



A Public Agency

Beach Cities
Health District

LiveWell Kids

Nutrition Module 3 & 4 Training

5th Grade

LiveWell Kids Modules

Mindfulness

 Fruits &
Vegetables
Consumption

Food Labels
& Marketing

 Water Intake

 Physical
Activity
Participation



Beach Cities
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Lesson Plan Overview

Physical Activity
Break Optional



Mindful
Breathing

Previous
Lesson
Review

Nutrition
Education

- Curriculum
- Workbook Activity

Physical
Activity
Break

Mindful
Tasting
Experience

Reflection



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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

5th Grade Lesson Objectives

- Create their own media campaign to promote healthy living and well being

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:

The image shows two side-by-side food labels. The left label is the 'ORIGINAL' format, and the right label is the 'NEW' format. The 'ORIGINAL' label has a serving size of 2/3 cup (55g) and 8 servings per container. It lists 230 calories, with 72 from fat. The 'NEW' label also has a serving size of 2/3 cup (55g) and 8 servings per container, but it lists 230 calories as the total per serving. The 'NEW' label also includes a breakdown of sugars: 12g total, including 10g added sugars.

ORIGINAL		NEW	
Nutrition Facts Serving Size 2/3 cup (55g) Servings Per Container About 8		Nutrition Facts 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	Trans Fat	0g
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	10%		

<https://www.youtube.com/watch?v=TwDADSXIR5M>

About Food Labels

Original Label

Nutrition Facts	
Serving Size 2/3 cup (55g) Servings Per Container About 8	
Amount Per Serving	
Calories 230	Calories from Fat 72
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	12%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 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

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 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

Food Label Changes

- In March of 2018, the FDA issued an update. The earlier compliance date is for large manufacturers with annual sales of more than \$10 million
- Manufacturers with annual sales less than \$10 million will have until 2020 to comply with the new label changes
- The FDA plans on embarking on a education campaign for consumers when changes go into effect in 2020 and 2021

Curriculum Components

- Discuss that 50,000 advertisements are viewed per year just on TV, and most are for junk food
- Review common food chain / advertisement slogans
 - “I’m lovin’ it”?
 - “Live Más”?
 - “Gimme a break... break me off a piece of that_____.”
 - “Silly Rabbit ... _____ are for kids!”

Curriculum Components

- Use **Visual Aid: Common Marketing Techniques** to identify advertising strategies

Common Marketing Techniques

Bandwagon Effect

To persuade potential consumers by telling them that many other people are happy or successful by doing the same thing.



Common Marketing Techniques

Glittering Generalities

To use appealing words and images to sell the product. The message this advertisement gives is that if you buy the item, it will change your life.



Common Marketing Techniques

Celebrity Endorsement

To use a famous personality to sell a product.



Workbook Activity

- Place students in five groups
- Each group will select a **healthy food** to promote, and will decide on an **advertising technique** to apply to the advertisement then present to the class
- Use workbook to document findings while observing the other groups' presentations

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.

ACTIVITY: You have been asked to review a healthy ad. Please answer the following questions.

Group # you are reviewing: _____

Common marketing techniques:

- Bandwagon Effect
- Celebrity Endorsement
- Everyday Folks
- Wit and Humor
- Repetition

Healthy Ad

1. What healthy item was this group advertising? _____

2. Which ad technique did this group use? _____

3. Have you seen this technique before? If so, give an example. _____

4. What other ad techniques could have been used to promote this healthy item?

Activity

DIRECTIONS: You have been asked to review a healthy ad. Please answer the following questions.

Group # you are reviewing: Write group number here

Common marketing techniques:

- Bandwagon Effect
- Celebrity Endorsement
- Everyday Folks
- Wit and Humor
- Repetition

Healthy Ad

Possible answers

1. What healthy item was this group advertising? Kale. _____

2. Which ad technique did this group use? Celebrity endorsement. _____

3. Have you seen this technique before? If so, give an example. _____
Yes, for Gatorade and candy bars. _____

4. What other ad techniques could have been used to promote this healthy item?
Bandwagon effect, wit and humor. _____

Mindful Tasting – Module 3

Upcycled dried peaches

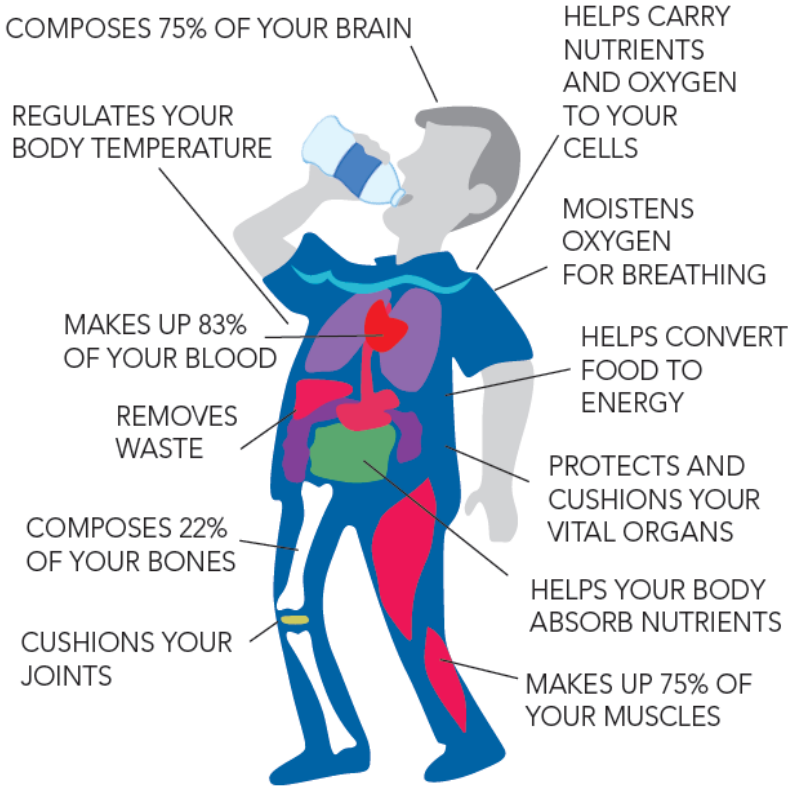
Module 4:

