



*A Public Agency*

*Beach Cities*  
***Health District***

## LiveWell Kids

Nutrition Module 3 & 4 Training

2<sup>nd</sup> Grade

# LiveWell Kids Modules

Mindfulness

 Fruits &  
Vegetables  
Consumption

Food Labels  
& Marketing

 Water Intake

 Physical  
Activity  
Participation

# Lesson Plan Overview

Physical Activity  
Break Optional



Mindful  
Breathing

Previous  
Lesson  
Review

Nutrition  
Education

- Curriculum
- Workbook Activity

Physical  
Activity  
Break

Mindful  
Tasting  
Experience

Reflection



*Beach Cities*  
**Health District**

A Public Agency

# **Module 3: Food Labels & Marketing**

# Overview of Module 3 Objectives

## Module 3 Objectives

- Increase knowledge of nutrition facts/food labels
- Increase ability to make healthy choices
- Increase ability to think critically about common marketing tactics

## 2<sup>nd</sup> Grade Lesson Objectives

- Recognize examples of healthy and unhealthy foods in media advertisements

# Did You Know

- The food and beverage industry spends about \$2 billion per year marketing to children
- Children watch an average of more than 10 food-related ads every day (nearly 4,000/year)
- Nearly all (98%) of food advertisements viewed by children are for products that are high in fat, sugar or sodium
- Nearly 40% of children's diets include added sugars and unhealthy fats
- Only 21% of youth age 6-19 eat the recommended 5 or more servings of fruits and vegetables each day

# Food Label Changes

- In May 2016, the FDA approved a new format for food labels. Food and drink manufacturers have 2 years to comply with the new labeling standards:

ORIGINAL		NEW	
<b>Nutrition Facts</b> Serving Size 2/3 cup (55g) Servings Per Container About 8		<b>Nutrition Facts</b> 8 servings per container Serving size 2/3 cup (55g)	
Amount Per Serving		Amount per serving	
Calories	230	Calories	230
Calories from Fat 72			
% Daily Value*		% Daily Value*	
Total Fat	8g 12%	Total Fat	8g 10%
Saturated Fat	1g 5%	Saturated Fat	1g 5%
Trans Fat	0g 0%	Trans Fat	0g 0%
Cholesterol	0mg 0%	Cholesterol	0mg 0%
Sodium	160mg 7%	Sodium	160mg 7%
Total Carbohydrate	37g 12%	Total Carbohydrate	37g 13%
Dietary Fiber	4g 16%	Dietary Fiber	4g 14%
Sugars	1g	Total Sugars	12g
Protein	3g	Includes 10g Added Sugars	20%
Vitamin A	10%	Protein	3g
Vitamin C	8%		
Calcium	9%		

<https://www.youtube.com/watch?v=TwDADsXIR5M>

# About Food Labels

Original Label

<b>Nutrition Facts</b>	
Serving Size 2/3 cup (55g) Servings Per Container About 8	
Amount Per Serving	
<b>Calories</b> 230	Calories from Fat 72
% Daily Value*	
<b>Total Fat</b> 8g	<b>12%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	<b>16%</b>
Sugars 1g	
<b>Protein</b> 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

New Label

<b>Nutrition Facts</b>	
8 servings per container	
<b>Serving size</b>	<b>2/3 cup (55g)</b>
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	<b>5%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 12g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

1. Servings data is larger font size; Serving sizes are updated to reflect actual consumption
2. Calories information in larger font size
3. Daily values are being updated to reflect new evidence and nutrition guidelines
4. Includes data on 'added sugars'
5. Shows the actual amount, in addition to percent daily value of vitamin D, calcium, iron and potassium



# Curriculum Components

- Companies try to sell their products to us, and in order to get us to buy their products
- Review common marketing tricks with the class:
  - Bright colors
  - Cartoon characters
  - Humor: funny people or silly animals
  - Freebies
  - Tag Lines
  - Positive Feelings

# Curriculum Components

Show TV Commercials #1 and #2 and tell students they are going to be a “food detective”

## 1. Burger King - Commercial #1

<https://www.ispot.tv/ad/ZAX5/burger-king-woah>

## 2. Coca-Cola - Commercial #2

<https://www.ispot.tv/ad/Zlai/coca-cola-snow-polar-bear-song-by-edvard-grieg>

- What is happening in this commercial?
- What is the commercial trying to sell you? Does the commercial make you want to buy the product?

