

CLASSROOM ACTIVITIES

Grades 3-5

Spreading the Word

Objectives:

1. Students will be able to identify whole grain foods that are available from the School Foodservice.
2. Students will be able to identify reasons to eat whole grains.

Materials:

- School lunch menus
- Materials will vary depending on the type of ad your students create.

Preparation:

1. Talk to your school food service manager about which foods on the school lunch/breakfast menu contain whole grains. If possible have the manager come into the classroom to talk to the students about how they choose and prepare whole grain foods.
2. Go through the Go With the Whole Grain for Kids slide program before doing this activity.

Directions:

- A. Explain to the students that now that they know a lot about the importance of eating whole grain foods they can spread the word to other students.
- B. Tell them that they will now work in small groups to create advertisements for the whole grain foods that are available in school lunch.
- C. Hand out a copy of the school lunch menu to each student.
- D. Go through the menu with the students to identify the foods made with whole grains. Have them circle the foods that contain whole grains.

OR Ask the school food service manager to go through the menu with the students.



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- E.** Divide the class into small groups of 2-4 students. Give each small group an “Ad Planning Sheet”.
- F.** Assign each small group a whole grain food that is offered in the school lunch or breakfast program. (Some groups might have the same food.)
- G.** Explain that each group will be creating an ad for that food. The ad is meant to encourage other students to eat that food.
- H.** Explain the medium that the students will use or tell them their choices of media, such as a poster, an announcement, a video, or an appearance on the school television station.
- I.** Provide materials for the type of ad they will be creating.
- J.** Hand out an “Ad Planning Sheet” to each small group.
- K.** Go through the planning sheet with the students and then have them fill it in with their group.
- L.** Tell the students that you will need to see their plan before they go ahead and make the ad.
- M.** Allow time for students to work on their ads.
- N.** When the ads are completed have each small group present their ad to the rest of the class. You might want to invite the School Foodservice staff into your class for these presentations.
- O.** The next time the foods are served in school post the ads in the lunchroom or have the students make announcements or appearances to the rest of the students in the school.



Spreading the Word Ad Planning Sheet

The food we will advertise is _____.

The advertising medium (type) will be _____.

(for example, poster, announcement, video, school television appearance):

The target audience is: students in our school.

In your ad you will need to say that the food is made with whole grains. You will also need to give at least two reasons why it is important to eat foods made with whole grains, and at least two reasons why kids would like this food.

Reasons why it is important to eat foods made with whole grains:

1. _____

2. _____

Reasons why kids would like this food:

1. _____

2. _____

Now get creative!

Decide what your ad will look like or if you will need to write a script. Describe your ad here:

Show your plan to your teacher and then get to work!

