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# **Eat This!: A Kid's Field Guide To Fast Food Advertising**



## **Synopsis**

A provocative follow-up to the bestselling *What's for Lunch?, Eat This!* focuses on the impact on children of fast food advertising – an immense industry worth billions of dollars. Andrea Curtis shows how corporations who market to kids embed their sales pitches in all sorts of media to persuade young consumers that they have to have the foods they are manufacturing. Of course, most of this food has the potential to negatively impact the health and well-being of children. The author explains what advertising is, discusses product placement, the use of video games to sell food, the use of cartoon characters to sell products as well as acting as agents for apparently charitable fundraising ventures. In each page spread, Andrea Curtis provides insights that come from research into all aspects of the fast food industry and in the end suggests ways in which young people can push back.

## **Book Information**

Paperback: 96 pages

Publisher: Red Deer Press (October 1, 2017)

Language: English

ISBN-10: 0889955328

ISBN-13: 978-0889955325

Product Dimensions: 8 x 1 x 10 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

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## **Customer Reviews**

"Kids need to know the truth about junk food, and understand the millions of ways it's pushed on them ? everyday. Andrea's fun and accessible book gives them the tools to fight back!" Jamie Oliver, MBE, world-renowned chef and food campaigner "The title says it all. This is the first and only children's book to tell the awful truth about the way our kids are assaulted by rapacious marketers. But, most importantly, Andrea manages to tell the story to the kids themselves." Mark Bittman, best-selling author of *How to Cook Everything* "Eat this! is a well-conceived, well-researched and empowering resource that helps students, parents and educators decode the marketing speak and arm themselves against the powerful techniques used by junk food and beverage marketers. This

important book raises essential questions about why and how these foods and drinks are destroying our kid's future health and well being. Eat this! is an essential tool to help build real food communities and better inform kid consumers to become empowered citizens." â " Lulu Cohen-Farnell, Founder, Real Food for Real Kids"Andrea has created a book that will resonate with both kids and parents at a time when kids (and parents) need to be more media savvy then ever. Eat This! is filled with fun facts, clear explanations and concrete ideas about how kids can fight the fast-food system. This book will have your kids questioning what they see and eat in a way that is actually good for themâ "and the planet."â " Emma Waverman, parenting and food writer, columnist, CBC Radio and The Globe & Mail"Restricting food and beverage marketing to children is an important public health issue. Andrea has presented it in a compelling way and we hope her book will motivate Canadians to support making the healthy choices the easy choices."â " Mary Lewis, Vice President of Research, Advocacy and Health Promotion, Heart & Stroke

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