



# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. Tell them about the workshop and what you'll be doing in it.
2. Tell them about the many ways that fruits and vegetables appeal to the senses.
3. The next time you need to work in a group, suggest creating a working agreement first.

## Take Home a New Snack: It's Veggie Time!

Here's the recipe from today's snack. Try it at home with your family and friends.

Vegetables are an important part of healthy eating. Raw vegetables are fast and easy to prepare—just wash and cut them. Make sure if you cut vegetables, you do it with an adult around to help. You can even buy vegetables already washed and cut. Trying them with a variety of low-fat, tasty dips makes them even more appealing.

### What's In It?

- Fresh, raw vegetables, such as carrots, cauliflower, broccoli, green or red pepper, celery, sugar snap peas, cucumbers, mushrooms, zucchini, cherry or grape tomatoes, jicama, or any other vegetable
- Several dips, such as: low-fat salad dressing; a dip made of  $\frac{3}{4}$  cup of plain low-fat yogurt,  $\frac{1}{4}$  cup of low-fat sour cream, and a packet of dried onion soup mix; fat-free or low-fat cottage cheese; or guacamole made from a ripe avocado,  $\frac{1}{4}$  cup of salsa, garlic powder, and lime juice

### How to Put It Together

- Select some fresh vegetables and place them on a plate.
- Put the dips on top of the vegetables or on the side of the plate for dipping.
- Try some vegetables and dips that you have not had before!



# TV NEWS SCRIPT STARTER

## POINT OF VIEW #1

“Good afternoon. I’m \_\_\_\_\_ (FILL IN YOUR NAME), reporting for the Media-Smart Youth Network. In today’s news, we look at the issue of vending machines in schools.”

Write your 1-minute script in the lines below. Use the back of this page if you need more room. Answer the following questions to help you write your script:

- 1 What does your group think about vending machines that sell soft drinks in school?
- 2 Can you name three reasons why your group feels this way?
- 3 What would you like to see happen with vending machines in schools in the future?

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“And now, here’s my friend, \_\_\_\_\_ (FILL IN THE PRESENTER’S NAME FROM GROUP #2), with another point of view on this issue.”



# TV NEWS SCRIPT STARTER

## POINT OF VIEW #2

“Thanks. I’m \_\_\_\_\_ (FILL IN YOUR NAME) with another point of view of this issue.”

Write your one-minute script in the lines below. Use the back of this page if you need more room. Answer the following questions to help you write your script:

- 1 What does your group think about vending machines that sell soda in school?
- 2 Can you name three reasons why your group feels this way?
- 3 What would you like to see happen with vending machines in schools in the future?

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“I’m \_\_\_\_\_ (FILL IN YOUR NAME),  
from the Media-Smart Youth Network reporting on vending machines in schools.  
That’s the end of our news coverage for today. Have a great day.”



# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. The next time you use a type of media at home, try to figure out its purpose.
2. Tell your parent or other family member about the purpose of that type of media. Ask parents and friends to identify a purpose the next time they use media, too. If they need help, explain "purpose" to them.

## Take Home a New Snack: Mix It Up!

Here's the recipe from today's snack. Try it at home with your family and friends.

**What's In It?**  Whole-grain breakfast cereal (such as whole-wheat flakes or wheat and barley nugget cereal)

- Low-fat granola
- Sunflower or pumpkin seeds
- Raisins
- Other dried fruits (such as apples, apricots, or bananas)

**How to Put It Together** • Pour each ingredient onto a separate plate.

- Get a sandwich bag.
- Make your own trail mix by spooning into your bag any combination of ingredients you like.

Trail mix is a great snack for busy youth on the go. It is fun and easy to prepare several bags ahead of time at home so you can grab one as you leave your home. You can try out different combinations of dried fruits and cereal.



## Media Detective Notepad

### 6 QUESTIONS TO ASK WHEN USING MEDIA

Take a close look at your media sample. Discuss it with your group and answer the following questions. Remember, you're a detective, so be sure to think beyond the ordinary—you may have to dig a little to find the true answers. There may even be more than one answer to some questions—be sure to write down all the answers you discover.

#### 1. WHO IS THE AUTHOR OR SPONSOR?

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#### 2. WHO IS THE AUDIENCE?

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#### 3. WHAT IS THE PURPOSE?

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#### 4. WHAT IS THE MESSAGE?

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#### 5. WHAT INFORMATION IS MISSING?

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#### 6. WHAT TECHNIQUES ARE USED TO ATTRACT YOUR ATTENTION?

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# ACTION HERO KIT

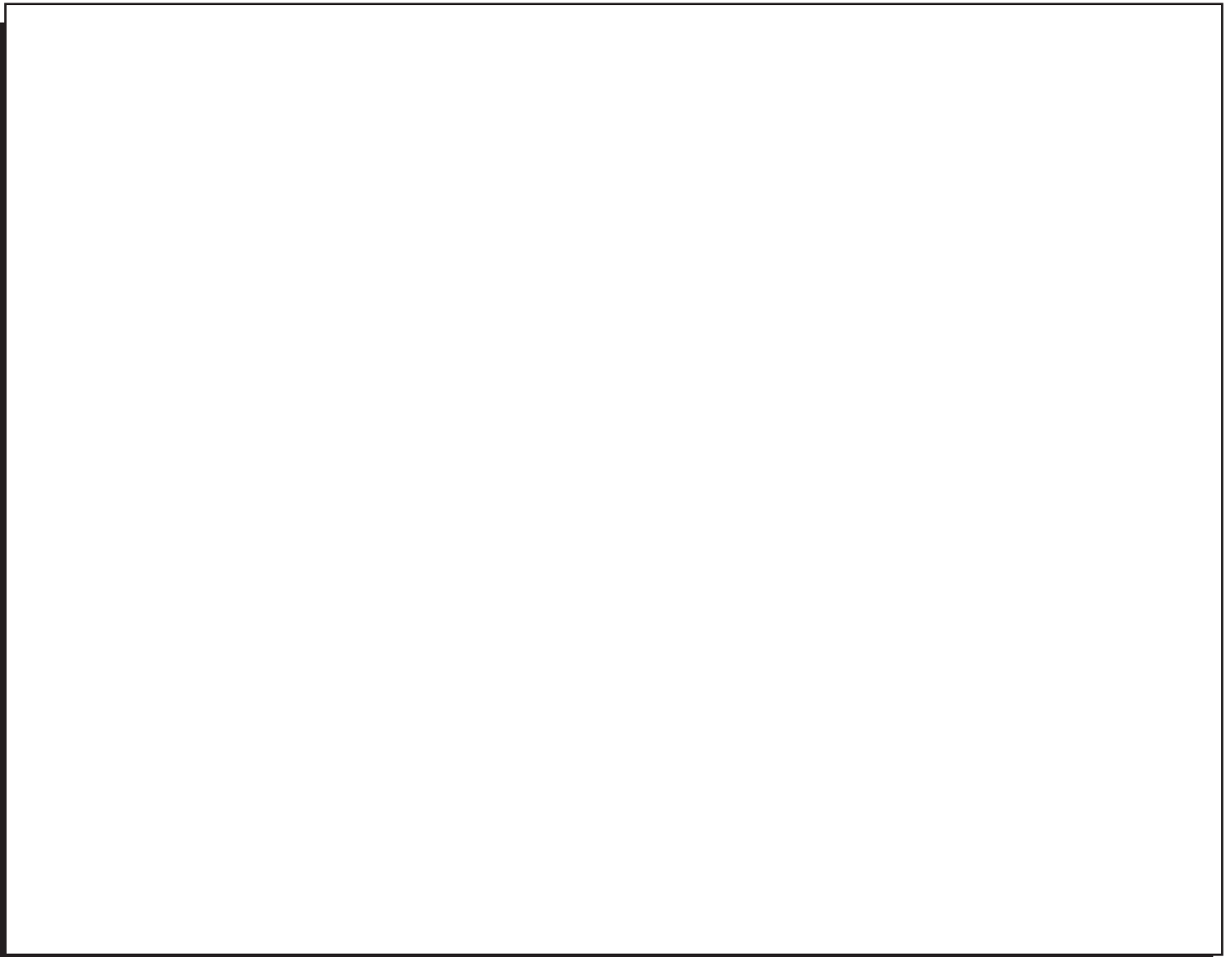
My name is: \_\_\_\_\_

The name of my action hero is: \_\_\_\_\_

My action hero's nutrition or physical activity action is: \_\_\_\_\_

My action hero's slogan is: \_\_\_\_\_

Draw your action hero in the space below.



