

## Response to Advertising

### Session Objectives

1. Participants will engage in 45 minutes of physical activity.
2. Participants will brainstorm possible solutions from previous week.
3. Participants will create a response to problem.
4. Participants will share their response with the group.

### Supply List

Tracking supplies

Art Supplies

Poster board

Pens, markers

Computer or other devices

### Physical Activity *45 minutes*

Facilitate physical activity. Older teens (15+) can use the fitness facility.

### Power House Activity

#### Part 1: Group Check-in *5 minutes*

Participants will use the ball toss activity to check-in about their week.

1. Participants will toss the ball to each other.
2. Participant will catch the ball and share one positive thing that happened in their week.

#### Part 2: You have power *15 minutes*

Participants will use their ideas from last session to respond to advertisements. They can use a variety of mediums to achieve this (video, audio recording, photovoice, poster, etc.)

1. Review concept from previous week.

*Problem: Food companies spend billions of dollars marketing junk foods to teens, even though they know it makes us sick. They get rich. We get sick.*

2. Youth will brainstorm possible solutions.
3. Youth will create a response to the problem

**Facilitator's Reference:**

<b>Possible Solutions and Responses</b>	
<b>Solution</b>	<b>Response</b>
Advertising campaign for fruits, vegetables, water	Make advertisement for these foods
Athletes endorse healthier foods	Pick athlete and create endorsement deal/ads
Rearrange shelves to make healthier choices at school or in grocery stores	Draw layout of better choices or ways to arrange school cafeteria to highlight healthy choices
Don't buy brands that advertise directly to kids	Research which companies are spending money on advertising to kids (look at websites, social media, etc for examples)
No vending machines in schools	Brainstorm different ways for schools to earn money
Teach about health through video games	Design a video game with health focus
Make scary commercials about fast food	Make a commercial
Tweeting and posting	Research information to tweet/post <ul style="list-style-type: none"> <li>• <a href="http://www.opentruthnow.org/take-action/">http://www.opentruthnow.org/take-action/</a></li> <li>• <a href="http://youthspeaks.org/thebiggerpicture/home/">http://youthspeaks.org/thebiggerpicture/home/</a></li> </ul>
Make fruits and vegetables more accessible to families	Research urban gardening, plant a vegetable to take home

**Part 3: Presentation of Response to Advertisements** *20 minutes*

Participants will share their responses with the group.

**Shared Meal** *30 minutes*

Focus on building relationships with and between families during shared meal.

## Planning as Power

### Session Objectives

1. Participants will engage in 30 minutes of physical activity.
2. Participants will use labels to determine foods that best align with Choose My Plate guidelines.
3. Participants will brainstorm quick and easy meal ideas.
4. Participants will plan one week of healthy dinners.

### Supply List

Food pictures

Large sticky paper

Markers, pens

Meal planning sheets

<https://iastate.app.box.com/s/nwecdndbm5iqhioz3suu>

[http://organizedhome.com/sites/default/files/image/pdf/food\\_menu\\_planner\\_monthly.pdf](http://organizedhome.com/sites/default/files/image/pdf/food_menu_planner_monthly.pdf)

<http://organizedhome.com/printable/household-notebook/recipes>

Dry erase markers

Extra recipes and meal plans (see Table 2)

Grocery lists

<https://iastate.app.box.com/s/91nur3zgd0dvrcwtgi5z8zozu7obcdlv>

<https://iastate.app.box.com/s/yeerekj4on4gvvr93qwkxb6pnfnpvuuuj>

### Physical Activity *30 minutes*

Lead walking group. Participants may choose to walk or use equipment in the fitness facility.

### Power House Activity

#### Part 1: Group Check-in *5 minutes*

Participants will review goal progress and set goal(s) for the next week.

1. Have participants turn in tracking sheets.
2. Handout participant journals. Participants will reflect on goal progress and set goals for the upcoming week.
3. Ask participants to share about goal progress.
4. Return tracking sheets with feedback.
5. Encourage continued food and activity tracking.

*Write positive feedback on tracking sheets while participants are setting goals for the next week.*

#### Part 1: Meal Brainstorming Session *5 minutes*

Participants will use “go” food choices discussed in previous session to create meal ideas.

1. Divide participants into groups of 3-4 people.
2. Give each group “go” food pictures from various food groups.

3. Groups will have 60 seconds to come up with as many meal ideas as possible for each “go” food example.
4. Participants will share their meal ideas with the larger group.
5. Write meal ideas on a large piece of paper at the front of the room.

*Focus discussion on quick and easy ways to include fruits and vegetables with meals.*

### Part 3: Meal Planning 10 minutes

Participants will use meal ideas created during Part 1 or other recipes to plan one week of dinners.

