kids if they really need the product.



*Children younger than 8 years old don't understand the persuasion that ads use to sell us products. Very young children can't tell the difference between TV commercials and programs.*

### What's wrong with advertising?

Advertising tries to persuade us to buy products. When you are watching television with your child pay particular attention to the advertisements. Talk with your child about what is being sold and how the advertisers are making it appealing.

Advertisements have the potential of impacting your child's self-image. Help your child understand that they don't need to look like the people on the television or in the magazines. The important thing is for them to eat healthfully so they can have lots of energy to do all of the things they want to do.

## Support positive self-image

Being physically active is one of the ways you can help your children feel good about themselves. Your children take their lead from you and watch what you do.

### What can you do to help your child have a positive self-image?

- Praise your kids by focusing on their talents and their good character. Avoid criticizing children's weight or size. Dads or other male members of the household have a big impact, especially when they criticize the weight or body size of young girls.
- Read fashion magazines together with your child. Talk about how unrealistic the images are.
- Make family time, active time. Take a walk or take a bike ride together.
- Plan family celebrations that are not solely food-focused. Food is often a family tradition, but it is not the only way to celebrate occasions.
- Say no to dieting for yourself and your children. Say yes to healthy eating and a healthy lifestyle. Focus on food as a source of energy and nutrients rather than something that should be restricted. Choose to eat healthfully for a lifetime and encourage your children to do this too!
- Pay attention to the way you talk about your body in front of your children. Avoid negative talk like, "I feel fat."
- Be a critical media viewer, especially when you're with your child. Challenge TV images or comments that promote poor self-image.
- Talk to your child about posts they may see on social media, including YouTube. Be aware of the influencers they may follow. Help them explore aspects that may be unhealthy or unrealistic.
- Be aware that boys can struggle with self-image too. It isn't just a problem for girls.
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For more information, call MU Extension's Show Me Nutrition Line at 1-888-515-0016.

Need help stretching your food dollars? Contact your local resource center or go online to [mydss.mo.gov/food-assistance](http://mydss.mo.gov/food-assistance)