

CHOOSE HEALTHY

You've seen the Find Your Balance posters hanging up around your school! You have the option to cut out pictures of foods that make you balanced, and use them to make your creative campaign.

Now it's your turn to spread the word! Get other students talking about what it means to be HEALTHY. Use your imagination to create a campaign that shows how you stay balanced.

The following pages give you examples of campaigns to help you get started. In addition, you will find images of fruits, vegetables, low-fat and high fiber foods. You have the option to cut out the foods that make you balanced, and use them to make your creative campaign.

Maybe your campaign will be included in the next round of posters hanging up in your school.



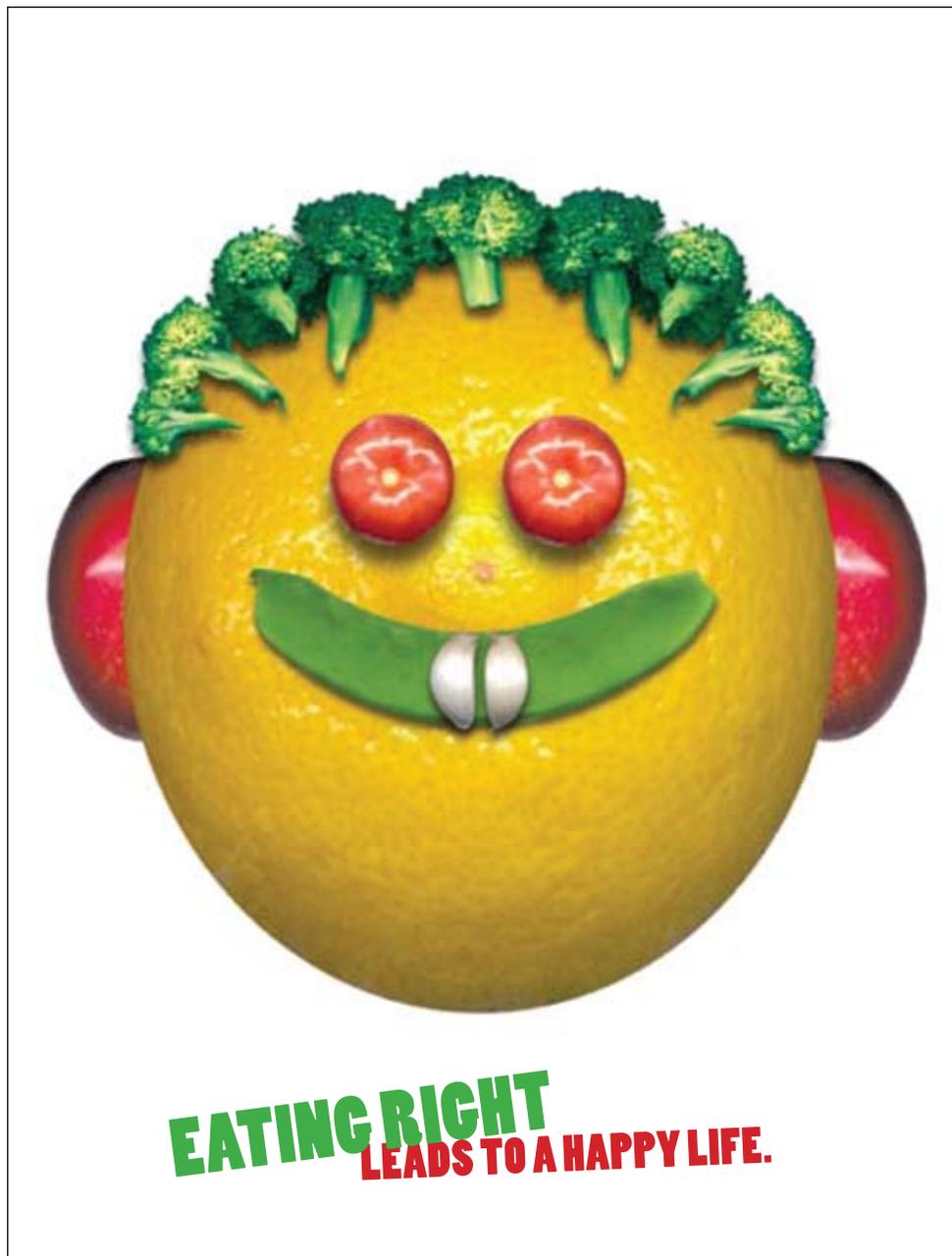
With each example provided hold a discussion with the class and list various examples of each that the students have viewed in their community.