# Sample Parental Permission Form for Lesson 6 Grocery Store Field Trip

If you decide to conduct Lesson 6 by taking a field trip to a grocery store, your organization may want to obtain parent/guardian permission. If so, this sample permission form may be helpful to you. Please adapt it as needed.

-----  
DATE

Dear Parents/Guardians,

-----  
YOUR ORGANIZATION'S NAME will be conducting a field trip to a grocery store as part of the *Media-Smart Youth: Eat, Think, and Be Active!* program. The trip will give youth a chance to apply many of the nutrition concepts they have been exploring in the program. While they are at the grocery store, youth will:

- Review the wide variety of nutritious foods available at the store
- Examine and compare ingredient lists and Nutrition Facts labels to see how these tools can help them make smart food choices
- Explore how food manufacturers use product packaging and in-store product placement to influence sales

WHERE: -----  
NAME OF GROCERY STORE

WHEN: -----  
DATE OF FIELD TRIP

TRANSPORTATION: -----  
HOW YOUTH WILL GET TO THE STORE AND BACK

If you can help out as a chaperone, we would be very happy to have you come along on the field trip. This is a great chance to see these thoughtful and creative youth in action!

Sincerely,

-----  
NAME OF FACILITATOR/PROGRAM DIRECTOR

- Yes, my child -----  
NAME OF YOUTH may participate in the grocery store field trip.
- No, my child -----  
NAME OF YOUTH may not participate in the grocery store field trip.
- I can help chaperone the field trip.

Youth's name (Print): \_\_\_\_\_

Parent/guardian name (Print): \_\_\_\_\_

Parent/guardian signature: \_\_\_\_\_

Telephone: (Work) \_\_\_\_\_ (Home) \_\_\_\_\_ (Cell) \_\_\_\_\_

My child has the following food allergies/medical conditions: \_\_\_\_\_



### TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. The next time you use a type of media at home, try to figure out its message.
2. Tell your parent or other family member about that type of media's message. Ask them to identify messages the next time they use media, too. If they need help, explain the term "message" to them.

### Take Home a New Snack: Just Peachy

Here's the recipe from today's snack. Try it at home with your family and friends.

#### What's In It?

- Sliced peaches (fresh or canned in water or juice)
- Fat-free or low-fat frozen yogurt or soy frozen dessert
- Low-fat granola

#### How to Put It Together

- Place peach slices in a bowl.
- Top them with one scoop ( $\frac{1}{2}$  cup) of fat-free or low-fat frozen yogurt, or soy frozen dessert.
- Sprinkle a spoonful of granola on top.

#### Bonus

The granola you are eating is a whole-grain food and the fat-free or low-fat frozen yogurt is a good source of calcium, a nutrient important for strong bones and bodies!



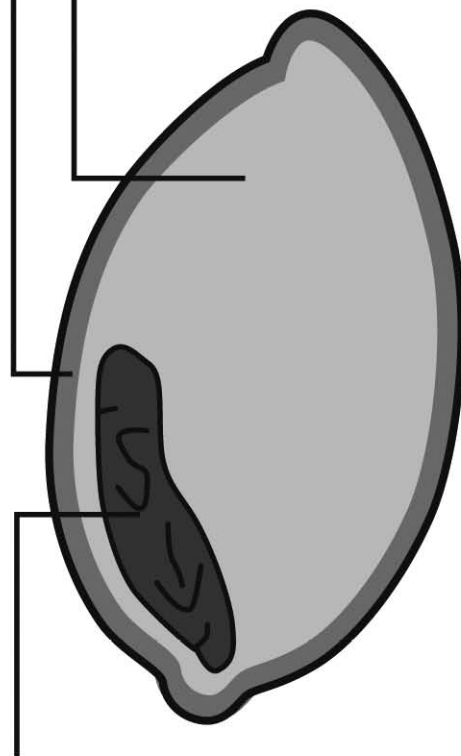
# Whole grain kernel

## Bran

**“Outer shell” protects seed**  
***Fiber, B vitamins, trace minerals***

## Endosperm

**Provides energy**  
***Carbohydrates, protein***



## Germ

**Nourishment for the seed**  
***Antioxidants, vitamin E,***  
***B vitamins***

Source: Center for Nutritional Policy and Promotion, U.S. Department of Agriculture (May 2002).  
*Get on the Grain Train*. Retrieved November 11, 2004, from [http://www.pueblo.gsa.gov/cic\\_text/food/grain/train.htm](http://www.pueblo.gsa.gov/cic_text/food/grain/train.htm).



# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. Think about one strategy you really liked for eating more whole grains or cutting back on fat and added sugar.
2. Tell your parent or other family member about this strategy. Encourage your family and friends to try it with you!

## Take Home a New Snack: Fruit and Krunch Kebabs

Here's the recipe from today's snack. Try it at home with your family and friends.

### What's In It?

- Crunchy whole-grain breakfast cereal (such as a whole-wheat flake cereal or wheat and barley nugget cereal)
- Fat-free or low-fat yogurt (plain, vanilla, or fruit flavored)
- Fresh fruit (such as strawberries, grapes, apple or pear wedges, banana slices, or melon chunks)

### How to Put It Together

- Put yogurt in a bowl.
- Pour cereal onto a plate.
- Stick a toothpick in a piece of fruit.
- Roll the yogurt-covered fruit in the cereal to coat the fruit.

**Bonus:** The cereal in this snack is a whole-grain food and yogurt is a



# The Pulse Game



## Step 1. Resting Pulse

To figure out your resting pulse rate:

- Sit down and relax.
- Count the number of beats in your pulse for 6 seconds.
- Then multiply by 10 to get your 1-minute pulse.
- Then, figure out the level of intensity you used to do this activity.

A resting heart rate for youth older than age 10 and adults is usually between 60 to 100 pulse beats per minute.

Activity	Number of Heart Beats In 6 Seconds	Beats Per Minute	*Level of Intensity
Resting pulse	<input type="text"/>	$\times 10 =$ <input type="text"/>	<input type="text"/>

\* See table below for list of different levels

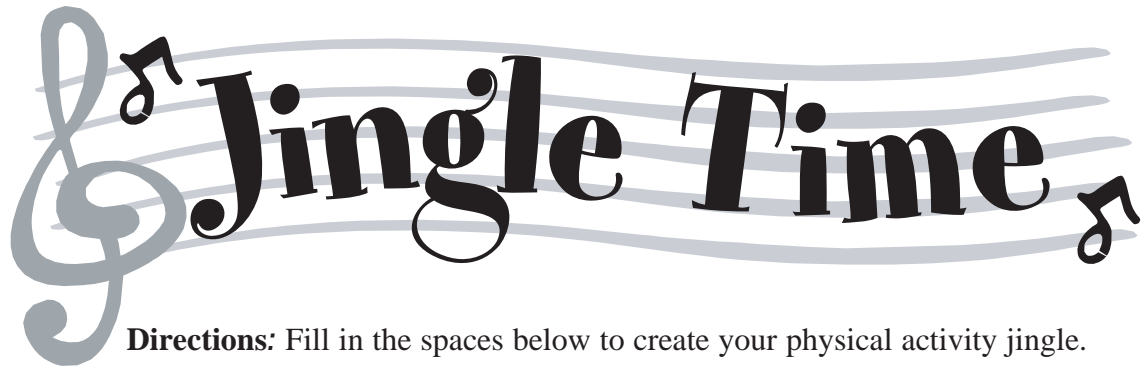
## Step 2. Activity Pulse Game

To figure out your pulse rate for each activity, take your pulse after you do the activity and count the number of beats for 6 seconds. Then multiply by 10 to get your 1-minute pulse rate.

Activity	Number of Heart Beats In 6 Seconds	Multiply by 10	Beats Per Minute (1-minute Pulse Rate)	*Level of Intensity
Walking		$\times 10 =$		
Sit-ups/knee-lifts		$\times 10 =$		
Running (in place)		$\times 10 =$		
Jump rope (pretend)		$\times 10 =$		

### \*Levels of Intensity

- Low Intensity: fewer than 120 beats per minute
- Moderate Intensity: between 120 and 150 beats per minute
- Vigorous Intensity: more than 150 beats per minute



# Jingle Time

**Directions:** Fill in the spaces below to create your physical activity jingle.

Step **1** **Select one of the four physical activities that your group likes:**

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Walking            | <input type="checkbox"/> Running   |
| <input type="checkbox"/> Sit-ups/knee-lifts | <input type="checkbox"/> Jump rope |

Step **2** **Create a message about this physical activity for other youth your age.**

To help you write your message, you might want to think about:

- What do you like best about the activity?
- What makes this activity unique or fun?

