

WHAT DOES YOUR FOOD DO FOR YOU?

TASK:

- ☺ Collect and bring in 5 food nutrition labels of processed/packaged items you eat most days
- ☺ Add up and create a chart or table to display the total value of nutrients (calories, sugars, carbohydrates, percentage of daily intake, etc.) that are contained in those five products
- ☺ Explain if these are healthy options that meet what you know about healthy eating and should you be eating them every day?
- ☺ Use the internet to search for print or video ads for these products
- ☺ Identify strategies that the companies used to represent these products
- ☺ Explain how food companies represent these products in the media and how this helps/hurts people making healthy choices
- ☺ Create some kind of media product - Poster, iMovie, Presentation (Explain Everything, Prezi, Powerpoint, etc.), BookCreator, Article, etc. to display your learning

Success Criteria

I will:

Knowledge and Understanding

- Identify and display 5 foods I eat on a regular basis
- Add up the total values of all main nutrients in my food items
- Add up the total percentage of daily intake for my food items
- Create an organized chart to share my sums

Thinking

- Clearly and fully explain using my knowledge of Canada's Food Guide and Healthy Eating whether these are healthy, everyday choices
- Search and record ads for my food items
- identify strategies that the companies used to represent my food items

Application

- Explain how food companies represent my food items in the media and how this helps/hurts people making healthy choices

Communication

- Clearly communicate my ideas in a neat, organized, easy to read manner using some form of media text (poster, presentation, video, book, magazine/newspaper article, etc.)

Health Rubric

Categories	Level 1	Level 2	Level 3	Level 4
Knowledge and Understanding	Identifies and displays 1- 2 foods eaten on a regular basis Rarely accurately adds up the total values of all main nutrients Rarely accurately adds up the total percentage of daily intake	Identifies and displays 3- 4 foods eaten on a regular basis Sometimes accurately adds up the total values of all main nutrients Sometimes accurately adds up the total percentage of daily intake	Identifies and displays 5 foods eaten on a regular basis Usually accurately adds up the total values of all main nutrients Usually accurately adds up the total percentage of daily intake	Identifies and displays a variety of 5 foods eaten on a regular basis Accurately adds up the total values of all main nutrients Accurately adds up the total percentage of daily intake
Thinking	With limited clarity or completeness explains using limited knowledge of Canada's Food Guide and Healthy Eating whether these are healthy, everyday choices Searches and records one or two ads for food items Identifies a basic strategy that the companies used to represent food items	Somewhat clearly but simply explains using knowledge of Canada's Food Guide and Healthy Eating whether these are healthy, everyday choices Searches and records a few ads for food items Identifies some basic strategies that the companies used to represent food items	Generally, clearly, and fully explains using knowledge of Canada's Food Guide and Healthy Eating whether these are healthy, everyday choices Searches and records several ads for food items Identifies several strategies that the companies used to represent food items	Clearly and fully explains using knowledge of Canada's Food Guide and Healthy Eating whether these are healthy, everyday choices Searches and records a variety of ads for food items Identifies a variety of strategies that the companies used to represent food items
Application	In a very limited way explains how food companies represent food in the media Uses very personal opinion to support how this helps/hurts people making healthy choices	Simplistically explains how food companies represent food in the media Uses some simple ideas to support how this helps/hurts people making healthy choices	Generally, explains how food companies represent food in the media supports how this helps/hurts people making healthy choices	Insightfully explains how food companies represent food in the media fully supports how this helps/hurts people making healthy choices
Communication	Organization and communication of ideas is difficult to follow and understand Uses few basic conventions of the media type chosen appropriately	Somewhat, clearly communicates ideas in a somewhat organized way, Uses some basic conventions of the media type chosen somewhat appropriately	Generally, clearly communicates ideas in a neat, organized, easy to read manner Appropriately uses the conventions of the media type chosen	Clearly communicates ideas in a neat, organized, easy to read manner Effectively uses the conventions of the media type chosen