



### Utah Core Objectives

4th Grade

Health Std. 7 Obj. 2 Analyze how media strategies and techniques affect consumer practices

### Learning Objectives

By the end of this lesson students will know how to:

- Identify how packaging techniques cause consumers to purchase more expensive snacks
- Select snacks by the most recyclable, cost-effective packaging
- Identify packaging that is cost-effective and recyclable
- Talk to their parents about selecting cost-effective and recyclable packaging

### Materials Needed: Bottles

- 1 64 oz. plastic juice bottle
- 1 6-pack smaller juice bottles packaged together (10 oz. each or less)
- 2 reusable plastic bottles

### Materials Needed: Snack Paks

- 1 11-ounce box of snack crackers or chips such as goldfish packaged in cardboard with an aluminum "freshness" package inside
- 1 box containing at least nine pre-packaged snack crackers such as goldfish with extra freshness cellophane around the whole thing
- 1 re-usable plastic container of goldfish
- 1 similar-sized plastic container that has been used for something else like butter or grated cheese, filled with goldfish

## HEALTHY SNACKS HEALTHY PACKAGING

### Plastic Juice Bottles & Snack Paks

#### Instructions: Juice Bottles

1. Divide students into pairs.
2. Give a different juice choice to two different pairs of students:
  - Ask one pair to figure out how many fluid ounces are in the large bottle.
  - Ask the other pair of students to figure out how many fluid ounces are in the smaller bottles all together.
3. Ask two other pairs to estimate how much each juice choice cost.
4. Have students report out. Example: Large bottle \$2.00 for 64 ounces. Six-pack \$4.00 for 60 ounces.
5. Lead students to draw conclusions about which juice choice is a better buy and how the packaging (= media strategy) influences consumer choice.
6. Lead students to determine which juice choice has more material in it to recycle. Validate: 1 large bottle vs. 6 small bottles, plus all the caps, plus extra plastic packaging. Large bottle is a better choice – uses less material which is completely recyclable. Recycled plastic bottles can be re-made into other things.
7. Show students re-usable bottles: Point out that it's more cost-effective and more earth friendly to fill these bottles with juice or a glass for snack drink than to use individual bottles.

#### Instructions: Snack Paks

1. Divide students into pairs.
2. Give a different snack choice to two different pairs of students:
  - Ask one pair to figure out how many ounces are in the large snack box.
  - Ask the other pair of students to figure out how many ounces are in the smaller packages all together.
3. Ask two other pairs to estimate how much each snack choice cost.
4. Have students report out. Validate: Large box \$1.89 for 11 ounces. Little packages \$4.89 for 9.19 ounces. Lead students to draw conclusions about which snack choice is a better buy.
5. Lead students to determine which choice has more material in it to recycle. Validate: Cardboard is recyclable but inside packaging is not – foil (metal) coated plastic liner. When two materials are joined together and can't be separated, it can't be recycled. Large box is a better choice – uses cardboard and less un-recyclable inner material.

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## HEALTHY SNACKS HEALTHY PACKAGING

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6. Show students re-usable plastic container: Point out that it's more cost-effective and more earth friendly to fill this container than to use individual packages. Ask: How many times can you re-use this container?
7. Show students re-used plastic [butter] container. Ask: Why is this container even more earth friendly? Validate: Saved it from being thrown away. Can refill it many times.

### Final Discussion:

Ask questions of the students to discuss the importance of changing purchasing behavior:

- How many of your parents buy individual bottles or snack packages?
- Why do they do that?
- How would students convince their parents to buy large bottles. Validate: Costs less, saves the earth.
- Some students might say they themselves prefer the individual packaging. Discuss the difference between their individual preferences and the need to preserve the environment, the earth and their home.

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