Teacher Reads:

“Think of some various magazine ads that stick in your mind. Let’s look at a few examples (*examples provided by teacher or by healthy staff*). What is this advertisement selling? Is the ad very busy with lots of color and images or is it very simple? What is appealing about this ad (*colors, image, people, words/phrases, style...*)?”

After discussing a few ads return to the text at the bottom of the FLASH Materials booklet.

MAG YOUR AD



What's your favorite magazine? Think of the ads you've seen in the magazine. Ever think you could make one? Now's your chance! What would you do if you could create an ad to put in your favorite magazine?

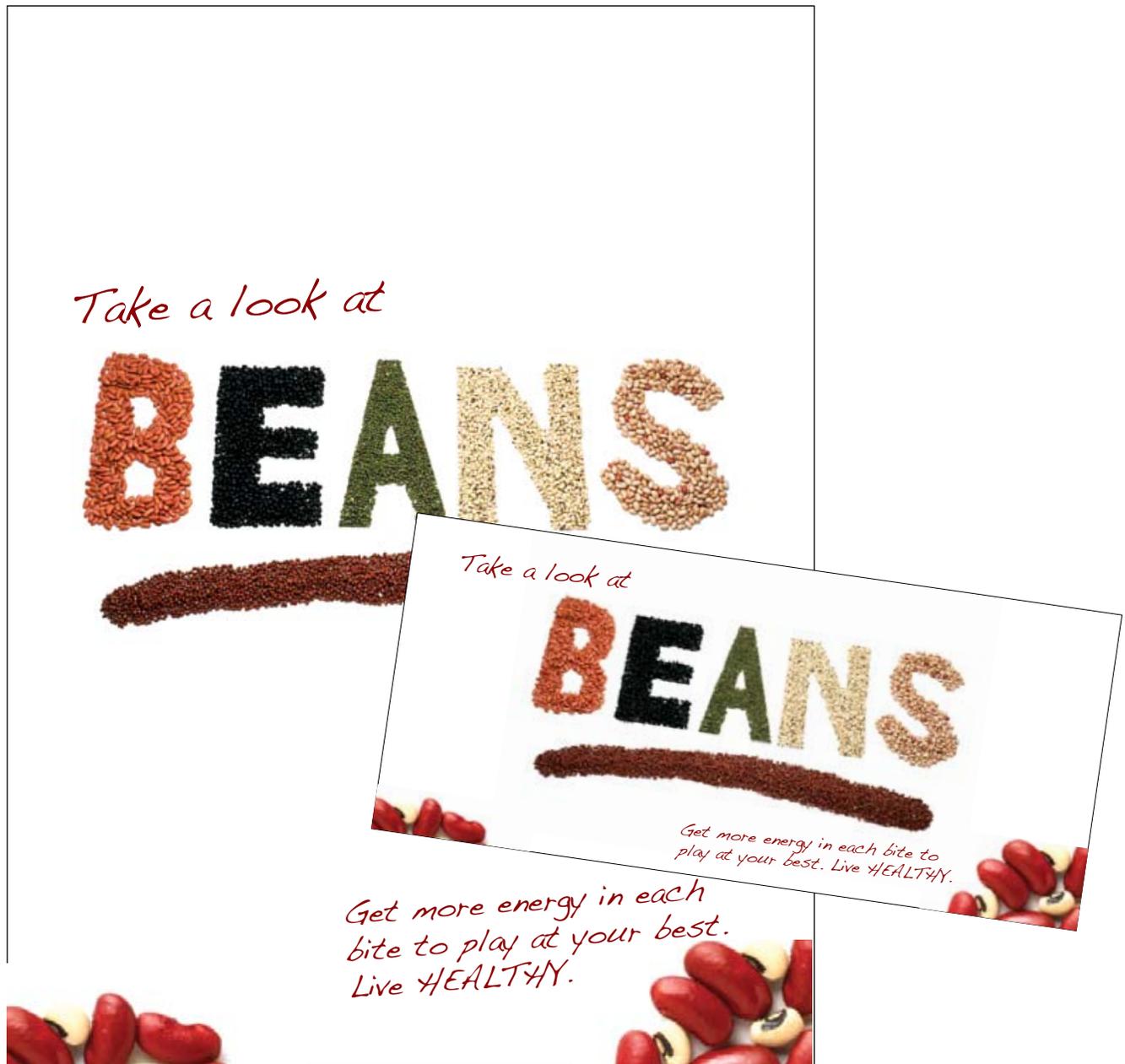
Use the images of the different foods, and your creativity, to develop a magazine ad that shows what **HEALTHY** balance means to you.



