



KidsHealth.org/classroom

Teacher's Guide

This guide includes:

- Standards
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- Discussion Questions
- Activities for Students
- Reproducible Materials

Standards

This guide correlates with the following National Health Education Standards:

Students will:

- Comprehend concepts related to health promotion and disease prevention to enhance health.
- Analyze the influence of family, peers, culture, media, technology, and other factors on health behaviors.
- Demonstrate the ability to access valid information and products and services to enhance health.
- Demonstrate the ability to use decision-making skills to enhance health.
- Demonstrate the ability to practice health-enhancing behaviors and avoid or reduce health risks.

Your state's school health policies:
nasbe.org/HealthySchools/States/State_Policy.asp

Health-related information is everywhere, so it's important for your students to be savvy enough to know which sources are reliable. The questions and activities in this guide will help your students learn how to sift through the information that constantly bombards them so they can make informed decisions about their health.

Related KidsHealth Links

Articles for Teens:

Figuring Out Health News

KidsHealth.org/teen/safety/safebasics/health_news.html

Talking to Your Doctor

KidsHealth.org/teen/your_body/medical_care/talk_doctor.html

Questions to Ask Your Doctor

KidsHealth.org/teen/your_body/medical_care/questions_doctor.html

Discussion Questions

Note: The following questions are written in language appropriate for sharing with your students.

1. When you have a question about a health-related issue, where do you go? What do you think are the most reliable sources of health-related information? Which sources are the least reliable? Explain how you determine the validity of your sources.
2. The media can influence the choices you make about health-related issues. In what ways do movies, TV shows and news, magazines, and newspapers, etc., influence your choices? What responsibility do they have to portray accurate health-related information?
3. Think about all the advertisements you see each day – on TV, in magazines and newspapers, on websites, etc. How do they influence the choices you make about your health? Do you think they have a positive effect on your life, a negative effect, or both? Why?



What's the Truth?

Objectives:

Students will:

- Determine what makes a health-related news article reliable
- Evaluate the reliability of TV news

Materials:

- Computer with Internet access
- What's the Truth? handout (available at: KidsHealth.org/classroom/9to12/personal/growing/health_media_literacy_handout1.pdf)
- Pen or pencil and paper
- TV

Class Time:

1 ½ hours

Activity:

Health-related news is everywhere – online, on TV, and in newspapers and magazines. Sometimes this information is accurate, but other times it can be confusing and unreliable. So how do you determine what's good information? Read the articles at KidsHealth to learn how to wade through health-related news. Next, watch two health-related news reports on TV and use the What's the Truth? handout to evaluate them. Are both reports reliable? Write a paragraph explaining your findings.

Extensions:

1. News reports aren't the only way we're influenced by TV. What we see on TV shows can influence our choices in more subtle ways. Watch a teen-related TV show and evaluate how it handles a teen health issue. What's the relevance of the issue for teens? How do the characters handle this issue? What messages are being conveyed about this topic, and how might this influence teens' behavior and attitudes?
2. How might media attention to a celebrity affect the choices that teens make about their health? Do you think celebrities have a responsibility to be positive role models for good health? Why?
3. Based on what you've learned so far, have your sources for reliable health-related information changed since the beginning of this lesson? In what ways? The next time you have a health-related concern, where would you seek answers? Why?



The Power of Advertising

Objectives:

Students will:

- Explore the role advertising has on making food choices
- Discover how advertising appeals to young audiences

Materials:

- Computer with Internet access
- The Power of Advertising Handout (available at: KidsHealth.org/classroom/9to12/personal/growing/healthy_media_literacy_handout2.pdf)

Class Time:

45 minutes

Activity:

You come home from school and plop down in front of the TV to relax before starting your homework. When you turn on the TV, you're bombarded with advertisements selling burgers, fries, chips, cookies, and more! Sometimes it can be tough to resist these ads and make healthy food choices, so it's important to know how ads appeal to their audiences. Using the handout, examine one food ad on TV or in a magazine. How does the ad try to get you to buy its product? How does it appeal to its audience? Once you've finished analyzing this ad, brainstorm ways you can be savvier about how advertisements affect you.

Extensions:

1. As you may have discovered, food ads don't always tell the whole truth. Create a counter ad to the ad you analyzed depicting the truth about this food. Be aware of your audience and how you'll appeal to them.
2. Ads are everywhere. Tally the number of ads you see in one day. Where did you see most of the ads? What percentage was health-related? In what surprising places did you discover them? How do you think they affect your health choices?

Reproducible Materials

Handout: What's the Truth?

KidsHealth.org/classroom/9to12/personal/growing/media_literacy_health_handout1.pdf

Handout: The Power of Advertising

KidsHealth.org/classroom/9to12/personal/growing/media_literacy_health_handout2.pdf



Name: _____

Date: _____

What's the Truth?

Instructions: Use the handout to evaluate a health news report on TV. After you answer these questions, do your own research online to get more information or other perspectives on the report. Then write a paragraph evaluating whether the reports are valid sources of information.

1. Source of report:
2. Local, national or international source?
3. Describe the report, including its main message:
4. Is the report based on a scientific study? If yes, answer questions 5 and 6. If no, skip to question 7.
5. Was the study conducted in people? If so, who was in the study?
6. What type of study was conducted?
7. Is there a sponsor or funding organization supporting the study or report? Does this report seem objective or biased? Why?
8. How might this report influence the audience's behavior or attitudes regarding this health issue? Should it change behavior or attitudes?



Evaluation:



Name: _____

Date: _____

The Power of Advertising

Instructions: Select a food advertisement you've seen on TV or in a magazine. Answer these questions to examine how it influences its audience.

1. What product is being advertised?
2. Who is the ad designed to reach?
3. What happens in the ad?
4. What message is being conveyed about this food?
5. Is the message accurate or possibly misleading?
6. How does the ad get the audience to buy the product?
7. Does this ad appeal to you? Why?