Our message to our peers about this activity is: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Step **3** **Write your jingle in the space below.** Make sure your jingle expresses your message about the activity you chose. You may select a tune or rhyme you already know and like, or you can make up your own. Your jingle should be less than 30 seconds long.

\_\_\_\_\_

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# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. The next time you do something active at home for several minutes, stop and take your pulse to see how hard your body is working. You'll need a watch with a second hand or a digital watch to count the 6 seconds.
2. Tell your parents or other family members about pulse rates. Ask them to take their pulse the next time they are active for several minutes, too. If they need help, explain "pulse rate" to them and show them how to take it.

## Take Home a New Snack: Terrific Tortillas

Here's the recipe from today's snack. Try it at home with your family and friends.

### What's In It?

- Eight-inch whole-wheat tortillas (if whole-wheat tortillas are not available in your local stores, look for other substitutes, such as whole-grain bread or whole-wheat English muffins)
- Sliced turkey
- Shredded part-skim mozzarella or reduced-fat cheddar cheese
- Shredded lettuce or fresh spinach
- Fruit (such as oranges, grapes, apples, nectarines, pineapple, strawberries, or bananas)

### How to Put It Together

- Layer the meat, cheese, and lettuce on a tortilla (or a slice of bread or an English muffin half).

# Facilitator's Guide to the Scavenger Hunt

## Option 1

There are four *Scavenger Hunt Guide* sheets that focus on the following categories. You will find these guides on pages 191 to 198.

### Breakfast Cereal

The key issues to think about in the breakfast cereal section are:

- Presence of whole grains
- Fiber
- Added sugar
- Packaging

Youth should look at boxes of breakfast cereal, read the ingredient lists, read the Nutrition Facts labels, and either discuss or write down the answers to the questions on the *Scavenger Hunt Guide: Breakfast Cereal* sheets.

☞ **Best Options:** Breakfast cereals that are made with whole grains and that are low in added sugar

### Produce

The key issues to think about in the produce section are:

- Availability of a wide range of fruits and vegetables in the produce section
- Availability of a variety of deeply colored fruits and vegetables (red, orange, purple, yellow, green)
- Availability of ready-to-eat fruits and vegetables
- Packaging of fruits and vegetables, or lack of packaging

Youth should look at the fruits and vegetables in the produce section, seek out new fruits and vegetables they have never seen or tried before, and either discuss or write down the answers to the questions on the *Scavenger Hunt Guide: Produce* sheets.

☞ **Best Options:** Almost all produce items; especially dark-green leafy vegetables and red, orange, and yellow fruits and vegetables. Some fruits and vegetables don't seem so colorful on the outside, but are very colorful under a skin or a peel, such as sweet potatoes or cantaloupe.

**Bread**

The key issues to think about in the bread section are:

- Presence of whole grains
- Fiber
- Packaging

Youth should look at the breads, read the ingredient lists, read the Nutrition Facts labels, and either discuss or write down the answers to the questions on the *Scavenger Hunt Guide: Bread* sheets.

☞ **Best Options:** Whole-grain breads

**Milk and Milk Products**

The key issues to think about when looking for milk products are:

- Availability of fat-free or low-fat milk and milk products

Youth should look at the milk products, read the ingredient lists, read the Nutrition Facts labels, and either discuss or write down the answers to the questions on the *Scavenger Hunt Guide: Milk Products* sheets.

☞ **Best Bets:** Fat-free and low-fat milk and milk products

**Optional:** If you have time, another important thing to look for in the milk products section is calcium. Most milk products are rich in calcium. While youth are looking at fat content on the label, you can point out that milk products often have more than 20% DV of calcium. Note that they will learn more about calcium in Lesson 8.

# Facilitator's Guide to the Scavenger Hunt Option 1

## Where to Find Serving Size, Fat, Fiber, and Sugar on a Nutrition Facts Label

Toasted Whole Grain Oat Cereal

**Serving Size →**

**Total Fat →**

**Fiber →**

**Sugar →**

**Ingredients list for "whole grain" and "sugar" words →**

<b>Nutrition Facts</b>	
Serving Size 1 cup (30g)	
Servings Per Container About 14	
<b>Amount/Per Serving</b>	
<b>Calories 110</b>	<b>Calories from Fat 20</b>
	<b>% DV*</b>
<b>Total Fat 2g</b>	<b>3%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	<b>0%</b>
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 210mg</b>	<b>9%</b>
<b>Total Carbohydrate 22g</b>	<b>7%</b>
Dietary Fiber 3g	<b>11%</b>
Sugars 1g	
<b>Protein 3g</b>	
Vitamin A 10%	• Vitamin C 10%
Calcium 10%	• Iron 45%
*Percent Daily Values (DV) are based on a 2,000 calorie diet.	

**INGREDIENTS:** WHOLE GRAIN OATS (INCLUDES THE OAT BRAN), MODIFIED CORN STARCH, CORN STARCH, SUGAR, SALT, CALCIUM CARBONATE, OAT FIBER, TRIPOTASSIUM PHOSPHATE, WHEAT STARCH, VITAMIN E (MIXED TOCOPHEROLS) ADDED TO PRESERVE FRESHNESS. **VITAMINS AND MINERALS:** IRON AND ZINC (MINERAL NUTRIENTS), VITAMIN C (SODIUM ASCORBATE), A B VITAMIN (NIACINAMIDE), VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B2 (RIBOFLAVIN), VITAMIN B1 (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), VITAMIN B12, VITAMIN D.





# Scavenger Hunt Guide: Breakfast Cereal Option 1

Today you're going on a scavenger hunt for information. Tour the breakfast cereal section of the store and answer the questions below.

Key things to look for in your search

- Whole grains
- Fiber
- Added sugar
- Packaging



## Nutrition Information

Don't forget the "5-20" rule when looking at the fiber content on the Nutrition Facts label of breakfast cereals. 5% daily value (DV) or less means the product is low in fiber, and 20% DV or higher means the product is high in fiber.

Choose two brands of cereal that seem to be very different from each other. One should be a sweetened, corn- or rice-based cereal (many of these cereals say "sweetened" on the package), and the other should be an unsweetened, wheat-based cereal. Read the Nutrition Facts labels and ingredient list, and fill in the chart.

### What is a gram?

- The Nutrition Facts label uses two metric units to measure weight—grams (g) and milligrams (mg).
- These measurements tell you exactly how much of each nutrient is in a serving.
- Grams and milligrams are very small: 1 gram is about the weight of a paper clip and 1,000 mg = 1g.

Whole Grains	Sweetened, corn- or rice-based cereal NAME:	Unsweetened, wheat-based cereal NAME:
1. How many different words for whole grains are in the list of ingredients? Look for: Whole wheat, whole grain oats, barley, and whole corn.		
2. How much fiber is in each serving? (Look under "Total Carbohydrate" on the Nutrition Facts label.)	GRAMS:	GRAMS:
	% DV:	% DV:

3. Which cereal has more "whole grain" words on the ingredient list?

\_\_\_\_\_

4. Compare grams of fiber and the % DV for the cereals you listed above. Which cereal has more fiber? \_\_\_\_\_

\_\_\_\_\_

Choose someone in your group to read this paragraph out loud:



Dietary fiber is important because it helps keep the digestive system healthy. Whole grains are an important source of the fiber your body needs. When you're choosing a grain food like breakfast cereal, remember: The higher the number of grams of fiber per serving, the better.

Added Sugars	Sweetened Cereal	Unsweetened Cereal
<p>5. There are many different ways to say "sugar." How many different "sugar" words can you find in the list of ingredients? Look for: Sugar, brown sugar, high fructose corn syrup, corn sweetener, dextrose, fruit juice concentrate, malt syrup, maltose, honey, brown sugar molasses, malted corn, and barley syrup.</p>		
<p>6. How many grams of sugar are in each serving? (Look under "Total Carbohydrate" on the Nutrition Facts label.)</p>		

7. Which cereal has more "sugar" words on the ingredient list?

\_\_\_\_\_

8. Which cereal has fewer grams of sugar?

\_\_\_\_\_

9. Find six cereals that you would like to eat that are unsweetened and high in fiber and list their names here:

\_\_\_\_\_

\_\_\_\_\_

### Packaging and placement

10. What are some techniques that companies use to decorate cereal boxes? \_\_\_\_\_

\_\_\_\_\_

11. What do you notice about where the cereals are placed on the shelves?

\_\_\_\_\_

12. What clues help you figure out the main target audience for a particular brand of cereal?

\_\_\_\_\_

13. Name one interesting fact you learned about the breakfast cereal aisle. You can think about nutrition content, packaging, or the location of the product on the shelves.

