

# BUYER BEWARE

**Objective:** To help students become aware that advertisement and media can affect their view of food and of oral-healthcare products.

## You Will Need:

- Examples of advertisement for food products (some that are sugary).
- Examples of advertisement for oral-healthcare products.

## Procedure:

1. Discuss with students the various ways in which commercials and advertisements are designed to appeal to their audience. For instance, advertisers trying to appeal to children often use cartoon characters, colourful product containers, special prizes in their products, movie stars, athletes and a catchy song or tune.
2. Have students observe various forms of advertising (TV, magazines, radio etc) and report on a product that caught their attention.
3. Have them write about the product, and why this commercial caught their attention.
4. Ask them decide whether or not they would like to try the product and what influenced their decision.

## Module Extension

- ❖ Divide the class into small groups.
- ❖ Students can work to develop advertisements that could be used in magazines, on the radio, television or internet. The advertisement should be for a tooth-friendly product or practice.
- ❖ Invite groups to share their advertisements with the class and discuss.



► **Curriculum Objectives (Grade 5):** 1.5 “discuss the factors that may influence decision-making”.