

ACTIVITY

Evaluating Nutrition Information

Directions: Check your know-how for evaluating nutrition information by filling in the missing words or letters in the following sentences.

1. To be considered a food expert, a person should have a _____ in the field of _____ from a reputable college or university.
2. Real experts indicate their credentials with letters after their names. People who are certified in family and consumer sciences have the letters _____ after their names. RD after a name means that the person is a _____.
3. Four national organizations that provide nutrition information that is generally considered to be reliable are:

4. When you use the Internet to get nutrition information, web sites with the extensions _____ , _____ , and _____ are generally likely to be reliable sources.

5. Five questions you need to ask yourself when you read a news report about nutrition are:

ACTIVITY

Buyer Beware!

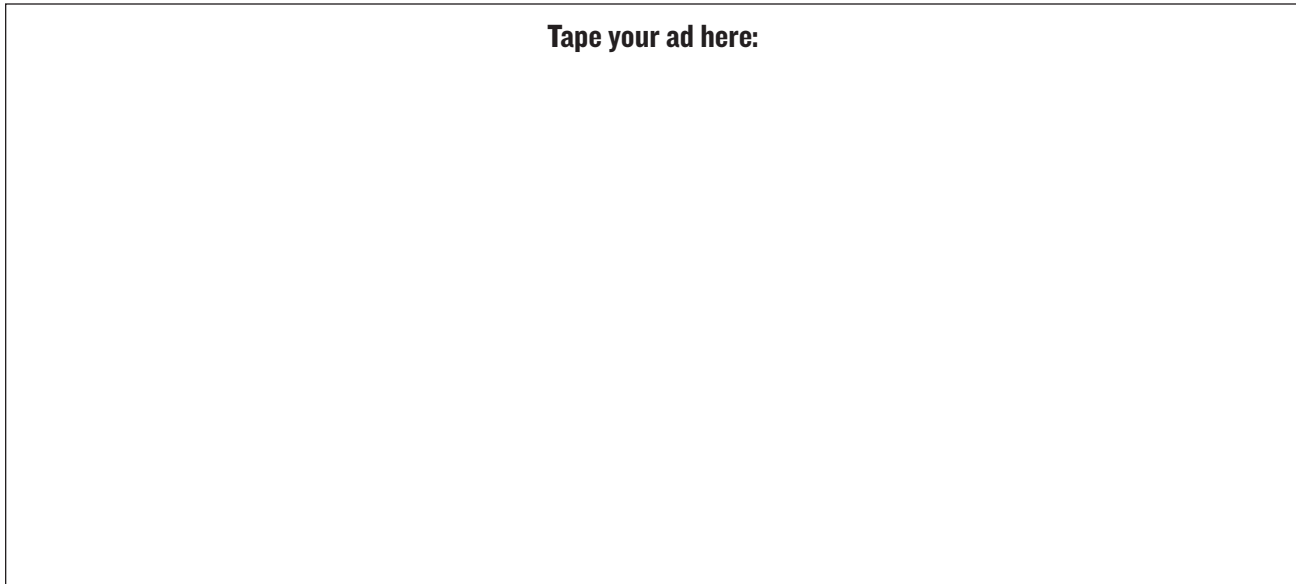
Advertisers appeal to your emotions. They present their product in a way that they hope will connect with your desire to be popular, attractive, successful, athletic, or knowledgeable. To catch your eye, ad agencies incorporate eye-popping graphics, bright colors, and startling images into their ads. To make you think the ad information is reliable, they may have a well-known celebrity endorse the product or they may make vague, hard-to-prove statements, such as “recommended by doctors.” It is your job to make sure you have all the facts and that you make the best choices for your health and your budget.

Directions: Find a newspaper or magazine advertisement for a health or nutrition product. Clip the ad and tape it in the space provided. In the margins around the ad, write captions that point to and explain the following aspects of the ad:

1. Evidence that the ad is appealing to emotions.
2. Elements of the ad that are meant to catch your eye.
3. Elements of the ad that are trying to make you feel that the information is reliable.

When you are finished, answer the questions that follow.

Tape your ad here:



1. Would you recommend buying this product? Explain your answer.

2. What is the only real purpose of advertising?

ACTIVITY

Health Fraud

Directions: To be a wise consumer, you must sharpen your skill in detecting health fraud and health quacks. In the space below, write a public service announcement that will help educate people about health fraud. In your spot, tell them what terms to watch for and why it is unwise or possibly dangerous to use food or nutrition supplements to treat an ailment instead of seeking medical advice.

Your Daily Food Choice

Is It True?

Directions: Read the following situations. On the lines provided, indicate if you think the information is true or false. Explain why you do or do not think it is believable.

1. A newspaper article says the Food and Drug Administration has approved a new medication that will benefit people who are seriously overweight.

2. A talk show host discusses one way that she controls her weight—by skipping breakfast.

3. Your friend's hairdresser says that vegetarians face a lot of health problems, because without meat their diets are inadequate.

4. The owner of the health food store promotes a powder to mix with juice that will restore good health to people with certain health problems.

5. An Internet website says it is all right to eat several small meals throughout the day instead of three official meals daily. The information is supplied by a registered dietitian and sponsored by a state university.

6. A new book features a weight-loss diet that allows you to eat as much food as you want, except no fruits or grains are allowed. The author has been promoting the plan on TV.