\_\_\_\_\_

**Congratulations! You have finished the Breakfast Cereal Scavenger Hunt!**



# Scavenger Hunt Guide: Produce Option 1

Today you're going on a scavenger hunt for information! Tour the produce section and answer the questions below.

**NOTE:** Use your eyes, not your hands, to do this scavenger hunt. Do not touch any foods that are not in bags or other packaging.

## Key things to look for in your

search

- Availability of a wide range of fruits and vegetables in the produce section
- Availability of a variety of deeply colored fruits and vegetables (red, orange, purple, yellow, green)
- Availability of ready-to-eat fruits and vegetables
- Packaging or lack of packaging

## Nutrition Information

1. Find five different fruits or vegetables that you eat regularly (at least once a week).

1 _____	4 _____
2 _____	5 _____
3 _____	

Choose someone in your group to read this paragraph out loud:



Health experts think young people should eat lots of fruits and vegetables, especially really colorful ones, because they are full of vitamins and minerals.

2. Find the following:

Three kinds of dark-green leafy vegetables

1 _____	2 _____	3 _____
---------	---------	---------

Three deep-yellow or orange fruits or vegetables (remember, they can be deep yellow or orange under a peel or skin, too)

1 _____	2 _____	3 _____
---------	---------	---------

Three types of berries

1 _____	2 _____	3 _____
---------	---------	---------

Vegetables or fruits you would like to try soon

1 _____	2 _____	3 _____
---------	---------	---------

3. List any fruits and vegetables that you've never seen before today.

1 \_\_\_\_\_ 3 \_\_\_\_\_

2 \_\_\_\_\_ 4 \_\_\_\_\_

4. Why is it good to try new fruits and vegetables?

\_\_\_\_\_  
\_\_\_\_\_

## Packaging and placement

5. List at least three produce items that are packaged in a way that makes them ready to eat right now.

1 \_\_\_\_\_ 3 \_\_\_\_\_

2 \_\_\_\_\_

Do you think young people would choose these items?  Yes  No

Why or why not? \_\_\_\_\_

\_\_\_\_\_

6. Are fruits and vegetables advertised as much and/or in the same way as other items (such as breakfast cereals or cookies)?  Yes  No

Why is this, do you think? \_\_\_\_\_

\_\_\_\_\_

7. What would you suggest to a fruit or vegetable company to help it sell more of its products?

\_\_\_\_\_

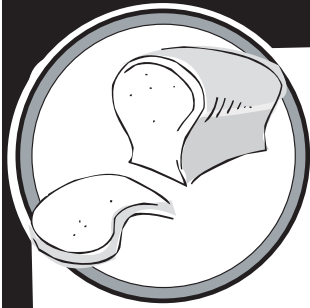
\_\_\_\_\_

8. Name one interesting fact you learned about the produce section. You can think about nutrition content, packaging, or the location of the fruits and vegetables in the store.

\_\_\_\_\_

\_\_\_\_\_

**Congratulations! You have finished the Produce Scavenger Hunt!**



# Scavenger Hunt Guide:

## Bread Option 1

Today you're going on a scavenger hunt for information. Tour the bread section and answer the questions below.

### Key things to look for in your search

- Whole grains versus refined grains
- Fiber
- Availability of different varieties of bread
- Packaging



## Nutrition Information

Don't forget the "5-20" rule when looking at the fiber content on Nutrition Facts label of breads. 5% daily value (DV) or less means the product is low in fiber, and 20% DV or higher means the product is high in fiber.

Choose one loaf of sliced white bread and one loaf of sliced whole-grain bread. Read the Nutrition Facts labels and ingredient lists, and fill in the chart.

### What is a gram?

- The Nutrition Facts label uses two metric units to measure weight—grams (g) and milligrams (mg).
- These measurements tell you exactly how much of each nutrient is in a serving.
- Grams and milligrams are very small: 1 gram is about the weight of a paper clip and 1,000 mg=1g.

Breads	White Bread	Whole Grain Bread
	BRAND NAME: _____	BRAND NAME: _____
1. How many words that mean "whole grains" can you find on the ingredient list? Look for: Whole wheat, whole-grain oats, bulgur, whole rye, and whole-grain corn.		
2. How many words that mean "refined grains" can you find on the ingredient list? Look for: Unbleached flour, wheat flour, enriched flour, and degerminated corn meal.		
3. How much fiber is there per serving? (Look under "Total Carbohydrate" on the Nutrition Facts label.)	GRAMS:	GRAMS:
	% DV:	% DV:

Choose someone in your group to read this paragraph out loud:



Breads made from whole grains have a higher amount of fiber than breads made from refined grains, such as white flour. Dietary fiber is important because it helps keep the digestive system healthy. Whole grains are an important source of the fiber your body needs. When you're choosing a grain food like bread, remember: The higher the number of grams of fiber per serving, the better.

4. Which bread has more "whole grain" words on the ingredient list? \_\_\_\_\_  
 \_\_\_\_\_

5. Which bread has more "refined grain" words on the ingredient list?  
 \_\_\_\_\_

6. Compare grams of fiber and the % DV for the breads you listed above. Which bread offers more fiber?  
 \_\_\_\_\_

7. What type of bread do you and other young people you know usually eat?  
 \_\_\_\_\_

8. Find three types of whole-grain breads that you would like to eat, and list their names (English muffins, pita bread, and tortillas are breads, too!)

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_

Circle the one you will choose the next time you go to the store.

9. Think of and write down one sandwich idea that uses whole-grain bread.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

10. Name one interesting fact you learned about the bread aisle. You can think about the nutrition content, packaging, or location of the bread on the shelves.  
 \_\_\_\_\_  
 \_\_\_\_\_

**Congratulations! You have finished the Bread Scavenger Hunt!**



# Scavenger Hunt Guide: Milk and Milk Products Option 1

Today you're going on a scavenger hunt for information! Tour the milk section and answer the questions below.

### Key things to look for in your

search

- Low-fat or fat-free milk products
- Calcium

#### What is a gram?

- The Nutrition Facts label uses two metric units to measure weight—grams (g) and milligrams (mg).
- These measurements tell you exactly how much of each nutrient is in a serving.
- Grams and milligrams are very small:  
1 gram is about the weight of a paper clip and 1,000 mg = 1g.

## Nutrition Information

Choose someone in your group to read this paragraph out loud:



People like milk products for a lot of reasons. They taste good, you can have them at any time of the day, and they are a good source of calcium. Milk products can also be a major source of fat, so food companies offer many good-tasting milk products that are lower in fat.

Don't forget the "5–20" rule when looking at fat content on the Nutrition Facts label of milk products. 5% daily value (DV) or less means the product is low in fat, and 20% DV or higher means the product is high in fat. When it comes to fat, you want to choose foods that are low on the % DV, not high.

Read the Nutrition Facts label and ingredient list, and fill in the chart.

Milk Products	2% Milk	Fat-free milk	Regular cheddar cheese	Reduced-fat cheddar cheese	Regular cottage cheese	Fat-free cottage cheese	Regular cream cheese	Reduced-fat cream cheese	Whole-milk yogurt	Fat-free yogurt
1. What are the total fat grams per serving?										
2. What is the percent daily value (%DV) of fat per serving?										

3. Of these milk products, which should you choose more often based on fat content?

Fat-free milk	or	2% milk
Regular cheddar cheese	or	Reduced-fat cheddar cheese
Regular cottage cheese	or	Fat-free cottage cheese
Reduced-fat cream cheese	or	Regular cream cheese
Whole-milk yogurt	or	Fat-free yogurt

Why?

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---

## Packaging and placement

4. What words on the milk product package tell you whether the product is low in fat?

---

5. What are some techniques that companies use to decorate the packages of milk products?

---

6. What clues on the package help you figure out the main target audience?

---

7. Name one interesting fact you learned about milk products. You can think about the nutrition content, packaging, or the location of the milk products in the store.

