

Activity 2. Have a Blast! (15 mins)

Key Messages

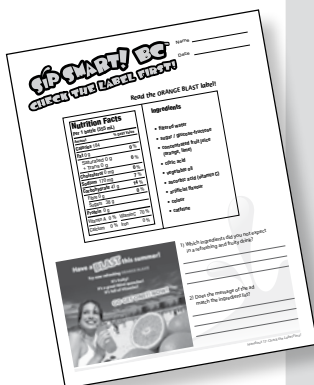
- Drink choices can be influenced by various factors, including family, friends and the media.
- We can decide for ourselves to make healthy drink choices.
- Drink water - it's always a great choice.

Objectives

- To analyze media messages to see how they influence students' choices of sugary drinks.
- To compare advertising messages with a drink's ingredients list.

Preparation

- Copy Handout 17: *Check the Label First!* for each student.
- Review Backgrounder: *Water* (page 108).
- Review Backgrounder: *Ingredients on Labels* (page 117).
- Review Assessment: *Water - A Bestseller*
- For a colour overhead, download overhead transparency Overhead 12: *Have a Blast!* available online at the Programs and Resources page of the BC Pediatric Society website www.bcpeds.ca. Click **Sip Smart! BC™**.



Activity Tips

Q1. *What is done to make the product look attractive to you?*

A1: Examples of ways to increase attractiveness:

- Labelling appeal: logos, happy people
- Colour of the liquid
- Shape of the bottle

Q2. *How does the ad try to sell the drink?*

A2: Examples of techniques used to sell drinks:

- Attractive model drinking the beverage and smiling, having fun
- Surrounded by active, healthy, good looking friends
- Container shows picture of fruit, implying good nutrition

Q3. *How can you find out the real facts about the drink?*

A3. Ways to check accuracy of information about drinks:

- Check the ingredient list
- Check if the label reflects size of drink or per serving
- Calculate how much sugar is contained in drink
- Check the logic of claims made

Activity

Level 2

- Show Overhead 12: *Have a Blast!*
- Prompt answers to the following questions (answers below):
 - Q1.** What is done to make the product look attractive to you?
 - Q2.** How does the ad try to sell the drink?
 - Q3.** How can you find out the real facts about the drink?

- Distribute Handout 17: *Check the Label First!* and have students complete it.

- Compare results. Cue students by using questions such as:

- Are what I know and what the message is telling me the same thing?
- Is the message leading me to a healthy choice?

The Punchline!

Drink choices can be influenced by various factors, including family, friends and the media.

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CHECK THE LABEL FIRST!

Name _____

Date _____

Read the ORANGE BLAST label!

Nutrition Facts

Per 1 bottle (355 mL)

Amount	% Daily Value
Calories 184	
Fat 0 g	0 %
Saturated 0 g + Trans 0 g	0 %
Cholesterol 0 mg	0 %
Sodium 170 mg	7 %
Carbohydrate 41 g	14 %
Fibre 0 g	0 %
Sugars 38 g	
Protein 0 g	
Vitamin A 0 %	Vitamin C 70 %
Calcium 0 %	Iron 0 %

Ingredients

- filtered water
- sugar / glucose-fructose
- concentrated fruit juice (orange, lime)
- citric acid
- vegetable oil
- ascorbic acid (vitamin C)
- artificial flavour
- colour
- caffeine



1) Which ingredients did you not expect in a refreshing and fruity drink?

2) Does the message of the ad match the ingredient list?

Have a **BLAST** this summer!

Try new refreshing **ORANGE BLAST!**

It's fruity!

It's a great thirst quencher!

It's full of Vitamins!

GO GET ONE!! NOW!



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→ Backgrounders

Water

Our bodies need water to cool off by sweating, carry nutrients (vitamins, minerals, glucose, oxygen, fats) to cells, carry waste (carbon dioxide, lactic acid, etc.) away from cells, digest food, maintain bowel regularity and blood pressure, maintain kidney health, lubricate joints, allow muscles to contract, and many other vital bodily functions.

