



Advertising to Kids

Protect your child from advertising

- Pay attention to what your child may be seeing. Point out when commercials are encouraging them to buy a product. For example, a catchy tune might make a food seem 'fun' or a sports star might make a product 'cool'.
- Limit the amount of time your children watch TV or use other media. The more times a child sees an ad, the more likely he is to want the product.
- Don't forget about other media. Marketing messages for less nutritious foods show up on social networking and video sharing sites, on the internet, and in movies.



Photo credit: Pixabay.com

For more information, please contact
your county UW-Extension office:

<http://counties.uwex.edu>

Advertising: Why does it matter?

Children are bombarded with food advertising through TV, Internet games, text messages, and other media. And they're more likely to see an ad for a sugary breakfast pastry or salty snack than for fresh fruit or low-fat milk. Advertising works. Research shows that children are more likely to pester their parents to buy a food or eat a food that they see advertised.

Advertising can have a powerful effect on children's attitudes, behaviors and health. Help your child understand advertising so they can make better food choices.

(Food) Packages, Placement and Persuasion

Advertising through media such as the TV isn't the only advertising that affects children's food choices. Check out the displays, signs and packages at a convenience store where your child might stop for an after-school snack or to meet friends. Pay attention to where foods are placed in grocery stores. There's a good chance that the energy drinks, sugary baked goods, salty snacks and candy are easy to find and hard to resist.



Photo credit: Pixabay.com

How do you get your children to choose the foods that you want them to eat?

- Point out how ads encourage us to buy a product when you're watching TV or at the store with your child. For example, bright colors, cartoon characters or sports celebrities get children's attention.
- Talk with your children about their choices at the local convenience store and encourage them to make healthy choices.
- At the grocery store let your children choose from foods you want them to eat.

Source: US Department of Health and Human Services, *Media Smart Youth*

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Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

For any other information dealing with Supplemental Nutrition Assistance Program (SNAP) issues, persons should either contact the USDA SNAP Hotline Number at (800) 221-5689, which is also in Spanish or call the [State Information/Hotline Numbers](#) (click the link for a listing of hotline numbers by State); found online at http://www.fns.usda.gov/snap/contact_info/hotlines.htm.

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Wisconsin Nutrition Education Program is supported by the USDA Supplemental Nutrition Assistance Program (SNAP), UW-Extension, FoodShare Wisconsin, and local partners. In Wisconsin, FoodShare can help provide a healthy diet. To find out more about FoodShare, call 1-800-362-3002 or go to <http://access.wisconsin.gov>.

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