



*The Super Bowl is known for ads;  
are your kids getting the right message?*

**All of us look forward to the game...**

**Many of us look forward to the commercials.**

**Many Super Bowl ads are funny and make us laugh, we wait all year to see what's new from the advertisers.**

**Watching the Super Bowl is an American tradition. The game brings us all together with our family and friends as a captive audience. Super Bowl Sunday, and the long anticipated ads, creates a great opportunity to talk with our young people about the messages the media is sending. Take time some time--maybe after the game -- to talk to your kids about media messaging.**

**Tips for Super Bowl XVII**

- Explain that many ads are meant for, or targeted to adults
- Talk about what is fantasy and what is reality
- Entertain them with a game during ads
- Mute the TV if they are too young to understand the ad

**Questions to Ask Your Kids**

- Who made this commercial?
- What are they promoting?
- How did they get your attention?
- Would that be a healthy choice for you?
- Do you think your health is of importance to \_\_ (said company) \_\_?

**WE ALL WIN WHEN WE WORK TOGETHER!**



Barry County **Substance Abuse Task Force**

*"Working Together for a Drug Free Community"*

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