



Dear Family,

We see and hear advertising everywhere we go. Advertisers use lots of different ways to encourage us to buy products that we might not otherwise need or want, or which might not be good for us. Today our class talked about some of the 'tricky techniques' that advertisers use to try to persuade us to buy things. The children learnt how to be more savvy when watching ads, and also how different ads would be if they were honest about what the products are really like. The children also learnt about some of the risks of E-cigarettes which contain nicotine and can be bad for your heart.

Families can help children to practice their new ad-busting skills. Getting them to think about all the ways we're encouraged to buy things will help them become less likely to caught up in the hype. When you are watching TV together, take a few minutes to talk to your child about the advertising techniques used in the commercials. If your child has ever received a toy that looked a lot better on TV than in real life, talk about this as well. Other good examples include companies who put 'free' toys with children's meals or talking to them about how big firms sponsor sports events like football or the Olympics.

Becoming aware of advertising techniques brings your child one step closer to being a savvy shopper and better able to resist pressures around them. This will help them make better decisions throughout their lives including being less likely to smoke, or misuse alcohol or drugs.

If you have any comments or would like any more information please drop me a line through the school office and I'll call you back as soon as I can.

Best wishes,