Teacher Reads:

“Billboard images are usually simple. They include bright colors, large bold text, and a simple message because they need to be viewed from a far distance and mostly while people are traveling. Let’s discuss a few examples of billboards you have seen in your neighborhoods.” *(If there are no billboards in the surrounding area try discussing examples such as billboard ads for movies, T.V. shows, or products such as the iPod billboards.)*

SUPER-SIZE YOUR AD



When you see a huge ad on a billboard, what does it say? If you placed a large message on a billboard in your neighborhood, what would you tell your friends to balance food and exercise?

A person jumping rope with fruit? A HEALTHY word made of vegetables? Someone skateboarding on a loaf of bread?

It's up to you and your BIG IDEA!

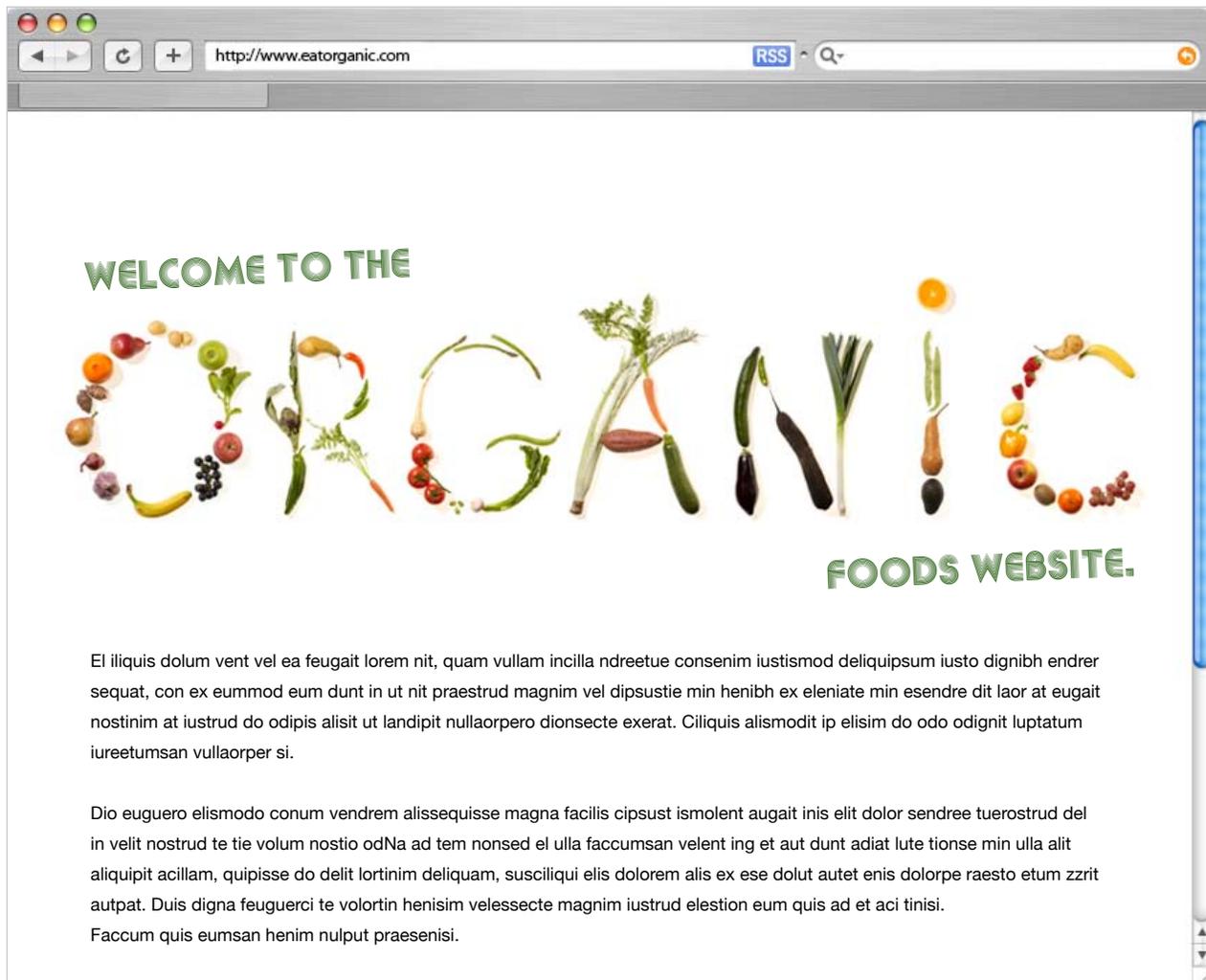


Teacher Reads:

“Most of you have had to log onto the internet either for school or just for fun. Websites often win awards for their design and usability. Think of some websites you have been to and what the main page looks like. Here are a few examples.” *(use school appropriate examples such as the school website homepage, American Diabetes Association, Google, etc.).*

“Look at the main parts of a webpage. You need a title at the top somewhere, perhaps a search bar, various topics of interest that will lead to pages of more information, a small description of what the website is about, images that relate to the topic of the page. Remember for this option you are only designing the homepage for the website creating the outline of what you would want it to look like.”

PUT IT ON THE WEB



Why not make a webpage? It's high-tech and high-design. You won't be able to put it on the web, but push your creativity to the limit. If you could put your ad on the internet, what would it look like?

