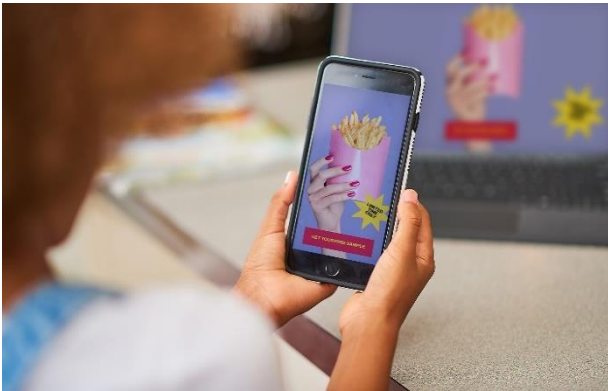


NUTRITION BITS AND BITES

Kids and Food Marketing



Why Care About Your Child's Exposure to Food Marketing?

Children are more vulnerable to the effects of marketing because they do not understand how it works.

Children are often exposed to food marketing in unexpected places, such as online games, social media, influencers and online videos.

Food marketing can affect a child's food choices and preferences.

Easing the Pull of Food Marketing

Here are some tips to limit the effects of food marketing on your child:

Talk to your children about food marketing. Food marketing is not just commercials and magazine ads anymore. Many social media influencers do paid partnerships with food brands to promote their products. These often look like regular posts, but they are in fact advertisements. These posts will include “#ad” to let you know it is paid advertisement.

Be mindful of food marketing outside your home. Your family might come across branded materials at events, malls, and movie theatres.

Limit screen time. TV and electronic devices can expose children and adolescents to many advertisements. Setting a limit on screen time each day prevents them from being influenced.

Be aware of targeted advertisements. Information gathered online about your child and family can be used by companies to create targeted advertisements. Help your child understand why they need to be careful with information they share about themselves online.

Disclaimer: Some recipes or food suggestions may not be suitable for people with allergies. Please check with your local school to identify foods that are acceptable or unacceptable in the classroom.

Lunch Box Chili

Here is a quick, portable lunch that is guaranteed to perk up your taste buds! This great tasting lunch is perfect when you are on the go. Makes 1 serving.

Ingredients:

- 1 cup cooked rice
- $\frac{3}{4}$ cup canned kidney beans, drained and rinsed
- $\frac{1}{2}$ cup frozen corn kernels
- 1 medium tomato, chopped
- $\frac{1}{4}$ diced green bell pepper
- 2 tbsp finely chopped onion
- $\frac{1}{4}$ tsp. chili powder

You will also need a 3-cup (375mL) microwave-safe plastic container

Instructions

1. In a microwave-safe container, stir ingredients until combined.
2. Microwave on High, loosely covered, for 2 to 3 minutes or until hot. Stir before enjoying.
3. Tips: Pack the ingredients you need for this chili the night before and, if you have access to a microwave, cook the meal at work or school. Be sure to pack this dish in an insulated lunch bag with a small ice pack.

Recipe from:

<https://www.cookspiration.com/recipe.aspx?perma=987A26BBFA4&g=23>



Ideas to get children involved in this recipe:

- Older children can help by measuring the ingredients and cutting up the tomato, green pepper and onion.
- Younger children can help by rinsing the kidney beans and mixing ingredients together.

Scan this QR code with your smart phone to read more information on how marketing can influence your food choices,



or visit [Marketing can influence your food choices - Canada's Food Guide](#)

**** Refer to the Allergy Newsletter (September issue) for substitution ideas.**

For more nutrition topics, go to the news and events section of www.southernhealth.ca or Contact Dial-a-Dietitian 1-877-830-2892
Health Links 1-888-315-9257

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