Water

5th 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

5th Grade Lesson Objectives

- Identify ways to incorporate water into daily life
- Learn how to promote the importance of water to our health

Curriculum Components

- Use the **Visual Aid: Drinking Water** to highlight the benefits of drinking water
- Point out that they should get at least 5 glasses of water a day, depending on their level of physical activity
- Drinking water is healthier than sugar sweetened beverages (e.g. Gatorade, soda, juices, etc.)



Curriculum Components

- **Use the Visual Aid: Drinking Water** and discuss ways we use water
- Ask why drinking water is important to our health
- Discuss how water benefits us in ways other than drinking it
- Discuss why it is important that we use water responsibly and not waste it

Ways We Use Water

Water at home

Water at school

Ways to conserve water

Workbook Activity

- In groups of four or five, students will develop and perform a 10-second promotion that highlights three important things about water
- Have each group write down their talking points on the workbook and then present to the class

Name: _____ Date: _____

Module 4: Water

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

ACTIVITY: You are creating a 10-second video clip about the importance of water. In your group, write down 3 important points you want your skit to highlight.

_____ **COMPOSES
22% OF
YOUR BONES**

**COMPOSES
75% OF YOUR
BRAIN** _____

_____ **REGULATES
YOUR BODY
TEMPERATURE**

**MAKES UP
75% OF
YOUR
MUSCLES** _____

Mindful Tasting – Module 4

Lemon and cucumber 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!

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

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

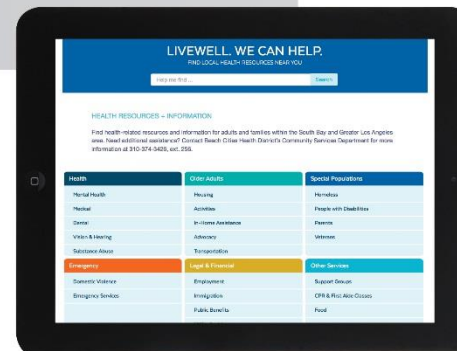
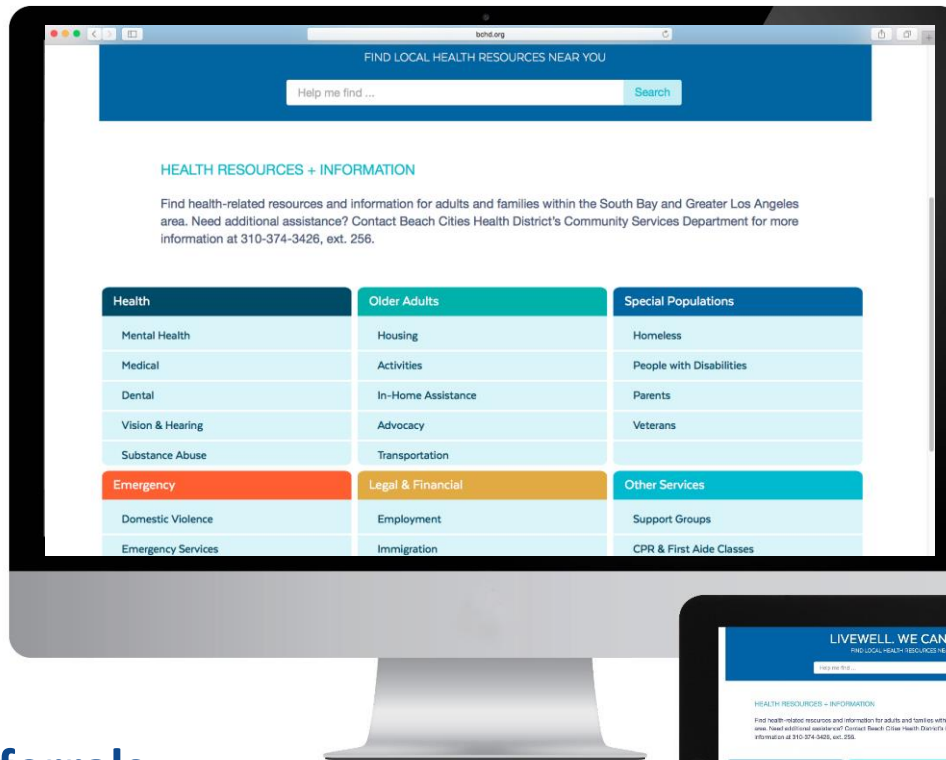


To schedule and report lessons delivered, please visit:
http://bit.ly/LiveWellNutrition_19-20



1200 Del Amo Street, Redondo Beach, CA 90277 • 310-374-3426 • 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

For parent and student resources, go to
southbayfamiliesconnected.org

Join the Healthy Minds Initiative

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



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



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Questions?

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Thank you!