Our bodies are made up of approximately 65% water.

Children (9 - 12 years old) need about 8 cups of fluid each day (about 1L of water for every 1,000 calories burned). The best way to judge if we are drinking enough fluids is to monitor urine output: we should urinate every 2 to 4 hours, and the urine should be pale yellow (like lemonade) not dark (like apple juice).

Dehydration occurs if we don't get enough water or other fluids. We may feel tired, dizzy, have difficulty concentrating, have a headache, perform poorly at sports, have an increased heart rate, and muscle cramps. At extreme levels of dehydration we can become delirious, have complete muscle and nervous system failure, and die.

Features of tap water:

- It is easily available in most places – drinking fountains, taps in kitchens and bathrooms.
- It is cheaper than bottled water.
- Drinking water keeps us hydrated without adding sugar, sodium or caffeine to our diets.
- There is no evidence that bottled water is safer than municipal tap water (excluding local conditions).
- Empty (often plastic) bottles require energy to be recycled and add more non-biodegradable waste to the landfills.
- Energy is used to bottle water and fuel is used to transport it to stores.
- Potentially harmful toxins (e.g. bisphenol-A) can leach out of some plastic bottles.
- It is possible that some bottled water, such as demineralized water or distilled water is simply tap water that has undergone a process to lower the mineral content and to remove chemicals such as chlorine (Health Canada, *Frequently Asked Questions about Bottled Water*, 2016).

→ **Note:** Under some circumstances tap water can be unsafe. For example, untreated or inadequately treated water from wells and other sources can contain sufficient numbers of disease-causing organisms such as bacteria, parasites and viruses that cause illness. Under these circumstances, bottled water would be a safer choice.

References

HealthLink BC, *Drinking Enough Water*, November 2014



Ingredients on Labels

A food additive is any substance that is added to a food or drink in order to preserve it, maintain its quality or make it more appealing. More than 850 additives are authorized by Health Canada for use in Canada. Below are some examples of common food additives you can find on the **Sip Smart! BC™ Drink Cut-outs**. **Sip Smart! BC™ Drink Cut-outs** represent some of the most common drinks consumed by Grade 4-6 students in BC.

Food Additive	Examples
Gelling and thickening agent: thicken drinks to give body and texture	carageenan, ester gum, maltodextrin
Anti-caking agent: allows powders to run freely	trisodium phosphate, disodium phosphate, tricalcium phosphate, monopotassium phosphate
Vitamins and amino acids: nutrients that are needed in small amounts for growth and good health. Because the body cannot make them, you need to get them from what you eat and drink	pantothenic acid (vitamin B5), vitamin A palmitate, taurine
Naturally occurring substances: may have health benefits but little to no quality research exists to prove this claim	glucoronolactone, inositol
Phytochemicals: compounds that are produced by plants	lutein
Sweeteners: sweeten food without adding calories	acesulfame-potassium, aspartame, mannitol, sorbitol, xylitol
Acids: give a sharp flavour and act as a preservative	citric acid, sodium citrate
Oils: thicken foods to give texture and body	vegetable oil
Plant extracts: may have some health benefits but are not tested in children for safety, may contain caffeine	ginseng, guarana, yerba mate

What about % Daily Value?

The % Daily Value represents the percentage of a recommended daily amount that 1 serving of this food or drink provides.

For example, a label may show that a serving of a drink provides 15% of the daily recommended amount of vitamin C. This means you still need another 85% to meet the recommended goal. The % Daily Value is based on a 2,000-calorie diet for adults older than 18.

References

Eat Right Ontario. Table adapted from: *Facts on Food Additives*, 2016

Health Canada, *Frequently Asked Questions About Nutrition Labelling*, December 2009

Health Canada, *Lists of Permitted Food Additives*, 2013