**The Truth is Tasty**

Monthly Campaign Announcements:

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| Day 1 | This month, we’ll be learning all about how companies advertise foods and drinks. Did you know that when you eat more nutritious foods like fresh vegetables and fruit, whole grains, milk and alternatives and lower fat meats and alternatives, you’re more likely to do better in school and be able to concentrate better!  |
| Day 2 | Food marketing is something that you might not think about, but it’s something that you see every single day. You’ll see advertisements for breakfast cereals, fruit snacks and juice boxes on TV shows, on websites and in magazines. The trick is to not be tricked! Eating healthy foods every day is important to help you do your best in school and to give you energy to play outside with your friends.  |
| Day 3 | Food companies use images of vegetables and fruit to convince you that their products are healthy, even though they might not be. Don’t be tricked by sneaky food companies! The best way to tell if your “fruit-snack” really has fruit in it is to check the ingredient list! Check out your lunch to see if you have any fruit in your “fruit-snacks”. |
| Day 4 | Foods high in sugar, salt or fat usually fit into the “Choose Least Often” food category. Companies may try to trick you with foods like “Fruit by the Foot” and “Real Fruit Gummies”. These sound like healthy choices, but they are actually made from sugar and fruit flavorings. Foods like “Squiggles”, “Fruit to Go” and “Fun Bites” are made from real fruit. Check the ingredient list on the label and look for real, actual fruit at the beginning of the ingredient list. That’ll tell you the truth, and The Truth is Tasty! |
| Day 5 | Another way that food companies can be sneaky is by using words like “natural” and “organic”. Sometimes these food foods are healthy, but it’s not because of what the front of the package says. Always check the nutrition facts table and the ingredients list on a package to see if it’s really a healthy choice. Find out the truth – the truth can be tasty! |
| Day 6 | The human body is about 60-75% water. The top 2 healthiest drinks for everyone no matter the age are water and milk. When you do choose to drink juice, make sure you’re drinking 100% fruit juice. 100% juices are the most nutritious of all juices and fruit beverages. Check to see if your juice beverage says “100% Juice” on it today. The truth is tasty. |

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| Day 7 | Most drinks use fruit to market themselves. Sometimes drinks have pictures of fruits on them. Sometimes they use the names of fruits. To make the healthiest choice with your fruit beverages, always choice juices that say “100% Juice” on the package to make sure it’s actually juice from a fruit. The truth is tasty!  |
| Day 8 | Did you know that only juices that say “100% juice” on the package are actually made from real fruits? Some of the ways food companies can trick us into thinking a food is healthy is by using words like “fruit cocktail”, “fruit beverage” and “made with real fruit” or they use pictures of fruit on the label. If your juice box says these words, it probably has a lot of sugar added to it. A healthy juice will always say “100% Juice” on the package. The truth is tasty!  |
| Day 9 | If a juice box package says 100% Juice Blend, it IS still 100% juice? Yes, because what this means is that many different 100% juices were mixed together to make a new flavour. Because all of these juices are 100% juice, it still counts as 100% juice. That one was a little tricky! Can you taste the truth?  |
| Day 10 | Advertising on TV tries to convince you to buy things that you don't actually want or need. \_\_\_\_\_ (facilitator or teacher’s name) tries to be active, instead of watching TV or another screen. Let’s be active like \_\_\_\_\_ (facilitator or teacher’s name) and get on the move today by doing desk push ups. Stand up and push in your chair. Are you ready? Let’s go…. 20 desk push ups together. |
| Day 11 | Commercials on TV sometimes make you think that you have to have that item to be ‘cool’ or part of the popular crowd. We know that each person has something that is cool and unique about them and they don’t have to buy anything to prove it! Don’t pay attention to advertisements that tell you that you are not cool without it. Go out and play with a friend or family member; I bet you’ll feel cool all on your own! |
| Day 12 | Sometimes food packages can be tricky, and make claims such as “all-natural” or “helps your immunity.” It can be hard to know what a healthy choice is, because those claims usually sound good. Here is a great tip: make sure to eat lots of whole vegetables and fruit, whole grains, milk and alternatives and lower fat meat and alternatives; we know that they are natural and good for your body!  |
| Day 13 | Some products are advertised as ‘heart healthy’. While *some* foods can benefit your heart, the Tasty Truth is that the best thing you can do for your heart is to get at least 60 minutes of moderate to vigorous activity everyday! Let’s get a good start today with some jogging on the spot. Lift your knees high to really make your heart pump hard. Everyone stand up, push in your chair and get ready to move for 30 seconds. Ready, set, go. |

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| Day 14 | Commercials for toys and electronics usually show happy people or families in them. This is meant to convince you that these products will make your life happier or better. But here’s the Tasty Truth... physical activity really does make you happier! When you are active, your body releases something called endorphins (en-door-fins); these hormones are proven to improve your mood! Don’t forget to get active and release those endorphins today. |
| Day 15 | What is your favourite way to be active? Turn to a partner and share the Tasty Truth about your favourite way to be active... try to convince them to try your favourite physical activity today! |
| Day 16 | Have you ever seen a commercial when the food looked SO GREAT and then when you bought it in the store, it didn’t look the same? Food companies use little tricks to make everything look better than it really is. There are food artists who study how to make food look good for pictures. Sometimes they put Vaseline on burgers to make them look juicy or paint turkeys with a kind of paint called patio stain to make them look golden brown. When you’re looking at advertisements, don’t forget that things often look better than they really are!  |
| Day 17 | Sometimes advertisements show pictures of kids that all look the same! We know that everyone is unique and comes in different shapes and sizes. Sometimes watching TV can make us feel like we should all try to be like the people on the screen. The Tasty Truth is that we are all unique and we need to be proud of who we are and the choices we make! Make a healthy choice today and choose a vegetable or fruit product as a snack! |
| Day 18 | Everyone is unique and has a different way to stay happy and healthy! TV commercials can make you think they have the answer to making you happy or healthy with a new toy or a special new kind of food. Remember, you and your family know youbetter than a company does. Think about something that makes you happy, like spending time with friends or family or playing outside after school, and try it out today.  |
| Day 19 | Do you have a favourite sports team or athlete? Often food companies hire famous athletes to promote their food or drink products. Athletes are paid lots of money to promote or recommend these products even if they themselves may not even eat or drink those things! Choose the healthy foods and drinks you learn about in school to make sure it is a healthy choice. The Truth is Tasty. |
| Day 20 | We all know that TV shows have commercials. But did you know that food companies are very sneaky about showing you advertisements *during* TV shows and movies? This technique is called “product placement” and they show the characters enjoying the food products. This is a way to convince you that their product is cool, even if it isn’t a healthy choice. Stick to what you know is healthy, because the Truth is Tasty.  |
| Day 21 | Wow! After a month of learning how Tasty the Truth is, you’re ready to try it out in real life. See if you can spot a drink that’s 100% juice at the grocery store. Look for a “product placement” the next time you watch a TV show. If you see one, tell people what you know about “product “placements”. Look for an athlete selling a product and try to find out how much money they earned to be in the commercial. The Tasty Truth may surprise you!  |