



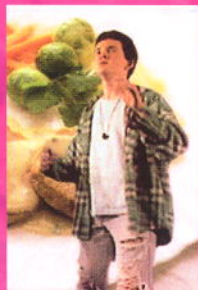
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*Beauty  
begins inside*

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begins inside*



# WHAT'S EATING YOU?



*An irresistible banquet of gags and information about healthy eating.*

WHAT'S  
EATING YOU?

HEALTHY EATING



VHS

9195 161



# **WHAT'S EATING YOU?**

THEME: HEALTHY EATING

## **OBJECTIVE**

**What's Eating You?** aims to help adolescents realize that there are no 'good' or 'bad' foods, but only choices to be made based on the principles of variety and balance.

## **BACKGROUND**

The food choices an individual makes are determined by different variables, such as: food availability (urban versus rural); cost and ability to pay for food; personal beliefs influenced by religion, culture, taste, advertising, misconceptions. With all of these sometimes conflicting variables, it is easy to forget that the human body has vital needs for water and nutrients (carbohydrates, proteins, fats, vitamins and minerals) that must be satisfied by an individual's food choices.

Knowing how to satisfy these vital body needs can be a challenge. Often what passes for nutrition information is misinformation. For example, many people believe eating chocolate or fried food causes pimples; in fact, pimples result from altered hormonal activity. Also, nutrition information can be very complicated and confusing.



## SOME USEFUL DEFINITIONS

**Protein** Nutritive tissue-building element that helps to maintain and repair all the body cells. Found mainly in meat and meat alternatives and in milk products.

**Carbohydrates** Another name for the sugars and starches that provide the body with its principal source of energy. Found mainly in grain products, vegetables and fruit.

**Legumes** Food family composed of dried beans, lentils, dried peas, peanuts and their by-products, such as tofu and peanut butter. They are a source of protein and fibre, and are alternatives to meat.

## ACTIVITIES

### DISCUSSION STARTERS

- Think of your favourite places to eat. For example:
  - A shopping mall food court
  - A local fast-food restaurant
  - A convenience store
  - The school cafeteria

Compose a menu you would order that would include foods from all of the four food groups.



**Beauty Begins Inside****WHAT'S EATING YOU?**

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**13 minutes 25 seconds**  
**Order #: 9195 161**

- What are some obstacles to healthy eating you might experience?

*Try to elicit responses dealing with such things as desire not to gain weight, pressure from friends, availability of fast foods.*

*Encourage students to deal positively with these obstacles.*

- Why must vegetarians consume legumes or other meat substitutes, such as eggs and fish, every day?

*These foods are sources of protein, an important nutrient to growing adolescents.*



## ROLE-PLAYING SCENARIOS

Role-playing allows participants to practice and experiment with responses, attitudes, and behaviours within specific situations. Because this activity is seen as acting, the participants are free to try on roles and behaviours without fear of the consequences.

Using small index cards, create the six cue cards listed for each of the scenarios. Have each student randomly choose three cards. The students must incorporate the concepts on the cue cards into their improvised scenario. Allow the role-playing to continue for five minutes, then stop the scenario and discuss what happened with the class.

## Scenario 1: Mark and Mr. Hanes

On his way home from school, Mark drops into his local convenience store. Mr. Hanes, the owner, tries to get him to buy a VITAFOR bar. He's just received this great new product and he says that it contains all the required nutrients for healthy growth and it gives lots of energy!

### CUE CARDS

• SNACK FOODS

• VARIETY OF FOODS

• ESSENTIAL NUTRIENTS

• FOOD ENERGY

• APPETITE SUPPRESSANT

• SALES PITCH

Vitafor

A black and white line drawing of a man in a suit and tie, looking towards the left. He is pointing with his right hand towards a box containing a Vitafor bar. The bar is labeled 'Vitafor' in a stylized font.

## Scenario 2: Maria and her Mum

Maria's friend has convinced her to give up meat and milk and eat only fruit and vegetables. She says that fruit and vegetables are good foods. Maria has decided to try this and now she has to go home and try to convince her mother.

### CUE CARDS

• HEALTHY EATING

• FOOD GROUPS

• MEAT ALTERNATIVES

• PROTEIN, CALCIUM, IRON

• RESPONSIBLE CHOICES

• MEAL PREPARATION



## CAMPFIRE COOKING

Ask students to plan menus for two full days for an end-of-school-year weekend camping trip. They have to plan breakfast, lunch and supper for Saturday at the camp, breakfast and lunch for Sunday at the camp, and Sunday night supper to eat on the way home. Have them keep in mind the four food groups, seasonable foods, perishables, and foods that “travel” well.



## CROWD THE CAFETERIA!

The school administration and the cafeteria personnel want to encourage the staff and students to eat the cafeteria food. Have students create an advertising campaign that will encourage people to change their attitude and behaviour towards school cafeteria food.

They will need to consider what habits they're trying to change, and promote the healthy cafeteria menu. They can make posters, think up slogans or poems, design creative eye-catching menus, have information meetings, or prepare an information pamphlet.





The series of dance sequences halfway through **What's Eating You?** epitomizes the frustration individuals can experience trying to unravel difficult nutrition concepts.

The solution to **What's Eating You?** is simple: *Canada's Food Guide to Healthy Eating*. The latest guide provides a pattern of healthy eating that includes a variety of foods



from all four food groups along with choices from what are called “Other Foods.”

Variety is important because there are

no perfect foods and because even foods within the same group don't have exactly the same nutrients. For example, within the Milk Products group, only milk is enriched with vitamin D.

“Other Foods,” a new addition to the guide, are foods not included in the four groups, such as chips, pretzels, soft drinks, and candies. These foods can be part of a healthy pattern of eating as long as they don't displace foods from the four groups. This means that there are no “good” or “bad” foods. All foods are to be eaten with pleasure and without guilt. The aim is to enjoy satisfying the body's vital needs for nutrients by eating a balanced variety of all foods.

Beauty Begins Inside

# WHAT'S EATING YOU?

THEME: HEALTHY EATING

*How do you convince a teenager that there's more to life than junk food?*

You look at the issues from their point of view and make them hunger for variety. Is there any way to do this without lecturing? Sure! Everything teens need to know about healthy eating and the four food groups is right here in irreverent, fun-filled morsels.

**What's Eating You?** follows a pair of engaging adolescents on a rollicking voyage of discovery. **How does advertising affect food choices? Does chocolate really cause pimples? Are there 'good' foods and 'bad' foods?** And lots more. Our young hero and heroine are definitely into chips and soft drinks, but this video is nothing if not persistent, winning them over with a banquet of gags and information.

Must viewing for anybody who eats!

**Beauty Begins Inside** is a three-part video series aimed at influencing the eating habits of today's teens. **Pressure Zone** explodes the diet and image industries and helps teens learn to love themselves for who they are. With some zany inspiration from Hollywood detective films, **The P Syndrome** takes a lean and hungry look at the age-old Painfully Pugnacious and Prickly Problem of Puberty — and the choices that come with it. **What's Eating You?** is a wild and wacky look at healthy eating.

Director: **Sheila Murphy**  
Producers: **Michael Hendricks, Tamara Lynch**

13 minutes 25 seconds

Order number: 9195 161

Series order number: 193C 9195 185 (3-volume set)

Série aussi disponible en français sous le titre «Bien dans sa peau».

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