

**Building Blocks**  
**Healthy Eating, Physical Activity, and Oral Health**  
**A Lesson Plan Module for Teachers**  
**Junior Kindergarten – Grade 6**

**Oral Health**  
**Grade 4**  
**Lesson 2**

**Lesson 2: Ad Design for Healthy Teeth Products**

**Curriculum Expectations:**

- Identify how media influences family, friends.
- Describe ways to keep teeth healthy

**Objectives:**

Students will:

- Think creatively
- Create an ad for healthy teeth products
- Learn what healthy teeth products are

**Suggested Outline**

Section 1: Introduce Today’s Lesson “Ad Design for Healthy Teeth Products”

Section 2: Discuss healthy teeth products and what attracts people to advertisements

Section 3: Create an advertisement for healthy teeth products

Section 4: Conclusion

**Section 1: Introduce Today’s Lesson**

**Section 2: Discuss healthy teeth products and what attracts people to advertisements**

Ask students to think about what people need to help keep their teeth and gums clean and healthy. Proper oral health items include toothpaste, toothbrush, dental floss, mouthwash. These items can be bought at most grocery and some convenience stores. Talk to your dental health professional to find out which brand, type or size would be best for you.

Ask students what causes people to buy a product? Would they buy a product if they saw an advertisement with happy and healthy people having fun? If its colourful, bright, low cost, good value or environmentally friendly?

**Section 3: Create and ad design for healthy teeth products**

Hand out “Ad Design for Healthy Teeth Products”

Students are to create an ad for healthy teeth products by drawing, colouring, cutting and pasting words or pictures.

**Section 4: Conclusion**

Review healthy teeth products and why they are good for your teeth

