

Activity 3. Water - A Bestseller! (20 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 have students formulate their own advertising messages about water.

Preparation

You need (optional):

- Drink advertisement examples from magazines
- Props, like glasses of water
- To review Assessment: *Water - A Bestseller* (page 108).



The Punchline!

Advertisers use clever ways, as you have noticed, to influence your drink choice. Remember that you can make your decision based on the nutrition information and your health goals.

Assessment

To assess this activity we have provided the assessment tool *Water - A Bestseller*.

You can use the *Quizzes* (page 102 and page 104) to wrap up the program.

Activity Tips

Examples of advertising themes:

- | | |
|-----------------------|---|
| Peer pressure | Humour |
| Scare tactics | Bandwagon (<i>everyone</i> is buying it) |
| Celebrity testimonial | Shockvertising |

→ **Teaching Hint:** Celebrity testimonials are quickly understood by students and popular with this activity.

Activity

Level 2

- Have students review their knowledge about the benefits of water. Write a list on the board.
- Organize students into groups.
- Instruct groups that they will brainstorm and decide on 1 ad to sell a glass of water using 1 advertising theme. For example: a sports celebrity endorsement type of ad, a creative slogan, and a drawing of the ad or a skit performance.
- Allow groups 5-7 minutes to create their advertisement.
- Have each group pretend they are a marketing company pitching their ad to the owner of a water company. Each group has to try to win the business of the water company with the best ad.
- Decide after the presentations which group best sold the benefits of water.
- Optional: Extend this activity by preparing a handout for students (and parents) about the benefits of drinking water. See also *School Connections*.

Student Self Assessment Tool







→ Water - A Bestseller

Date: _____



Level 2

Student Names:

Assessment Criteria			
We presented our ad in form of a skit or a drawing.			
Our ad shows 3 examples of why water is important for the human body.			
Our ad shows 2 examples of what happens if we don't drink enough water.			
Our ad convinces people to drink water instead of sugary drinks.			
Our ad has a catchy slogan.			
Our group won business with the "water company owner".			
How many  ,  and  did we get?			



Tips for using this assessment tool:

- Go over the criteria with the students before they create the ad.
- Distribute the assessment rubric before the students start working.
- Encourage students to check if they fulfill all criteria while creating the ad.
- After individual presentations, discuss criteria with the class.
Encourage the audience to give feedback on fulfillment of criteria.
- Decide with the class which ad wins the business of the water company owner.
- Have group fill in self-assessment.

Teacher Assessment Tool

→ Sip Smart! BC™ Quiz

Level 1 and Level 2

Notes about this assessment tool:

- This quiz should be given after teaching all 5 lessons, as both quizzes cover the key messages of all activities.
- Level 1 has 10 questions and is a “True/False” quiz.
- Level 2 has 11 questions and is a multiple choice quiz.
 - Level 2 covers the additional topic of caffeine (Q # 5).



Teacher Assessment Tool

→ Quiz Answer Key

* LEVEL 1 *

#	Answer
1	False
2	True
3	False
4	True
5	True
6	False
7	True
8	True
9	False
10	True

** LEVEL 2 **

#	Answer
1	a
2	b
3	a
4	d
5	c
6	d
7	a
8	d
9	b
10	b
11	c

Level 1



Name: _____

Date: _____

Instructions: Please circle either "True" or "False" after each question.

Q#1: Fruity drinks like fruit punch fit into the Vegetable and Fruit food grouping in Canada's food guide or *Eating Well with Canada's Food Guide - First Nations, Inuit and Métis*?

True

False

Q#2: Sometimes people choose an unhealthy drink because their friends have an unhealthy drink.

True

False

Q#3: You can drink as much 100% unsweetened fruit juice as you like each day.

True

False

Q#4: Many sugary drinks have acid in them.

True

False

Q#5: Sugar is a main ingredient in many popular drinks.

True

False

Q#6: Advertisements always help you make healthy drink choices.

