

Cope with Marketing and Advertising



Many food ads are targeted to young kids.

Children are much more likely than adults to believe the commercials they see on TV and packaging. Here are some suggestions for how to cope with these key areas of food marketing and advertising.

Marketing and advertising on TV:

- Limit TV watching to *no more than* 2 hours a day, as recommended by the American Academy of Pediatrics.
- Avoid having a TV in your child's bedroom.
- Watch TV with your children, so you know exactly what they are seeing
- Get up and move during commercials to get some physical activity and avoid the marketing!
- [Click here](#) for more information on TV viewing.

Marketing on packaging at the grocery store:

- Grocery shopping *can* be a great way to teach your child about food and nutrition. Discuss where fruits, vegetables, milk, and meats come from, or why your child needs these foods.
- In the cereal aisle, pick two cereals that are low in sugar and offer your child the choice.
- Go to the juice aisle before the soda aisle and let your child help you choose a 100% juice. When you get to the soda or sweetened beverage section, remind your child that you've already picked out a juice together.
- If your store has one, use the check-out lane without any candy.
- You may want to sometimes go grocery shopping without your child, if you know you may be in a hurry or stressed.