DO NOW – In your I-Think Journal, write a 4-5 sentence response to the following question:

San Francisco is trying to place a ban on Happy Meals and all meals targeting children due to the rise of childhood obesity. Do you agree? Why or Why not?

AIM: SWBAT assess an author's conclusions in a nonfiction text through evaluation of text evidence.

Teaching Point: Good readers think critically about the conclusions an author makes in a text. Good readers can evaluate the difference between key supporting evidence and interesting but non-essential information in a text.

Criteria for success
- *Ask:* What conclusions has the author made about this topic in this text?
- Record ideas in my I-Think Journal
- Underline all of the key details in the text that author uses to support thinking.
- Evaluate the evidence to determine how strong it is.

Mini Lesson:

It can be difficult to know which evidence is strong enough to support our opinions and which is just fluff! Today, as I think about whether the evidence an author uses to support his or her conclusions is strong, I'm going to evaluate whether the evidence:

1. supports the author's big idea or conclusions
2. is based in facts (not opinions)
3. has a reliable source (a professional in the field, a known agency or institution).

I want you to listen as I read a short article banning Happy Meals and go through the steps to make my evaluation of the author's evidence in support of her conclusions:

- I'll ask what the author's conclusions about the topic are in the text.
- I'll record my ideas in my I-Think Journal. (You may want scholars to continue the THIEVES format throughout the unit, in which case, scholars will record their opinions and big ideas in the So What? section of their THIEVES notes.)
- I'll go back and underline the key evidence that supports the author's conclusions.
- Finally, I'll evaluate the evidence to make sure that it supports the author's big idea, is fact-based, and reliable.

Happy Meals: Does McDonald's lure kids unfairly?

Happy Meals have been a part of McDonald's menu for three decades. Now, San Francisco is considering a ban on the toys in Happy Meals.

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Two McDonald's Happy Meals with toy watches fashioned after the characters Donkey and Puss in Boots from the movie "Shrek Forever After" are pictured in Los Angeles June 22. A U.S. consumer group wants McDonald's to stop using Happy Meal toys to lure children into its restaurants. San Francisco is considering a Happy Meal ban.

By Laurent Belsie / August 13, 2010

A bottled water ban? OK. No more regular Coke and Pepsi in government vending machines? All right, if we have to. But no more Happy Meals?

That's the ban that San Francisco is mulling over. Some city supervisors say the toys in McDonald's Happy Meals unfairly lure children to eat unhealthy food.

McDonald's has launched a spirited defense of the iconic meals, which have been part of the chain's menu since 1979, more than 30 years. The meals are a way to draw families to its restaurants, a key demographic for a global chain hungry for customers.

But the Happy Meal is running into increasing opposition as worries rise about childhood obesity, heightened perhaps by First Lady Michelle Obama's push to raise awareness on the issue.

In April, for example, Santa Clara, Calif., banned restaurants in its unincorporated areas from offering toys with any meal that has more than 485 calories. There are also limits on sodium. The rules effectively ruled out Happy Meals.

In June, the Center for Science in the Public Interest (CSPI), a watchdog group, threatened in a letter (.pdf) to sue the fast-food chain over the use of toys. "Using toys to lure small children into McDonald's is unfair and deceptive marketing and is illegal under various state consumer protection laws," the Washington-based group said in a statement.

Now, San Francisco's suggested ban is getting attention – and stirring a backlash from critics, who call it unwanted interference by a nanny government. Parents should make meal decisions for their children, not government, they say.

McDonald's CEO, Jim Skinner, argued along the same lines in his written response to CSPI: "Our customer websites and phone lines at McDonald's are also busy, with more than nine out of ten customers disagreeing with your agenda. Parents, in particular, strongly believe they have the right and responsibility to decide what's best for their children, not CSPI," he wrote.

"It seems that you purposefully skewed your evaluation of our Happy Meals by putting them in the context of a highly conservative 1,300 calorie per day requirement," he added. "I'm sure you know this category generally applies to the youngest and most sedentary children."

In May, McDonald's reached a milestone. Exactly 70 years ago, the original McDonald brothers, Maurice and Richard, opened their first restaurant about 350 miles south of Santa Clara in San Bernardino, Calif. That means the Happy Meal has been part of the McDonald's menu for nearly half the restaurant's history.

Today, McDonald's has more than 30,000 restaurants in 117 nations. No word yet on whether San Bernardino – or Stuttgart – want to ban the Happy Meal, too.

EVALUATING EVIDENCE

Conclusion	Quote from the Text	Supports Conclusion	Fact-Based	Reliable Source
San Francisco is considering a ban on toys in Happy Meals because they believe that it is having a negative effect on childhood obesity. Those in opposition believe that it is not the governments place to intervene.	*" Some city supervisors say the toys in McDonald's Happy Meals unfairly lure children to eat unhealthy food."*	*Yes, this states the city supervisors reasoning behind banning Happy Meals.*	*No, while toys are used to attract children to Happy meals it cannot be proven if it is actually unfair.*	*No, the city supervisors are neither health experts or advertising professionals.*
	"Using toys to lure small children into McDonald's is unfair and deceptive marketing and is illegal under various state consumer protection laws," the Washington-based group said in a statement.		*.*	

Guided: Evaluate two more pieces of evidence, then share your thinking with a partner. You should record your thinking in **your I-Think Journals.**

Conclusion	Quote from the Text	Supports Conclusion	Fact-Based	Reliable Source
San Francisco is considering a ban on toys in Happy Meals because they believe that it is having a negative effect on childhood obesity. Those in opposition believe that it is not the governments place to intervene.	*"Our customer websites and phone lines at McDonald's are also busy, with more than nine out of ten customers disagreeing with your agenda."*			
	"It seems that you purposefully skewed your evaluation of our Happy Meals by putting them in the context of a highly conservative 1,300 calorie per day requirement,"			

Quick share: How strong is this evidence that the author provides to support his/her conclusion(s) or big idea in this text? (Fist to five)

Independent: Continue reading Chew on This (Stop the Pop) As you read your job is to determine the author's big idea or conclusion in the article. You should be using your post-its to write down thick questions, make connections and to record your thinking. You should have **4 post-its** stuck inside of your journal, before you leave. Page goal: 138

Homework: Read Stop the Pop. As you read your job is to determine the author's big idea or conclusion in the article, note evidence in the text and to choose **three** examples to evaluate in your I-Think Journal.