# MODULE 3 - Worksheet Activity



Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Module 3: Food Labels and Marketing

**Lesson Theme:** Equipping students with knowledge related to nutrition information and food marketing techniques.

### Be a Food & Beverage Ad Reviewer

1. What food or drink did you see in the ad? \_\_\_\_\_
  
2. How does the ad catch your attention? Are there cartoon characters or famous people?  
\_\_\_\_\_  
\_\_\_\_\_
  
3. How is this product supposed to make you feel? \_\_\_\_\_  
\_\_\_\_\_
  
4. Now that you know some of the ways foods are advertised, would you still try the food or drink?  
  
Circle one: Yes or No
  
5. Does this ad help you make the healthy choice? Circle one: Yes or No  
  
Please explain your answer: \_\_\_\_\_  
\_\_\_\_\_

# Mindful Tasting – Module 3

**upcycled dried peaches**

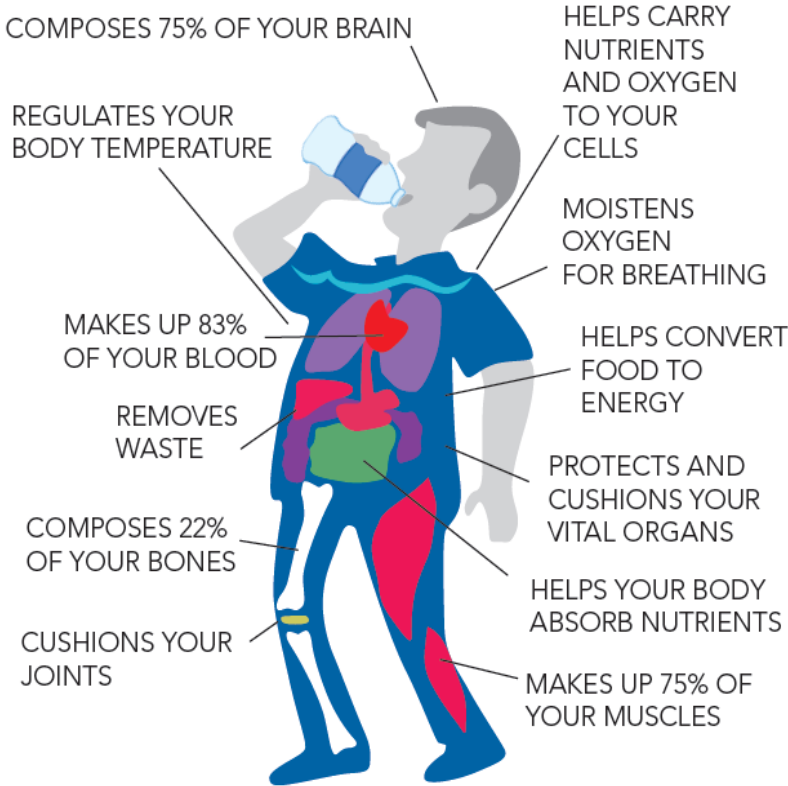
# Module 4:

# Water

## 2<sup>nd</sup> Grade

# Background Information

## Benefits of Drinking Water



- Water is the nutrient our bodies need in the greatest amount; our body is 60-70% water
- Water benefits our bodies in many ways
- It's important to recognize when our bodies are dehydrated

# Background Information

- Sugar-sweetened beverages are the leading source of calories in the American diet
- A child's risk of becoming obese increases by 60% with each additional sugary beverage consumed daily
- Children who drink carbonated sugary beverages have almost double the risk of dental cavities



# Overview of Module 4 Objectives

## Module 4 Objectives

- Increase knowledge of the benefits of drinking water
- Increase water consumption & decrease sugar sweetened beverage consumption
- Increase knowledge related to alternative sources of water