Design a webpage with awesome, sweet, tight (or whatever's cool to you) images made up of your favorite HEALTHY foods to tell your friends what it means to live a HEALTHY balanced life.



Teacher Reads:

“Cartoons and comic strips are a great way to deliver information to an audience using humor. Some comic strips you will find in the newspaper are only one frame, while some have several frames. These typically have a few words and some kind of punch line (*Provide a few appropriate examples to the class, The Far Side has some good examples that may relate to health*). Developing a comic strip can be difficult, so make sure that you know your character(s) and that the joke is clear in your mind before you begin working on your comic strip.”

MAKE IT FUNNY



Living HEALTHY doesn't always have to be serious. Bring some comedy to it. Create a cartoon and illustrate it with the images of food. Make a character with a thought bubble, or do a comic strip.

Show your friends how living HEALTHY can be fun.



Tips for Your Masterpiece

- Idea worksheet – Sketch and write down your ideas before you dive into creating your ad. It will give you a better idea of what you want to do.
- Cut out everything you need – Make sure you have all the stuff you need ready to go when you start piecing your ad together.
- Place before you paste – It's a good idea to figure out where you want to place your food image before you paste it. Remember: once it's glued, you're stuck."
- Be imaginative – It's all about you. Don't hold back. Make your ad as creative as you can. There's nothing stopping you from putting your ad on T.V.

Have fun with it. The objective is to express yourself.
Show everyone how you balance eating right and exercising.
Be creative. Your imagination is your limit.