---

**Bonus:** See if you can find calcium on the Nutrition Facts label. Calcium is important for healthy teeth and bones. Pick two of the products you just looked at and answer the questions below:

Name of product 1 \_\_\_\_\_

Is the % DV for calcium 5 or less or 20 or more? (circle one)

Name of product 2 \_\_\_\_\_

Is the % DV for calcium 5 or less or 20 or more? (circle one)

You'll learn more about calcium in Lesson 8.

**Congratulations! You have finished the Milk and Milk Products Scavenger Hunt!**





# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. Next time you're in the grocery store, look for snacks in the grocery store that are low in total fat and added sugar, and that include fruits, vegetables, and whole grains.
2. Read the Nutrition Facts labels to figure out what nutrients are in the foods and drinks you like.
3. Notice where food and drinks are placed on store shelves.
4. Talk with a family member or friend about the Nutrition Facts labels and how the placement of foods and drinks on grocery shelves affects your decisions about what to buy.

## Take Home A New Snack: Eating Right...Quick

Here's a list of ready-to-eat snack foods. Try them at home with your family and friends.

### What's In It?

Any quick, ready-to-eat food, such as:

- Bananas
- Baby carrots
- Part-skim string cheese
- Small boxes of raisins
- Fig bars
- Frozen fruit bars
- Single-serving 100-percent fruit juice
- Low-fat yogurt "tubes" (frozen, if desired)
- Small bottles of water/seltzer

### How to Put It Together

- Grab one or two of these ready-to-eat foods for a quick and healthy snack.

Bonus: All of these snacks are low in fat. Part-skim string cheese and yogurt are also good sources of calcium!

# Facilitator's Guide to the Scavenger Hunt

## Option 2

### Breakfast Cereal

The key issues to think about in the breakfast cereal section are:

- Added sugar
- Presence of whole grains
- Fiber
- Packaging

Youth should look at boxes of breakfast cereal, read the ingredient lists, read the Nutrition Facts labels, and either discuss or write down the answers to the questions on the *Scavenger Hunt Guide: Breakfast Cereal* sheets.

- ☞ **Best Options:** Breakfast cereals that are made with whole grains and that are low in added sugar

### Bread

The key issues to think about in the bread section are:

- Presence of whole grains
- Fiber
- Packaging

Youth should look at the breads, read the ingredient lists, read the Nutrition Facts labels, and either discuss or write down the answers to the questions on the *Scavenger Hunt Guide: Bread* sheets.

- ☞ **Best Options:** Whole grain breads that are high in fiber

### Milk and Milk Products

The key issues to think about in milk products are:

- Availability of fat-free or low-fat milk products

Youth should look at the milk products, read the ingredient lists, read the Nutrition Facts labels, and either discuss or write down the answers to the questions on the *Scavenger Hunt Guide: Milk and Milk Products* sheets.

- ☞ **Best Bets:** Low-fat and fat-free milk products

**Optional:** If there's time, another important thing to look for in the milk products section is calcium. Most milk products are rich in calcium. While youth are looking at fat content on the label, you can point out that milk products often have more than 20% DV of calcium. Note that they will learn more about calcium in Lesson 8.

## Facilitator's Guide to the Scavenger Hunt Option 2

# Where to Find Serving Size, Fat, Fiber, and Sugar on a Nutrition Facts Label

Toasted Whole Grain Oat Cereal

**Serving Size** →

**Total Fat** →

**Fiber** →

**Sugar** →

**Ingredients list for "whole grain" and "sugar" words** →

<b>Nutrition Facts</b>	
Serving Size 1 cup (30g)	
Servings Per Container About 14	
Amount Per Serving	
<b>Calories 110</b>	Calories from Fat 20
	% DV*
<b>Total Fat 2g</b>	<b>3%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	<b>0%</b>
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 210mg</b>	<b>9%</b>
<b>Total Carbohydrate 22g</b>	<b>7%</b>
Dietary Fiber 3g	<b>11%</b>
Sugars 1g	
<b>Protein 3g</b>	
Vitamin A 10%	• Vitamin C 10%
Calcium 10%	• Iron 45%
*Percent Daily Values (DV) are based on a 2,000 calorie diet.	

**INGREDIENTS:** WHOLE GRAIN OATS (INCLUDES THE OAT BRAN), MODIFIED CORN STARCH, CORN STARCH, SUGAR, SALT, CALCIUM CARBONATE, OAT FIBER, TRIPOTASSIUM PHOSPHATE, WHEAT STARCH, VITAMIN E (MIXED TOCOPHEROLS) ADDED TO PRESERVE FRESHNESS. **VITAMINS AND MINERALS:** IRON AND ZINC (MINERAL NUTRIENTS), VITAMIN C (SODIUM ASCORBATE), A B VITAMIN (NIACINAMIDE), VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B2 (RIBOFLAVIN), VITAMIN B1 (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), VITAMIN B12, VITAMIN D.



# Scavenger Hunt Guide: Breakfast Cereal Option 2

Today you're going on a scavenger hunt for information. Visit the breakfast cereal station and answer the questions below.

Key things to look for in your

- Whole grains
- Fiber
- Added sugar
- Packaging



### What is a gram?

- The Nutrition Facts Label uses two metric units to measure weight—grams (g) and milligrams (mg).
- These measurements tell you exactly how much of each nutrient is in a serving.
- Grams and milligrams are very small:  
1gram is about the weight of a paper clip and 1,000 mg =1g.

## Nutrition Information

Don't forget the "5–20" rule when looking at fiber content on Nutrition Facts label of breakfast cereals. 5% daily value (DV) or less means the product is low in fiber, and 20% DV or higher means the product is high in fiber.

Read the Nutrition Facts labels and ingredient lists for the two cereals, and fill in the chart.

Whole Grains	Sweetened, corn- or rice-based cereal NAME:	Unsweetened, wheat-based cereal NAME:
1. How much fiber is there per serving? (Look under "Total Carbohydrate" on the Nutrition Facts label.)	GRAMS:	GRAMS:
	% DV:	% DV:
2. How many different words for "whole grains" are in the list of ingredients? Look for: Whole wheat, whole grain oats, barley, and whole corn.		

3. Which cereal has more "whole grain" words on the ingredient list?

\_\_\_\_\_

4. Compare grams of fiber and the % DV for the cereals you listed above. Which cereal has more fiber? \_\_\_\_\_

\_\_\_\_\_

Choose someone in your group to read this paragraph out loud:



Dietary fiber is important because it helps keep the digestive system healthy. Whole grains are an important source of the fiber your body needs. When you're choosing a grain food like breakfast cereal, remember: The higher the number of grams of fiber per serving, the better.

Added Sugars	Sweetened cereal:	Unsweetened cereal:
<p>5. There are many different ways to say "sugar." How many different "sugar" words can you find in the list of ingredients? Look for: Sugar, brown sugar, high fructose corn syrup, corn sweetener, dextrose, fruit juice concentrate, malt syrup, maltose, honey, brown sugar molasses, and malted corn and barley syrup.</p>		
<p>6. How many grams of sugar are in each serving? (Look under "Total Carbohydrate" on the Nutrition Facts label.)</p>		

7. Which cereal has more "sugar" words on the ingredient list?

\_\_\_\_\_

8. Which cereal has fewer grams of sugar?

\_\_\_\_\_

### Packaging

9. What are some techniques that companies use to decorate cereal boxes? \_\_\_\_\_

\_\_\_\_\_

10. What clues help you figure out the main target audience for a particular brand of cereal?

\_\_\_\_\_

\_\_\_\_\_

**Congratulations! You have finished the Breakfast Cereal Scavenger Hunt!**



# Scavenger Hunt Guide:

## Bread Option 2

Today you're going on a scavenger hunt for information. Visit the bread station and answer the questions below.

### Key things to look for in your search

- Whole grains versus refined grains
- Fiber
- Availability of different varieties of bread
- Packaging



### Nutrition Information

Don't forget the "5-20" rule when looking at the fiber content on Nutrition Facts label of breads. 5% daily value (DV) or less means that the product is low in fiber, and 20% DV or higher means the product is high in fiber.

Read the Nutrition Facts labels and ingredient lists, and fill in the chart.

#### What is a gram?

- The Nutrition Facts Label uses two metric units to measure weight—grams (g) and milligrams (mg).
- These measurements tell you exactly how much of each nutrient is in a serving.
- Grams and milligrams are very small: 1 gram is about the weight of a paper clip and 1,000 mg = 1g.