## 2<sup>nd</sup> Grade Lesson Objectives

- Identify ways in which our body loses water
- Learn how water is needed to replenish the body

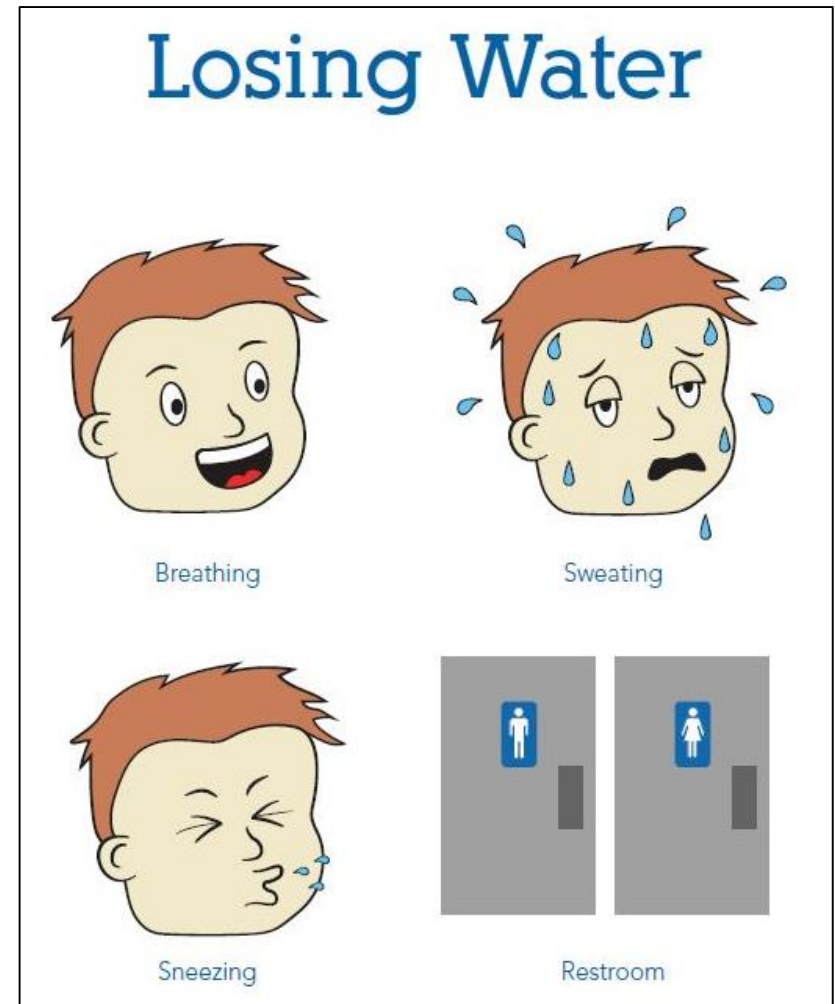


# Curriculum Components

- Water makes up most of our body weight we need to consume water every day so our body works properly
- Remind the class they should drink at least 5 cups of water per day
- Discuss foods that have high water content that can contribute to daily water intake
- Have students demonstrate breathing and discuss how we lose water through breathing

# Curriculum Components

- Use **Visual Aid: Losing Water** to review the ways our bodies can lose water
- Ask what happens when you don't have enough water
- Discuss importance of saving water and discuss ways to conserve
- Remind students that it is important to conserve water but just as important to drink enough water every day



# Curriculum Components

- Use **Visual Aid: Benefits of Drinking Water**
- Discuss how water benefits our bodies
- Ask students how they can drink more water every day



# Module 4 - Worksheet Activity



Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Module 4: Water

**Lesson Theme:** Reinforce the benefits of drinking water daily and increase knowledge related to alternative sources of water.

**ACTIVITY:** Students will volunteer to act out a word from the Water Works word bank using silent gestures. Try and guess the word and then fill in the blank with the correct word from the word bank.

