

Ad Campaign

Grade: Eight through Twelfth Grade

Subject: Language Arts, Health & Nutrition

Objectives: Students learn more about the nutritional qualities of food. Students learn about the food system.

Standards:

- Learn the food groups that make up MyPryamid.
- Organizes messages so that others can understand them.
- Recognizes that the anticipated audience determines the manner in which the message should be written.
- Uses precise and descriptive language that clarifies and enhances ideas and supports different purposes.
- Uses effective presentation skills.

Procedure: Have students create an ad campaign for a section of the USDA food guidelines pyramid. Examples of existing campaigns related to the food guidelines include Go Lean With Protein and Three-A-Day dairy consumption. Have students use their creativity to create a poster and perhaps a TV ad, a jingle or a skit.

Elements to include in the campaign:

- Why is it a nutritious choice?
- Be sure to localize the product. What connection is there to Iowa?
- Include what commodity produces the product.

Additional Resources:

MyPryamid for Kids. USDA.



Planning Sheet: **Ad Campaign**

Product?	
Audience?	
Desired Outcome?	
Key Messages?	
Creative concept?	
Format?	

Finished product (either provide below or attach to planning sheet):



AG IN THE CLASSROOM