Name/Title: Fitness Advertisements

Purpose of Event: Students will identify benefits of exercise. Students will then pick one benefit to promote and create an advertisement for exercise and/or fitness that identifies that benefit.

Suggested Grade Level: 6-8

Materials Needed: Chalkboard, markers, colored pencils, and 8 x 11 paper for each student.

Description of Idea

Often times we are forced to use a classroom for PE due to bad weather and limited space. This is a worthwhile project which can be displayed around the school to promote exercise.

Start the activity by having students brainstorm benefits of exercise. Suggestions are for them to include the following:

- increases muscle strength and endurance,
- increases efficiency of heart and lungs,
- increases physical stamina, increases bone strength,
- increases resistance to muscle and bone injury,
- improves appearance and posture,
- reduces blood pressure,
- reduces risk of cardiovascular disease,
- reduces excess body fat,
- aids in digestion,
- increase resistance to disease,
- improves mental alertness,
- improves self image,

- improves self confidence,
- relieves stress,
- improves quality of sleep, and
- increases social involvement.

Emphasize the importance of students doing some sort of exercise throughout their lives. Tell students that too many people are overweight and out of shape and that their jobs are to create advertisements for exercise. Their ads should use at least one benefit of exercise to promote exercise. The ads should be appealing to their peers. They should use a slogan to catch reader's eyes, like "Want strong bones and muscles? Exercise can help" etc.

Assessment Ideas:

Final advertisements should be graded. Following is a suggested rubric:

Knowledge of benefits of exercise (50%): 1 point for each accurately presented benefit of physical activity up to 5 points.

Creativity and slogan (30%): 3 pts if the advertisement is eyecatching and includes a slogan that is novel, 2 pts if the advertisement includes either a slogan that is novel or is creative and eyecatching, and 1 pt if little color is used and no catchy slogan is included.

Neatness and grammar(20%): Subtract 1 point (up to 2 points) for each error.

Create a rubric that meets your program objectives.

Teaching Suggestions:

Include in a unit promoting lifetime fitness and physical activity.
Give this assignment for homework if you do not need to hold class in a classroom or do not want to give up movement opportunities.

Submitted by **Victoria Bright** who teaches at Brown Middle School in Madison, CT. Thanks for contributing to PE Central! **Posted on PEC: 8/18/2002**.

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