

# NUTRITION BITS AND BITES

## Be Aware of Food Marketing



### **Look out for food marketing !**

**Podcasts and Radio**  
**Billboards**  
**TV Commercials**  
**YouTube**  
**Social Media & Influencers**  
**Coupons/Flyers in the mail**  
**Video and Gaming apps**  
**Food Packaging**  
**Restaurant Signage**

Food marketing is everywhere and children are specifically targeted due to their vulnerability. It's important, as parents, to recognize where and how often our children are being exposed to food marketing.

Limiting food marketing exposure can help support children in making balanced food choices as they grow and develop. Less exposure to foods that are high in sodium, sugar and saturated fats can help them foster healthy eating habits for a lifetime.

Limiting exposure starts in the home. TV/social media influencers and streaming apps are often the biggest source of food marketing for children.

Talk to your children about food marketing and how it targets them on a daily basis. Help them understand how these ads and sponsorships can influence our food choices, and how to make informed decisions on what foods to eat and why that's important for their health.

# Homemade Fruit Roll-Ups



## Ingredients:

3 cups of fruit (frozen or fresh)  
Sugar (optional)

## Directions:

Pre-heat oven to 170F

Line cookie sheet with parchment paper or silicon baking sheet

Puree fruit in blender or food processor and add in sugar or sweetener to taste (~1-2 tsp)

Spread puree onto parchment paper until level and about 1/8 inch thick

Bake in oven for 6-8 hours or until fruit is no longer tacky

Take out of oven and cool. Cut into strips and roll up.

Place into plastic bag or covered container and store in fridge for up to 2 weeks.

*Recipe adapted from: [www.mommymusings.com/homemade-fruit-roll-ups-recipe/](http://www.mommymusings.com/homemade-fruit-roll-ups-recipe/)*



Scan the QR code to  
learn more about  
food marketing and  
children



For more information on nutrition and healthy eating, visit:

<https://www.southernhealth.ca/finding-care/health-info-for-you/nutrition-and-healthy-eating/>

To access previous school nutrition newsletters, visit:

<https://www.southernhealth.ca/whats-happening/nutritional-newsletters/>

Contact Dial-a-Dietitian 1-877-830-2892 Health Links 1-888-315-9257 Nutrition Services Team 1-204-856-2055

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