Breads	White bread	Whole-grain bread
	BRAND NAME: _____	BRAND NAME: _____
1. How many words that mean "whole grains" can you find on the ingredient list? Look for: Whole wheat, whole-grain oats, bulgur, whole rye, and whole-grain corn.		
2. How many words that mean "refined grains" can you find on the ingredient list? Look for: Unbleached flour, wheat flour, enriched flour, and degerminated corn meal.		
3. How much fiber is there per serving? (Look under "Total Carbohydrate" on the Nutrition Facts label.)	GRAMS:	GRAMS:
	% DV:	% DV:

Choose someone in your group to read this paragraph out loud:



Breads made from whole grains have a higher amount of fiber than breads made from refined grains, such as white flour. Dietary fiber is important because it helps keep the digestive system healthy. Whole grains are an important source of the fiber your body needs. When you're choosing a grain food like bread, remember: The higher the number of grams of fiber per serving, the better.

4. Which bread has more “whole grain” words on the ingredient list? \_\_\_\_\_

\_\_\_\_\_

5. Which bread has more “refined grain” words on the ingredient list?

\_\_\_\_\_

6. Compare grams of fiber and the % DV for the breads you listed above. Which bread offers more fiber?

\_\_\_\_\_

7. What type of bread do you and other young people you know usually eat?

\_\_\_\_\_

8. Think of and write down one sandwich idea that uses whole-grain bread.

\_\_\_\_\_

\_\_\_\_\_

**Congratulations! You have finished the Bread Scavenger Hunt!**



# Scavenger Hunt Guide: Milk and Milk Products Option 2

Today you're going on a scavenger hunt for information. Visit the milk and milk products station and answer the questions below.

### Key things to look for in your search

- Low-fat or fat-free milk products
- Calcium



#### What is a gram?

- The Nutrition Facts Label uses two metric units to measure weight—grams (g) and milligrams (mg).
- These measurements tell you exactly how much of each nutrient is in a serving.
- Grams and milligrams are very small:  
1 gram is about the weight of a paper clip and 1,000 mg = 1g.

## Nutrition Information

Choose someone in your group to read this paragraph out loud:



People like milk products for a lot of reasons. They taste good, you can have them at any time of the day, and they are a good source of calcium. Milk products can also be a major source of fat, so food companies offer many good-tasting milk products that are lower in fat.

Don't forget the "5–20" rule when looking at fat content on the Nutrition Facts label of milk products. 5% daily value (DV) or less means the product is low in fat, and 20% DV or higher means the product is high in fat. When it comes to fat, you want to choose foods that are low on the % DV, not high.

Read the Nutrition Facts label and ingredient list, and fill in the chart.

Milk Products	2% Milk	Fat-free milk	Regular cheddar cheese	Low-fat cheddar cheese
1. What are the total fat grams per serving?				
2. What is the percent daily value (% DV) of fat per serving?				



3. Of these milk products, which should you choose more often based on fat content?

2% milk	or	Fat-free milk
Low-fat cheddar cheese	or	Regular cheddar cheese

Why?

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## Packaging

4. What words on the milk product package tell you whether the product is low in fat?
- 

5. What are some techniques that companies use to decorate the packages of milk products?
- 

6. What clues on the package help you figure out the main target audience?
- 

**Bonus: See if you can find calcium on the Nutrition Facts label. Calcium is important for healthy teeth and bones. Pick two of the products you just looked at and complete the questions below:**

Name of product 1 \_\_\_\_\_

Is the % DV for calcium 5 or less or 20 or more? (circle one)

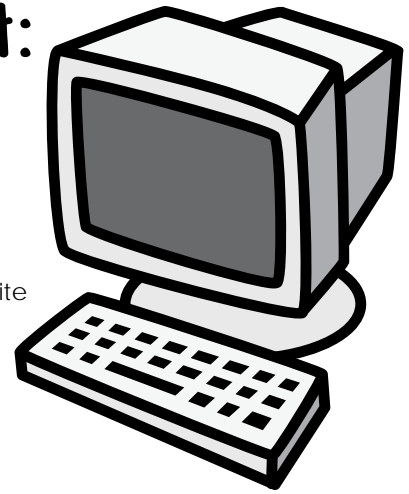
Name of product 2 \_\_\_\_\_

Is the % DV for calcium 5 or less or 20 or more? (circle one)

You'll learn more about calcium in Lesson 8.

**Congratulations! You have finished the Milk and Milk Products Scavenger Hunt!**

# Optional Internet Scavenger Hunt: Nutrition



Take your nutrition knowledge to the next level with this Web site Scavenger Hunt. Sometimes you'll get the name of the Web site to visit, but you must still dig deeper to find the answers. Other times, you'll be on your own and will need to use your favorite search engine to find a site that has the answer you need. If you have several computers available, divide into groups.

Good luck!



Name five cookbooks for youth. Try <http://www.usda.gov/news/usdakids/index.html> (go to the "Team Nutrition" page) for ideas.

1. \_\_\_\_\_ 4. \_\_\_\_\_
2. \_\_\_\_\_ 5. \_\_\_\_\_
3. \_\_\_\_\_



Find the fat and calorie content of the following foods from a fast-food restaurant:

RESTAURANT NAME: \_\_\_\_\_

	Sausage, egg and cheese breakfast sandwich	Hamburger	Cheeseburger	Small fries	Large fries	Your favorite fast-food dessert
Total fat						



Search for a recipe for homemade salsa. Write it out below:

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---



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Search for the three main ingredients for "Ants on a Log" and write them below.

1. \_\_\_\_\_ 3. \_\_\_\_\_
2. \_\_\_\_\_



Find the names (or Web site addresses) of three nutrition Web sites for youth other than the one listed on this handout:

1. \_\_\_\_\_ 3. \_\_\_\_\_
2. \_\_\_\_\_

Congratulations! You have finished the Internet Nutrition Scavenger Hunt!



# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. Next time you're in the grocery store, look for snacks that are low in total fat and added sugar such as fruits, vegetables, and foods with whole grains.
2. Read the Nutrition Facts labels to figure out what nutrients are in the foods and drinks you like.
3. Talk with a family member or friend about how the Nutrition Facts labels and the packaging of the products affect your decisions about what to buy.

## Take Home A New Snack: Eating Right...Quick as a Flash!

Here's a list of ready-to-eat snack foods. Try them at home with your family and friends.

### What's In It?

Any quick, ready-to-eat food, such as:

- Bananas
- Baby carrots
- Part-skim string cheese
- Small boxes of raisins
- Fig bars
- Frozen fruit bars
- Single-serving, 100-percent fruit juice
- Low-fat yogurt "tubes" (frozen, if desired)
- Small bottles of water/seltzer

### How to Put It Together

- Grab one or two of these ready-to-eat foods for a quick and healthy snack.

Bonus: All of these snacks are low in fat. Part-skim string cheese and low-fat yogurt are good sources of calcium!

# Omission Mission

## Script Starter

Your mission is to create a 30-second radio advertisement for Happy Rectangles cereal. Your group will have one specific fact it must leave out of the ad. Except for this one fact, your ad should include all the other information below about Happy Rectangles. When you are done, rehearse your script with your group so that you can present it to the other group.

Group members' names: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Sponsor of this ad: \_\_\_\_\_

The name of our product: *HAPPY RECTANGLES CEREAL*

*HAPPY RECTANGLES CEREAL* is:

- o Made from corn and oats
- o A fun, 3-D rectangle shape
- o High in added sugar
- o Fortified with eight vitamins and minerals



Our advertisement's target audience: *YOUNG PEOPLE AND THEIR PARENTS*

Our advertisement's purpose: *TO PERSUADE PEOPLE TO BUY HAPPY RECTANGLES*

The fact that we will omit from our advertisement is:

**SCRIPT:**

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*If you need more room to write, use the back of this page.*



# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. The next time you use media—such as watching TV or a movie—look for product placement.
2. Tell your parents or other family members about the product you saw placed in the media you were using. Ask them to look for product placement the next time they use media, too. If they need help, explain product placement to them. You can also make this activity into a game: the next time you and a parent or family member are watching TV or using other media, have a contest to see who can be the first to find an example of product placement.

## Take Home a New Snack: Food-Group Mania

Here's the recipe from today's snack. Try it at home with your family and friends.

