

The LiveWell Kids program partners with Redondo Beach Unified and Hermosa Beach City School Districts to provide elementary students with interactive nutrition and garden lessons to help them adopt mindful healthy behaviors at an early age.

LiveWell Kids Nutrition Program Module 3: Food Labels and Marketing

The food and beverage industry spends billions marketing to children each year and the majority of the products are high in fat, sugar or sodium. In 2012, the fast food industry spent \$4.6 Billion on advertising to children. With our children being bombarded by unhealthy advertisement every day, it is important to teach them the benefits of good nutrition and healthy habits.



In their LiveWell Kids Nutrition Module 3 lessons, children learned about the importance of eating whole foods and foods that are minimally processed. Some grades discussed food advertisement techniques and how to recognize tricks that advertisers use to entice us to buy their products.

Try some of these tips at home:

- When grocery shopping, focus on the edges of the store where the fresh foods like fruits, vegetables and lean proteins are located. Ask your child to pick out a colorful fruit or vegetable that they may be willing to try.
- Read the nutritional labels on your packaged foods and ask your family to do the same. Look at the ingredient list to identify if there are any low quality fats, added sugars (ending in -ose) or any artificial ingredients.
- When purchasing processed foods, look for healthier options like applesauce with no added sugar, granola bars with real fruit or freeze dried or dehydrated fruits and vegetables without additives.
- Ask your child how much of their plate should be fruits and vegetables at every meal (they should tell you $\frac{1}{2}$ of their plate). Discuss how your family can get more colorful fruits and vegetables onto your plate at every meal. You may be surprised with some of your child's ideas.

Remind your child to practice the mindful tasting techniques they learned in their nutrition lessons. Ask them to slow down, look, smell and touch their food before tasting. Lead by example and try new foods with your child. You may find new and interesting foods to incorporate in your weekly meals.

Resources

[<https://news.yale.edu/2013/11/04/fast-food-companies-still-target-kids-marketing-unhealthy-products>]