True

False

Q#7: A label can tell you how much sugar is in a drink.

True

False

Sip Smart! BC™ Questions - Grade 4/5

Q#8: It is OK for you to drink water, even if your friends are drinking less healthy drinks like pop and sugary fruit drinks.

True

False

Q#9: If a medium sized can of pop has 9 teaspoons of sugar (or sugar cubes), then a large can of pop will also have 9 teaspoons of sugar (or sugar cubes).

True

False

Q#10: It is important to drink a lot of water because your body and mind need water to be healthy.

True

False



Level 2



Name: _____ Date: _____

Instructions: For each of the following questions, circle the letter beside the answer you think is **BEST**.

Q#1: Why don't sugary drinks fit into any of the food groupings in *Canada's food guide* or *Eating Well with Canada's Food Guide - First Nations, Inuit and Métis*?

- a) They have more sugar than is good for you and have little or no nutritional value.
- b) Naming all the kinds of sugary drinks would take up too much room.
- c) No drinks are included in *Canada's food guide* or *Eating Well with Canada's Food Guide - First Nations, Inuit and Métis*.
- d) Everybody knows that sugary drinks are not a food.

Q#2: What does it mean when you are told that sugary drinks "bump out" healthier drinks?

- a) Sugary drinks absorb the good ingredients of healthy drinks and make them useless.
- b) If we are drinking a lot of sugary drinks, we don't have room for healthy drinks.
- c) If people drink too many sugary drinks, stores probably will bump healthier drinks from their shelves.
- d) Sugary drinks make other drinks taste boring.

Q#3: You can best make healthy drink choices by:

- a) reading the labels on drinks to learn what they contain.
- b) listening to what others tell us about the drinks they choose.
- c) testing drinks for a fresh taste.
- d) listening to what the media says we should buy.

Q#4: Which drinks are listed correctly from those containing the most sugar to those containing the least sugar?

- a) Orange juice, pop, sports drink
- b) Pop, plain milk, orange drink
- c) Chocolate milk, sports drink, orange juice
- d) Sports drink, plain milk, water

Q#5: Which is the correct order for the amount of caffeine in the same-sized drinks (from most caffeine to least caffeine)?

- a) Cola, coffee, chocolate milk
- b) Cola, chocolate milk, coffee
- c) Coffee, cola, chocolate milk
- d) Coffee, chocolate milk, cola

Sip Smart! BC™ Questions - Grade 6

Q#6: Other people can affect your drink choice by:

- a) lecturing you about how much better their choice is.
- b) refusing to pay for your drink if you don't choose what they do.
- c) making fun of healthy choices.
- d) all of the above.

Q#7: How do sugary drinks affect your teeth?

- a) Sugary drinks often contain acid, which can lead to tooth decay.
- b) Sugar coats your teeth and makes other food stick more.
- c) Sugar eats holes in your teeth.
- d) Sugar in drinks sticks to your teeth more than foods such as candy or cookies.

Q#8: You should keep track of the size and number of drinks that you have because:

- a) you must make sure it fits in your backpack.
- b) the more sugary drinks you drink, the better for your body.
- c) you should only have 3 small drinks each day.
- d) the size and number will likely change the amount of sugar you have.

Q#9: What do advertisements tell or show you about drinks?

- a) Information about all the ingredients of the drink.
- b) Good things about the drink, and good things that happen when you drink it.
- c) Warnings about negative side-effects of drinking the products.
- d) The conditions under which the drink has been made.

Q#10: The healthiest drink choice at any time is:

- a) a sports drink because sometimes you need quick energy.
- b) water because it is most refreshing and best for your body.
- c) a pop because the caffeine can keep you awake to study more effectively.
- d) a sweetened fruit drink because it has fruit in it.

Q#11: When you choose a drink, you should base your decision on:

- a) whether it gives us a feeling of energy.
- b) how "cool" it looks.
- c) how its contents may affect your body.
- d) what your friends think of the drink.