

Healthy Eating Restaurant Advertisement

Grades: 4th + 5th

Objective

The students will be able to create and design a restaurant advertisement that promotes healthy food options for their customers.

Common Core State Standards

CCSS.ELA-Literacy.W.4.1

Write opinion pieces on topics or texts, supporting a point of view with reasons and information.

CCSS.ELA-Literacy.SL.4.1

Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on *grade 4 topics and texts*, building on others' ideas and expressing their own clearly.

CCSS.ELA-Literacy.SL.4.1.C

Pose and respond to specific questions to clarify or follow up on information, and make comments that contribute to the discussion and link to the remarks of others.

CCSS.ELA-Literacy.SL.4.1.D

Review the key ideas expressed and explain their own ideas and understanding in light of the discussion.

CCSS.ELA-Literacy.SL.4.4

Report on a topic or text, tell a story, or recount an experience in an organized manner, using appropriate facts and relevant, descriptive details to support main ideas or themes; speak clearly at an understandable pace.

Materials

Group Brainstorming worksheet
Assessment Questions worksheet

Introduction/Motivation

1. A new restaurant recently opened in a community where many families are choosing healthy lifestyles. After the restaurant's grand opening, it received many negative reviews about its menu's limited healthy food options.
2. In response to the media's negative reviews, the owner decided to change the menu to appeal to customer demands for healthy food options.

3. To launch a new marketing campaign, the owner has hired your advertising agency to create and design an advertisement that promotes healthy food options for the new menu.

Procedure

1. Students will work collaboratively in groups of 4.
2. Use the following teacher-directed questions to facilitate small-group discussion.
 - a) What makes an advertisement most effective?
 - b) What forms of advertisements are used in our everyday lives?
 - c) Are some advertisements misleading?
3. The teacher will distribute a brainstorming worksheet that will facilitate the organization of student thoughts.
4. Each group will create and design a unique and persuasive advertisement from its brainstorming discussion.
5. The advertisement will need to include the following items:
 - a) A new name for the restaurant
 - b) A slogan promoting healthy eating
 - c) A new design for an eye-catching logo
 - d) Any other details that will enhance the advertisement and highlight the shift toward healthy food (e.g., business hours, address)
6. Give each group an opportunity to present its advertisement to the class.
7. After all the groups have presented, the teacher will display the advertisements throughout the classroom.
8. Once the students have seen all the ads they will use the Assessment Questions worksheet to write a response to the following questions individually:
 - a) Which advertisement do you think was the most effective? Explain why it would persuade you to eat at the restaurant.
 - b) Critique your ad and explain how it was most appealing and persuasive to the restaurant's customers who desire healthy eating options.
 - c) What aspect of your ad would you change to make it more effective?
 - d) Think of a restaurant you recently visited that did not offer healthy food entrees. What foods could be substituted into its menu to make the entrees healthier?

Group: _____

Group Brainstorming

Each group member will give 1 idea or suggestion for each of the following topics.

Name of Restaurant

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-
-
-

Healthy Eating Slogan

-
-
-
-

Logo/Design

-
-
-
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Assessment Questions

1. Which advertisement do you think was most effective? Explain why it would persuade you to eat at the restaurant.

2. Critique your ad and explain how it was most appealing and persuasive.

3. What aspect of your ad would you change to make it more effective?

4. Think of a restaurant you recently visited that did not offer healthy food entrees. What foods could be substituted into its menu to make the entrees healthier?
