



EatHealthy

I eat (and drink) the best foods for my body every day.

23

 ACTIVITY

Food Group Slogans

GRADE LEVEL:
Primary

TIME:
50 minutes

GROUPING STRUCTURE:
**Small group/
cooperative learning**

SUBJECTS:
**Health
Science
English Language Arts –
listening, speaking,
and writing
Social Studies**

Objective
Students will create posters that show the recommended daily amount for and the health benefits of each food group.

Materials/Preparation

Classroom Materials

- Chart paper (five pieces)
- Crayons/Markers
- Masking tape



Downloadable Materials

www.nestleusa.com/healthysteps

- Healthy Steps for Healthy Lives MyPlate poster or handout
- Food Cards



Before the Activity

- Post poster
- Set aside five Food Cards (one from each food group)

Opening the Activity

1. Introduce the Healthy Steps for Healthy Lives MyPlate poster.

- The poster is a tool to help us learn how to think, eat, and move healthy.
- There are pictures, symbols, and messages that tell us about nutrition (which means eating healthy) and physical activity (which means moving healthy).
- One very important symbol on the poster is the MyPlate icon.

2. Introduce and explain the MyPlate icon.

- MyPlate illustrates the five food groups using a familiar mealtime visual, a place setting.
- MyPlate helps us remember how to build a healthy plate by choosing foods from the five food groups.
- MyPlate uses different colors to show portions of each food group on the plate and in the cup.
- MyPlate reminds us that we need to eat foods from all food groups every day.

3. Point to each food group and have students name the group out loud.

Do students notice that the portions on MyPlate are different sizes?

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3 EVERY DAY® is a registered trademark of Dairy Management, Inc.

4. Explain the reason for the different portion sizes.

Another hint on the MyPlate icon is the different sizes of each food group portion on the plate and in the cup. This hint reminds you to eat the right amount of food [calories] for you. We need to eat different amounts of each food group every day.

- A healthy meal starts with more vegetables and fruits and smaller portions of protein and grains.
- Make skim or 1% milk the beverage with your meal or add other fat-free or low-fat dairy products.
- Think about how you can adjust the portions on your plate to get more of what you need.

5. Tell students that they're going to do an activity that will help them understand how much of each food group they should eat every day.



Leading the Activity

6. Ask students why it is important to know how much of each food group to eat every day.

- Ideal responses: To help us build a healthy plate; so we eat the right amount for us; So we don't eat too much food in one day; So we get the right balance of foods from each food group; So we know when we have what we need to be healthy.

7. Ask students to look at the poster to determine which food groups we should be eating the most of every day.

8. Explain how we know the right amount to eat of each food group every day.

- There are recommendations for a healthy amount to eat from each food group every day on the poster. The information comes from ChooseMyPlate.gov.
- Most of the time, we do not eat the total amount of food recommended for a food group in one meal. Most people eat a portion of the recommended amount each meal.

9. Explain the recommended daily amount for each group.

10. Discuss the health benefits of each food group.

11. Discuss the healthy steps to build a healthy plate.

- Make half your plate fruits and vegetables
- Switch to skim or 1% milk
- Make at least half your grains whole
- Vary your protein food choices



Understanding recommended average daily intake amounts

- Amounts vary depending on characteristics such as age and how physically active a person is. For personalized amounts, go to ChooseMyPlate.gov.
- The recommendations in this activity are appropriate for a 5- to 9-year-old child.
- ChooseMyPlate.gov provides recommended average daily intake amounts in terms of total volume or weight for the day (e.g., instead of five servings of vegetables per day the recommendation is 2 1/2 cups).
- If a child is familiar with the amount that counts as a portion for each food group and the number of portions they should eat to make up the total recommended volume or weight, then they can estimate when they have eaten the right amount from each group every day.

Daily estimate of portions

- **Grains** = 6 portions (1 ounce size)
- **Vegetables** = 5 portions (1/2 cup size)
- **Fruits** = 3 portions (1/2 cup size)
- **Dairy** = 2 1/2 portions (1 cup size)
- **Protein** = 2 portions (2-3 ounce size)



12. Explain what a nutrition campaign slogan is.

- A campaign slogan is a way of advertising or telling a message.
- Various organizations create slogans to help us remember how to eat healthy.
- There are slogans that remind us of the recommended daily amounts to eat of each food group.

13. Provide examples of nutrition campaign slogans.

Have students seen any of these slogans about eating healthy (e.g., the symbol for 3 Every Day® of Dairy on milk containers in their homes or in the school cafeteria)?

14. Brainstorm characteristics of memorable slogans or advertisements. Jot a quick list on the board.

- Ideal responses: Use of rhyming words; Memorable phrases; Drawings or pictures to help illustrate the point; Use of play on words, catchy phrases, or words that begin with the same letter (alliteration).

15. Place students into five teams. Give each team a piece of chart paper and drawing supplies. Assign each team a food group by distributing the five set-aside food cards.



Examples of Prior Nutrition Campaign Slogans

National Dairy Council*
"3 Every Day® of Dairy"

Produce for Better Health Foundation*
"Fruits and Veggies
More Matters®"

Whole Grains Council*
"Whole Grains at Every Meal"

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Healthy Steps for Healthy Lives

Health benefits of food groups

Grains

- We get fiber from foods in the Grains Group (particularly whole grains), which helps our heart stay healthy.

Vegetables

- We get vitamins from vegetables. Carrots are high in Vitamin A, which helps keep our eyes and skin healthy.

Fruits

- We get vitamins from fruits. Strawberries are high in Vitamin C, which helps heal cuts and wounds.

Dairy

- We get calcium from foods in the Dairy Group, which helps give us strong bones and teeth.

Protein

- We get protein from foods in the Protein Foods Group, which helps to build muscle.

16. Students work cooperatively in teams to develop slogans advertising the recommended daily amount to eat for their assigned food group. Teams create posters with the slogan and information about the food group.

17. Post campaign slogan posters and have teams present to the class.



Closing the Activity

18. Students share which slogan they are going to remember and why.

- Sample responses: I am going to remember 3 Every Day® of Dairy because I like to eat lots of cheese; I am going to remember the Grains Group team's slogan, Grab Six Grains Seven Days, because I need to eat more foods from this group every day.



Modifications

Adjust the suggested time for this activity by spreading it over a two-day period. Take about 20 - 30 minutes each day. Introduce the concepts on day one and create the slogans on day two. If you have additional time, extend the activity by studying the career of advertising; Activity 4 – "A Healthy Me, What I Want to Be" teaches students about careers that

involve knowing about being healthy.