### What's In It?

- Fat-free or low-fat cottage cheese, or low-fat or reduced-fat cream cheese or Neufchatel cheese
- Whole-wheat English muffins or rice cakes (if these are not available in your local stores, look for other whole-grain substitutes)
- Bananas
- Other fresh or dried fruit that the group likes (such as apricots, apples, raisins, or cranberries)

### How to Put It Together

- Spread cottage cheese or cream cheese on a rice cake or an English muffin.
- Top with sliced bananas or other fruit.

Bonus: The whole-wheat English muffin you are eating is a whole-grain food, and the cottage cheese contains calcium!

# Your Attention, Please

OUR BILLBOARD TOPIC IS:     SMART SNACKING

CALCIUM, PHYSICAL  
ACTIVITY, AND STRONG

BONES

OUR MESSAGE IS: \_\_\_\_\_

WE WILL USE THESE TECHNIQUES TO GRAB PEOPLE'S ATTENTION:

DRAW A ROUGH SKETCH OF YOUR BILLBOARD IN THE SPACE BELOW:



# NUTRITION FACTS LABELS\*\*

Below are Nutrition Facts labels for a variety of foods. Photocopy and cut out these labels to use in Activity A.

## BROCCOLI, COOKED

Nutrition Facts		
Serving Size 1/2 cup (92g)		
Servings Per Container 6		
Amount Per Serving		
Calories	25	
		%Daily Value*
Total Fat	0g	0%
Saturated Fat	0g	0%
Cholesterol	0mg	0%
Sodium	20mg	1%
Total Carbohydrate	5g	2%
Dietary Fiber	3g	11%
Sugars	1g	
Protein	3g	
Vitamin A	35%	• Vitamin C 60%
Calcium	4%	• Iron 4%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.

## BURRITO, BEAN

Nutrition Facts		
Serving Size 1 burrito (198g)		
Servings Per Container 1		
Amount Per Serving		
Calories	380	Calories from Fat 110
		%Daily Value*
Total Fat	12g	18%
Saturated Fat	4g	20%
Cholesterol	10mg	3%
Sodium	1100mg	46%
Total Carbohydrate	55g	18%
Dietary Fiber	13g	52%
Sugars	3g	
Protein	13g	
Vitamin A	45%	• Vitamin C 0%
Calcium	15%	• Iron 15%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.

## ORANGE JUICE

Nutrition Facts		
Serving Size 8 fluid ounces (249g)		
Servings Per Container 8		
Amount Per Serving		
Calories	110	
		%Daily Value*
Total Fat	0g	0%
Saturated Fat	0g	0%
Cholesterol	0mg	0%
Sodium	0mg	0%
Total Carbohydrate	26g	0%
Dietary Fiber	0g	0%
Sugars	22g	
Protein	1g	
Vitamin A	0%	• Vitamin C 50%
Calcium	2%	• Iron 0%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.

## CALCIUM-FORTIFIED ORANGE JUICE

Nutrition Facts		
Serving Size 8 fluid ounces (249g)		
Servings Per Container 8		
Amount Per Serving		
Calories	110	
		%Daily Value*
Total Fat	0g	0%
Saturated Fat	0g	0%
Cholesterol	0mg	0%
Sodium	0mg	0%
Total Carbohydrate	26g	0%
Dietary Fiber	0g	0%
Sugars	22g	
Protein	2g	
Vitamin A	0%	• Vitamin C 180%
Calcium	35%	• Iron 0%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.

# NUTRITION FACTS LABELS

## YOGURT, LOW-FAT WITH FRUIT

Nutrition Facts		
Serving Size 1 Cup (245g)		
Servings Per Container 1		
Amount Per Serving		
Calories	280	Calories from Fat 70
		%Daily Value*
Total Fat	7g	11%
Saturated Fat	4.5g	24%
Cholesterol	25mg	8%
Sodium	150mg	6%
Total Carbohydrate	44g	15%
Dietary Fiber	0g	0%
Sugars	38g	
Protein	9g	
Vitamin A	4%	• Vitamin C 20%
Calcium	35%	• Iron 4%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.

## RICE, PLAIN, BOILED

Nutrition Facts		
Serving Size 1/2 cup (88g)		
Servings Per Container 8		
Amount Per Serving		
Calories	100	
		%Daily Value*
Total Fat	0g	0%
Saturated Fat	0g	0%
Cholesterol	0mg	0%
Sodium	0mg	0%
Total Carbohydrate	22g	7%
Dietary Fiber	0g	0%
Sugars	0g	
Protein	2g	
Vitamin A	0%	• Vitamin C 0%
Calcium	0%	• Iron 6%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.

## FAT-FREE MILK

Nutrition Facts		
Serving Size 8 fluid ounces (245g)		
Servings Per Container 8		
Amount Per Serving		
Calories	90	
		%Daily Value*
Total Fat	0g	0%
Saturated Fat	0g	0%
Cholesterol	<5mg	0%
Sodium	125mg	5%
Total Carbohydrate	12g	4%
Dietary Fiber	0g	0%
Sugars	11g	
Protein	8g	
Vitamin A	10%	• Vitamin C 4%
Calcium	30%	• Iron 0%

\* Percent Daily Values (DV) are based on a 2,000 calorie diet.

\*\* From: U.S. Department of Agriculture Food & Nutrition Service (2003). *The Power Of Choice: Helping Youth Make Healthy Eating and Fitness Decisions, A Leader's Guide*. (USDA Publication No. FNS-323). [http://www.fns.usda.gov/tn/Resources/Power\\_of\\_Choice.html](http://www.fns.usda.gov/tn/Resources/Power_of_Choice.html).



# CALCIUM COUNTER

Food	Food Label Serving Size	% DV Calcium
<b>MILK GROUP</b>		
Fat-free or low-fat milk	1 cup (8 fluid ounces)	30%
Fat-free or low-fat yogurt	1 cup	35%
Low-fat milkshake	1 cup	25%
Fat-free or reduced-fat cheese	1 oz.	20%
Low-fat pudding	1/2 oz.	10%
Fat-free or low-fat cottage cheese	1/2 oz.	6%
<b>GRAIN GROUP</b>		
Waffles	2 waffles	20%
Pancakes	3 pancakes	20%
Calcium-fortified bread	1 slice	8%
Corn tortillas	3 medium	8%
<b>FRUIT AND VEGETABLE GROUP</b>		
Broccoli	1/2 cup	4%
Collard greens	1/2 cup	20%
Bok choy (also called pak choi)	1/2 cup	10%
Potato	1 medium	2%
Calcium-fortified orange juice	1 cup	30%
Regular orange juice	1 cup	2%
Figs, dried	1 figs	6%
<b>MEAT AND BEAN GROUP</b>		
Chili with beans	1 cup	10%
Baked beans	1/2 cup	8%
Dry roasted almonds	1/4 cup	10%
Scrambled eggs	2 eggs	8%
Peanut butter	2 tablespoons	0%
<b>MIXED DISHES</b>		
Cheese pizza, 12"	2 slices	25%
Macaroni and cheese	1 cup	25%
Soup prepared with milk	1 cup	15%
Lasagna	1 cup	25%

Adapted from: Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration. (2002). *Calcium! Do You Get It? A Calcium Education Program for Girls Ages 11–14. Leader's Guide*. Section V: Calcium Sources, ([www.cfsan.fda.gov/~dms/ca-5.html](http://www.cfsan.fda.gov/~dms/ca-5.html)) and appendices: Calcium Scorecard ([www.dvsan.fda.gov/~dms/ca-a2.html](http://www.dvsan.fda.gov/~dms/ca-a2.html)). Obtained: November 2, 2004.

For more information on the calcium content of foods go to Appendices B-4 and B-5 of the Dietary Guidelines for Americans at <http://www.health.gov/dietaryguidelines/dga2005/document/html/appendixB.htm>.



# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. The next time you want a snack, check out the Nutrition Facts label and see if the snack is a good source of calcium (at least 20% DV).
2. Tell your parents or other family members about the importance of calcium and weight-bearing physical activity to strong bones. Talk about it during a walk together or while enjoying a sundae made with fat-free or low-fat frozen yogurt. Show them how to figure out if a food is a good source of calcium using the Nutrition Facts label.
3. Take the *Scavenger Hunt: Digging for Calcium* sheet with you the next time you go to the grocery store with a parent or family member.

## Take Home a New Snack: Bone-Building Sundaes and More

Here's the recipe from today's snack. Try it at home with your family and friends.

