Grade level: 4

Group members: Connor W., Jess P., Hannah S., Fran B., Janel M.

Curricular competency: examine and explain how health messages can influence behaviours and decisions.

* Media messages (heal

Materials: pre-selected 10-15 health related ads with all words covered.

In groups of 2-3, student will be asked to guess what the advertisement is advertising and then create text that they think would be paired with the image.

Teacher will then call a few groups up to unveil what the advertisement’s actual text is, and the class will discuss the messaging in the ad. Question prompts for class discussion:

* Do you agree with the ad’s messaging? Why or why not?
* How does it make you feel?
* Who does this ad represent? Who is the audience and who is it excluding?
* How was the messaging different than what you created/predicted? Was it related?
* Do you think the ad really promotes a healthy lifestyle? Why or why not?