

Youth Xchange 2012 Sponsored Category:



For questions, contact Jennifer Ryan, School Health Coordinator, at the Dept. of Health Healthy Hawaii Initiative at 808-586-4490 or e-mail jennifer.ryan@doh.hawaii.gov

Are you buying what they're selling?

Develop a **counter-ad** for a food or beverage junk food item!

What is a **counter-ad**? "Counter" means "opposite." Counter-advertising is a method of transforming false advertisements into more honest messages. A counter-ad might also be called a "spoof" of a regular advertisement.

What is junk food? Food and beverages high in fat, sugar and/or salt with little nutritional value.

Examples of junk food include fast food, candy, and soda.

How to develop a **counter-ad**:

1. Look for junk food advertisements on TV, in magazines, and online.
2. Analyze the ads for ways they are targeting youth. There might be cartoon characters, games, prizes, and attractive young people. What are the hidden messages in the ads?
3. Think about the real effects of too much junk food. How does it make you feel?
4. Develop a PSA **counter-ad** that shows the real effects of junk food.

There are lots of **counter-ads** for tobacco and alcohol. Visit your local library or search online to see some examples.

*** Make sure that your PSA does not include any real brand names.**



All entries must be submitted by **Thursday, March 1, 2012**

Mail or deliver to 'Ōlelo Community Media
Youth Xchange Video Competition
1122 Māpunapuna St., Honolulu, HI 96819

Visit www.olelo.org/yxc for contest updates

