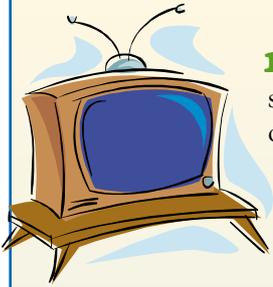


Activities



1. While watching a show you usually watch on television, make a list of the commercials and advertisements that come on during the show. Make note

of how each commercial is trying to influence you. Share your information with your classmates.

2. In groups, create a collage of advertisements from magazines, newspapers, or the Internet that could potentially have a negative effect on a person's health.

3. Find an example of a positive message provided by the media to share with your classmates.

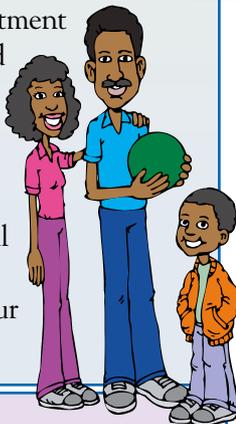


4. Make a list of the programs you watch each week, the magazines/newspapers that you read, and how much time you spend on the Internet. Now, compare the time spent in these

activities to the amount of time you spend being physically active each week. Share your findings with your classmates.

Home Connection

With your parents, make a commitment to reduce the time you spend watching television each week. Instead, spend that extra time being physically active. Which shows were eliminated and what physical activities did you do instead? Place this information in your health portfolio.

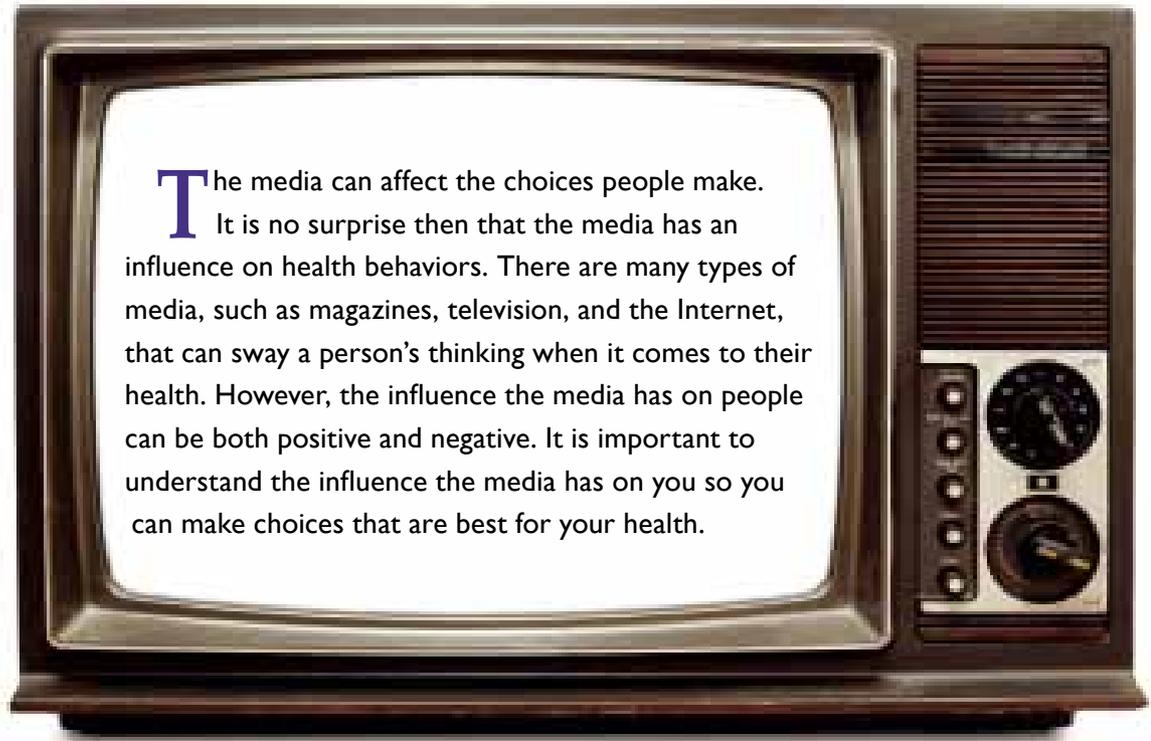


Discussion Questions

What other ways can the media influence people?

What advertisements do you think are misleading?

How the Media Can Influence Health Behaviors



The media can affect the choices people make. It is no surprise then that the media has an influence on health behaviors. There are many types of media, such as magazines, television, and the Internet, that can sway a person's thinking when it comes to their health. However, the influence the media has on people can be both positive and negative. It is important to understand the influence the media has on you so you can make choices that are best for your health.



Positive Effects of the Media

The media can have a positive influence in a person's life, because it allows one to access many sources to acquire health information. For example, MyPyramid.gov helps people know more about the food they eat and how much of each food group they need each day to stay in good health and maintain a healthy weight.

This is positive because it helps people make informed healthy choices. Also, web sites that help people locate gyms, sports leagues, and other physical activities in their area help people stay active and in shape. There are also web sites that help people choose doctors in their community, which allows people to access necessary and preventive medical care.

Magazines and television often advertise healthy foods. They also provide nutritional information and healthy recipes. Fitness equipment, programs, sports, and other health related events are often advertised and promoted by the media as well.

Negative Effects of the Media

Advertisements on television and in magazines can persuade people to buy items that are not healthy, such as weight loss or dietary aid products, and snack foods and beverages that contain a lot of sugar, fat, and sodium. For many people, the media can affect how a person feels about his/her body image. This can lead to dangerous eating disorders like anorexia nervosa and bulimia.

It is important to analyze all health information provided by the media and try to make choices that positively affect your health.