1. Handout laminated meal planning sheets, dry erase markers and favorite foods list.
2. Lead participants through the process of planning one week of meals.
  - I. Step 1: Think about your week.
    - i. Star days when you have time to cook.
    - ii. Mark days with an “F” when you need something fast.
    - iii. Note any days when you might be eating away from home and fill that in.
  - II. Step 2: Pantry Inspection.
    - i. Consider any leftovers, freezer foods, dry or canned ingredients that you could use in your planning.
  - III. Step 3: Plan Meals.
    - i. Make a list of meals that you like to make for your family.
    - ii. Compare your meal ideas with the food you already have and any sales or coupons. Consider making substitutions to stretch your dollar or use ingredients more than once throughout the week.
    - iii. Write meal ideas on days with a star. Consider prepping for two meals on days when you have time to cook (i.e. brown ground turkey meat for pasta sauce and tacos or cut up extra veggies for another meal).
    - iv. Choose 1 or 2 meals to have leftovers or consider fast, easy meals like sandwiches and veggies. Write meal ideas on days with an “F”.
  - IV. Step 4: Create grocery list.
  - V. Step 5: Stick to it!
    - i. Have a quick and easy back up meal available.

*Use list of meal ideas created in Part 1 or display a variety of recipes for families to choose from if they need meal ideas. Refer to Table 1 for quick and easy meal ideas. Refer to Table 2 for preplanned menus.*

**Facilitator's reference:****Eating healthy on a budget.**

Creating a food budget is an important step in meal planning.

- Decide how much money you have to spend on food each month.
- Divide that number by the number of times that you plan to shop. Save receipts and see how it goes.
- Look for weekly ads and coupons.
- Budget friendly tips: look at price per unit, buy generic, avoid pre-prepped foods, choose in season fruits and vegetables and go with frozen or canned versions.
- Try out Aldi's, local farmer's markets (Fresh Bucks program), Walmart savings catcher app.

*Resources on food budget and calculating food cost:*

<https://www.choosemyplate.gov/budget>

<https://iastate.app.box.com/s/1ko6w21o0feebuza9jsapdr0s202qjr>

[https://www.cnpp.usda.gov/sites/default/files/usda\\_food\\_plans\\_cost\\_of\\_food/FoodPlansRecipeBook.pdf](https://www.cnpp.usda.gov/sites/default/files/usda_food_plans_cost_of_food/FoodPlansRecipeBook.pdf)

<https://spendsmart.extension.iastate.edu/plan/what-you-spend/>

<https://snaped.fns.usda.gov/seasonal-produce-guide>

**Facilitator's reference:****Table 1: Quick and Healthy Meal Ideas**

Meal	Protein	Grain	Vegetable	Fruit	Dairy
Tacos	Chicken, black beans	Whole wheat tortillas	Red peppers, tomatoes, salad greens	Peach	Skim or 1% milk
Sloppy joes	Ground turkey breast	Whole wheat buns	Steamed broccoli ( <i>from frozen</i> )	Apple	Skim or 1% milk
Chicken salad	Chicken with light mayo	Whole wheat bread	Baby carrots and grape tomatoes	Mandarin oranges ( <i>in own juice</i> )	Skim or 1% milk
Helper	Lean hamburger meat	Whole Wheat Pasta	Steamed mixed vegetables ( <i>from frozen</i> )	Handful grapes	Skim or 1% milk
Spaghetti		Whole wheat pasta	Spinach salad	1 cup berries	Skim or 1% milk
Hawaiian Pizza	Low-fat cheese, Canadian bacon	Whole wheat pita	Side salad mixed greens	Pineapple	Skim or 1% milk
Wrap	Lean roast beef or other leftover meat	Whole wheat tortilla	Roasted cauliflower	Pear	Skim or 1% milk

<b>Breakfast for Dinner</b>	Vegetable omelet	Whole wheat English Muffin	Mushrooms, onions, peppers in the omelet	Banana	Skim or 1% milk
<b>Tuna Melt</b>	Canned tuna and low fat cheese	Whole wheat bread	Roasted Brussel sprouts	Plums	Skim or 1% milk

**Table 2: Free Meal Plans**

Website	Description	Link
<b>Choose My Plate</b>	Sample 2 week meal plan. Recipes available on SNAP-Ed recipe finder.	<a href="https://choosemyplate-prod.azureedge.net/sites/default/files/misc/tools/2WeekMenusAndFoodGroupContent.pdf">https://choosemyplate-prod.azureedge.net/sites/default/files/misc/tools/2WeekMenusAndFoodGroupContent.pdf</a>
<b>Choose My Plate</b>	Sample 7 day menu for 2000 calorie food pattern. Recipes included on plan.	<a href="https://choosemyplate-prod.azureedge.net/sites/default/files/misc/tools/Sample_Menus-2000Cals-DG2010.pdf">https://choosemyplate-prod.azureedge.net/sites/default/files/misc/tools/Sample_Menus-2000Cals-DG2010.pdf</a>
<b>Iowa State Extension</b>	Three weeks of preplanned menus. Recipes available on the website.	<a href="https://iastate.app.box.com/s/6a073s9q34qfia0thev88mu1bp4rzfw2">https://iastate.app.box.com/s/6a073s9q34qfia0thev88mu1bp4rzfw2</a>
<b>USDA</b>	Recipes and tips for healthy, thrifty meal. Includes 2 weeks of menus with recipes.	<a href="https://www.cnpp.usda.gov/sites/default/files/usda_food_plans_cost_of_food/FoodPlansRecipeBook.pdf">https://www.cnpp.usda.gov/sites/default/files/usda_food_plans_cost_of_food/FoodPlansRecipeBook.pdf</a>

**Shared Meal** *30 minutes*

Focus on building relationships with families.