### Water Works Charades

**Wordbank:** Water, Exercise, Breathe, Sweat

1. We lose water when we \_\_\_\_\_



2. Drinking water after \_\_\_\_\_ is the best.



3. Every time we \_\_\_\_\_, we lose a little bit of water.



4. Animals, plants and humans all need \_\_\_\_\_ to survive.



## LESSON 4: Water

### Activity

**DIRECTIONS:** Students will volunteer to act out a word from the Water Works word bank using silent gestures. Try and guess the word and then fill in the blank with the correct word from the word bank.

### Water Works Charades

**Wordbank:** Water, Exercise, Breathe, Sweat

1. We lose water when we sweat \_\_\_\_\_



2. Drinking water after exercise \_\_\_\_\_ is the best.



3. Every time we breathe \_\_\_\_\_, we lose a little bit of water.



4. Animals, plants and humans all need water \_\_\_\_\_ to survive.



# Mindful Tasting – Module 4

**cucumber and lemon water**

# Mindful Food Tasting

- Practice food safety – wear food handling gloves when prepping and serving
- One mindful breath to start tasting
- Use all 5 senses to interact with food
- Practice gratitude for the food sample - Don't yuck my yum!

# Physical Activity Break!



# Physical Activity Break!



## Warm-up:

- March in place
- Shoulder rolls

## Moves:

### Module 3 and 4

- The Celebration
- Warrior Lift
- Criss-Cross

## Cool-down:

- Raise arms above head and take a deep breath 3 times



# Lesson Delivery & Tracking

# 2019-2020 LiveWell Kids Nutrition Education Docent Trainings

## Lesson Delivery Dates

Trainings for LiveWell Kids Nutrition modules 1 & 2 and 3 & 4 are combined, however lessons need to be delivered within the lesson delivery time frame listed below. Food tasting ingredients are delivered prior to the lesson delivery time frame and are perishable. Therefore, it is important to deliver the lessons within dates listed below.

For questions, please contact the School Health Programs Coordinator, Timilie Losq at [Timilie.losq@bchd.org](mailto:Timilie.losq@bchd.org)

Module 1: Mindfulness	
Training: September 24 and 25	Lesson Delivery: September 27 – October 4
Module 2: Fruits and Vegetables	
Training: September 24 and 25	Lesson Delivery: November 4 – November 8
Module 3: Food Labels and Marketing	
Training: January 14 and 15	Lesson Delivery: January 17 – January 24
Module 4: Water	
Training: January 14 and 15	Lesson Delivery: February 28 – March 6
Module 5: Physical Activity	
Training: April 22	Lesson Delivery: April 24 – May 1

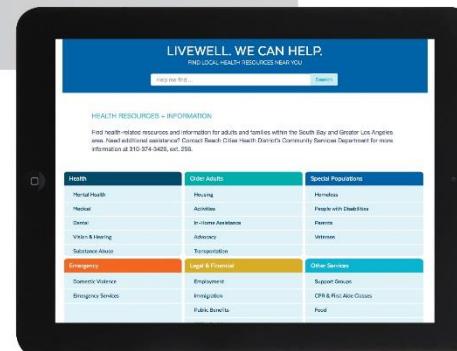
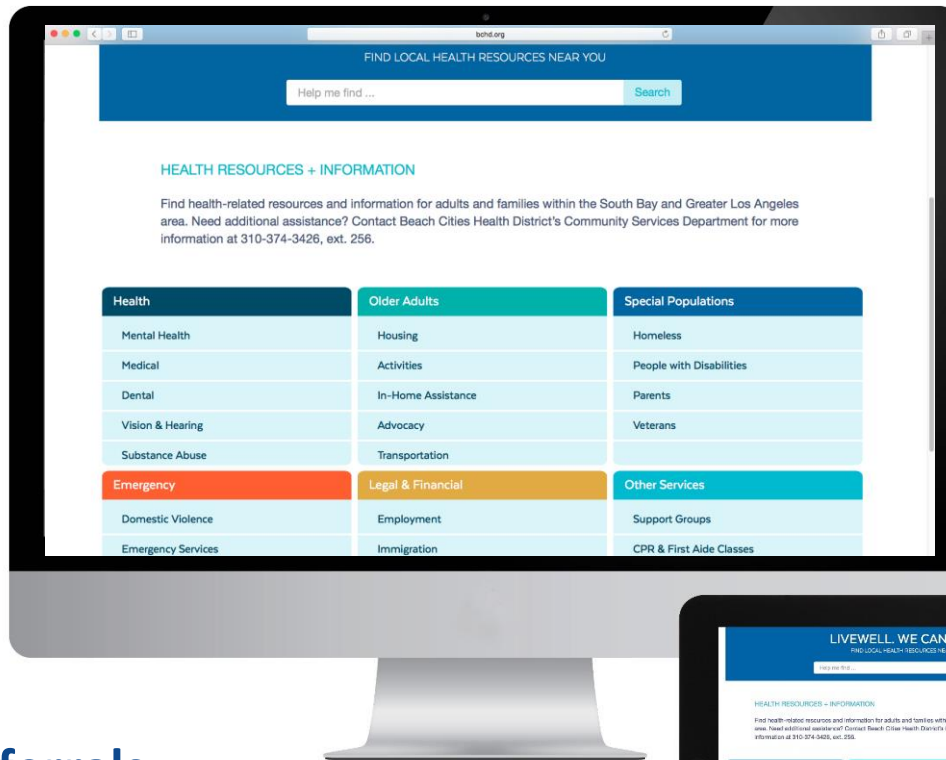


