



Life Skills Training

Dear Family,

There are many techniques that advertisers use to encourage people to do things that aren't healthy like consuming sugary food or alcoholic drinks. Today in school, we talked about how companies target certain populations in their advertising campaigns. Students got to create their own, realistic advertising campaigns for healthy products.

Families can help children to practise 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 substances.

If you would like some more information or have any comments about what we're doing, please let me know – you can get a message to me through the school office and I'll give you a call.

Best wishes,