

By the end of the session, families will be able to:

- Identify 2 marketing techniques grocery stores use to influence shopping
- List 2 strategies that make grocery shopping easier and healthier
- Determine if food is healthy based on serving size, fat content, and ingredients listed on food labels



Materials Needed:

- White board or butcher paper
- TV/Magazine Advertisements
- 10 sample food labels
- Labels with high, and low- (can use labels made from master sheet)
- Fiber Relay scorecard
- Ingredients for Taste Testing

Welcome Activities:

Family Talk:
Week 3 Review
Marketing techniques

Youth Breakout Activities:

- Healthful Eating... Food Labels Help!
- Mmm...Fiber!
- Sharing

Adult Breakout Activities:

- Healthful Eating... Food Labels Help!
- Fiber and Your Child
- Planning Ahead

Wrap-Up:

LEAP into Action:
Bean Bag Toss
LEAP Challenge
Taste Testing: Crock Pot Tostadas