To schedule and report lessons delivered, please visit:  
[http://bit.ly/LiveWellNutrition\\_19-20](http://bit.ly/LiveWellNutrition_19-20)



1200 Del Amo Street, Redondo Beach, CA 90277 • 310-374-3426 • [www.bchd.org](http://www.bchd.org)

<http://www.bchd.org/lwk-resources>



## Resources & Referrals

100+ local health services

# FAMILIES CONNECTED PARENT CHAT

FREE GROUP FOR PARENTS



Wondering if your child is experimenting with drugs or alcohol?  
Trying to manage student stress? Seeking guidance around social  
media and technology?

**10 – 11 a.m. Every Monday**

Beach Cities Health District

514 N. Prospect Ave.

Redondo Beach

In partnership with



**TORRANCE MEMORIAL**  
THELMA MCMILLEN CENTER  
FOR ALCOHOL & DRUG TREATMENT



For mental health referrals, go to  
[bchd.org/resources](http://bchd.org/resources)

For parent and student resources, go to  
[southbayfamiliesconnected.org](http://southbayfamiliesconnected.org)

# Join the Healthy Minds Initiative

[bchd.org/HealthyMinds](http://bchd.org/HealthyMinds)



## Effect of Lifestyle in Optimizing Brain Health







## HEALTHY LIVING CAMPUS VISION

The Healthy Living Campus project is a unique opportunity for our community to chart the future of health by purposefully building an intergenerational, vibrant, research-driven campus where people can learn and engage in healthy behaviors, form meaningful connections and be well...  
for many generations to come.



# Master Plan





# Master Plan



- ✓ Community Wellness Pavilion
- ✓ Est. 420 residential care units
- ✓ New Center for Health & Fitness
- ✓ Medical Office Building
- ✓ Acres of active green space
- ✓ Bike & pedestrian paths
- ✓ Child development center
- ✓ Optimized vehicle flow



Put the **PARTY** back  
in birthdays!

All AdventurePlex Birthdays are now  
PRIVATE Parties!

**New!**

**PRIVATE ACCESS TO:**

Play Structure

Inflatable

Party Room

[Adventureplex.org/planyourparty](http://Adventureplex.org/planyourparty)



A Beach Cities Health District Program

Enjoy a **PARENT'S**  
night out!

Drop the kids off at AdventurePlex!

**FRIDAYS & SATURDAYS 5:30 – 9 PM**

**SUNDAYS 11 AM – 3 PM**

[Adventureplex.org/dropoffprograms](http://Adventureplex.org/dropoffprograms)



# Follow Us on Social Media!



@BeachCitiesHealth



@BeachCitiesHealth



@Bchd

# Questions?

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Thank you!