### What's In It?

- Low-fat or fat-free yogurt or soy yogurt (vanilla or fruit flavored)
- Canned or fresh fruit (such as peaches, strawberries, cantaloupe, banana, grapes, apples, pears, or pineapple)

### How to Put It Together

- Put 1/2 cup of yogurt or soy yogurt in a bowl.
- Top with fruit.

Bonus: The yogurt is a good source of calcium!

Try these other calcium-containing snacks:

- Almonds and fruit
- Low-fat or reduced-fat cheese and whole-wheat pita bread
- Calcium-fortified orange juice



## Extra Take-Home Activity

# Scavenger Hunt Guide: Digging for Calcium

**Note:** The next time you're at a grocery store with a parent or family member, take this scavenger hunt guide along with you to search for foods and drinks that are sources of calcium.

### Step 1 FIND SOURCES OF CALCIUM IN MILK PRODUCTS

**Read this paragraph out loud:**

Many milk products are good sources of calcium. On the Nutrition Facts label, calcium is listed as a percentage of the daily value (% DV). To figure out how many milligrams of calcium a food has, add a 0 (zero) to the end of the % DV listed on the label. For example, a food with 20% DV of calcium has 200 milligrams of calcium in it. Don't forget the "5-20" rule when looking at the Nutrition Facts label. 5% DV or less means the product is low in calcium, and 20% DV or more means the product is high in calcium.

Young people ages 9 through 18 should get 1,300 milligrams of calcium a day, so they should choose foods that add up to 130% DV of calcium. It is best to eat calcium-rich foods that are low in fat.

### Nutrition Information

**What is a gram ?**

- The Nutrition Facts label uses two metric units to measure weight—grams (g) and milligrams (mg).
- These measurements tell you exactly how much of each nutrient is in a serving.
- Grams and milligrams are very small:  
1 gram is about the weight of a paper clip and 1,000 mg = 1g.

Read the Nutrition Facts label and ingredient list, and fill in the chart.

Questions	Whole milk	Fat-free milk	Cheddar cheese	String cheese	Plain fat-free yogurt	Yogurt with fruit flavor	Cottage cheese
<b>1.</b> What is the % DV of calcium per serving?							
<b>2.</b> How many milligrams of calcium does this food have? (HINT: just add a zero to the % DV.)							

3. Of the milk products listed above, which are considered "high" in calcium (contain 20% DV or more)?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## STEP 2: FIND SOURCES OF CALCIUM IN NON-DAIRY FOODS

### Read this paragraph out loud:

Not everyone likes milk, yogurt, or cheese. Some people have trouble digesting these foods, and others may choose not to eat or drink them. Young people who do not or cannot have milk or milk products still need plenty of calcium. To help people get enough calcium, food companies are adding calcium to certain foods that don't contain it naturally.

**A: Go to the SOY DRINKS SECTION.** You might find soy drinks located in the dairy or breakfast cereal aisle. If you can't find soy drinks, ask someone who works in the store to tell you where they are (if the store does not have a soy drinks section, skip to question #5).

4. Do all of the soy drinks have added calcium? Yes                  No  
What clues on the package tell you that calcium may be added?

\_\_\_\_\_

### B: Go to the BREAD SECTION

5. Write the names of two brands of bread that have added calcium.  
1. \_\_\_\_\_ 2. \_\_\_\_\_

What clues on the package tell you that calcium may be added to bread?

\_\_\_\_\_

### C: Go to the JUICE SECTION (frozen or fresh)

6. Write the names of two brands of orange juice that have added calcium.  
1. \_\_\_\_\_ 2. \_\_\_\_\_

What clues on the package tell you that calcium may be added to orange juice?

\_\_\_\_\_

**STEP 3: DON'T FORGET ABOUT OTHER NON-DAIRY FOODS THAT CONTAIN SMALL AMOUNTS OF CALCIUM!**

See if you can find any of these foods in the grocery store. Check the Nutrition Facts labels to see how much calcium they contain:

- Canned sardines or salmon with bone
- Collard greens
- Spinach
- Blackstrap molasses
- Bok choy (Chinese cabbage, also called pak choi)
- Canned white beans

***Congratulations! You have finished the Digging for Calcium Scavenger Hunt!***

## Choosing Specific Actions for the *Big Production*

Nutrition		
Main Nutrition Ideas (These are general actions.)	Your Specific Actions Go Here	Specific Action Examples
Have fruits and vegetables each day.		Put blueberries or other fruit on your cereal in the morning.
Have whole-grain foods each day.		Make your next sandwich on 100-percent whole-wheat bread.
Cut back on fat.		Have a baked potato instead of fries.
Cut back on added sugar.		Split a candy bar with your friend instead of eating it all on your own.
Have foods and drinks with calcium each day.		Drink a tasty low-fat yogurt smoothie for a calcium-filled snack.

Physical Activity		
Main Physical Activity Ideas (These are general actions.)	Your Specific Actions Go Here	Specific Action Examples
Be physically active each day.		Take the stairs instead of the elevator.
Add some "I can't believe it's physical activity" activities into your week.		The next time it snows, have a snowball fight with your friends.
Try new physical activities that you've never done before.		Pick a new sport—such as tennis—and play it with a friend.
Make physical activity a part of everyday life.		If you love to dance, put music on and dance every day.



# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. The next time you want to try a new physical activity, think about how it fits into your life. What helpers and obstacles do you see?
2. Tell your parents or other family members what you learned about. Ask them to take the same action. If they need to be convinced, think together about the ways they can make it easy and appealing—  
and therefore more likely—to do.

## Take Home a New Snack: Pop it!

Here's the recipe from today's snack. Try it at home with your family and friends.

### What's In It?

- Air-popped popcorn or low-fat microwave popcorn
- Non-stick cooking spray
- A variety of spices and toppings; some ideas include:
  - Parmesan cheese
  - Dill
  - Oregano
  - Pepper
  - Garlic powder
  - Chili powder
  - Lemon pepper
  - Paprika
  - Italian herb seasoning

### How to Put It Together

- Pop the popcorn in the microwave or in an air-popper.
- Pour into a large bowl.
- Spray popcorn with the cooking spray.
- Add two or three of the suggested toppings.

TRY different combinations such as:

- Pizza popcorn: Parmesan cheese, oregano, and Italian herb seasoning
- Lemony dill popcorn: Lemon pepper and dill
- Spicy popcorn: Parmesan cheese, garlic powder, and chili powder

Bonus: Popcorn is a whole-grain food!

# ROLE GAME

Directions: Photocopy this sheet and cut along the dotted lines so that each role and each definition is on a separate slip of paper. Divide the slips of paper into two piles—one for “roles” and the other for “definitions.” During the activity, you will divide the youth into two groups and give one group the roles and the other the definitions.

Producer	This person oversees the entire production project and makes sure everyone is doing his or her job as planned.
Director	This person directs actors, actresses, and the technical crew and supervises rehearsals and performances.
Editor	This person reviews, edits, and completes the script or puts together video and audio footage.
Talent	This person performs a role in the production.
Scriptwriter	This person writes the words that the talent or narrator speaks during a production.
Cameraperson	This person is in charge of recording performances for a video production.
Grip	This person is an assistant to the cameraperson and handles cords, lights, and microphones.
Music Director	This person composes, performs, or selects music to be used in the production.
Art Director	This person decides how a print production will look and supervises the designers who create it.
Reporter	This person interviews people to create stories about a particular issue or event.
Set/Prop Designer	This person decides how the scenery in the production should look and what types of props (objects such as a coffee cup, book, etc.) are needed.
Set Builder	This person builds the scenery.
Graphic Designer	This person designs pages for either print or online production projects.
Emcee	This person hosts a live event.





# TAKE HOME A NEW IDEA!

Share your new Media-Smart Youth smarts with your family and friends:

1. The next time you use media at home, try to figure out what went into the pre-production and post-production phases of that media product.
2. Tell a family member or friend about the 3 Ps of Production. Tell them about your *Big Production*, too.

## Take Home a New Snack: Dip it!

Here's the recipe from today's snack. Try it at home with your family and friends.

### What's In It?

- Whole-wheat pita bread and whole-wheat tortillas, cut into triangles (if these are not available in your local stores, look for other whole-grain substitutes)
- Hummus
- Salsa
- Bean dip

### How to Put It Together

- Arrange the pita bread and tortilla triangles on paper plates.
- Put a spoonful of each dip on the plates.
- Try bread/tortilla and dip combinations you may not have had before.

Bonus: The pita bread and tortillas you are eating are whole-grain foods!