



TURQUOISE ACTIVITIES



Timing: 1 hour

Summary:

Create an advert OR design new packaging to learn how to check nutrition information.

Key messages:

- ★ You will see and hear different information about food in shops, media advertising, on food packaging or from your friends and family. Some of this information will be true and some will be false. Check all food information before trusting it! Some false examples:
 - adverts that claim a single food can keep you healthy.
 - the myth that boys deserve to eat better.
 - packaging that persuades you to buy unhealthy snacks.
- ★ Health workers, teachers, the government and health NGOs can be trusted to give us reliable nutrition information.

Resources provided:



Radio station script – 11:55am advert



Starter discussion guidance

Preparation:

1. Read the turquoise stage of the GPN Fact File.
2. Gather all Badge Trackers and a range of reliable nutrition information (see Fact File).
3. Make copies of the radio script. Read the Starter discussion guidance.
4. Choose the main activity:
 - **Media Motives:** Gather examples of food advertisements, e.g. social media screenshots or magazine adverts.
 - **Love Labels:** Gather examples of processed food and drink in packaging, e.g. breakfast cereals, juice drinks.



Keep moving!

Always begin with a physical warm-up (see page 8).



Starter:

15 mins

1. Recap the 10am radio show where the nutritionist answered questions.
2. The group chooses how to present the radio station's 11:55am script (provided).
3. Hold a short group discussion, using the Starter discussion guidance provided.



Use food if you can! Organise 'blind taste tests' of different brands of the same food. Guess which food matches which packaging.



Choose your main course:

30 mins



MEDIA MOTIVES

or



LOVE LABELS

- The aim is to create an advert!
- Begin by discussing the prepared food adverts, focusing on the language, colours and pictures used to sell the product (and make a profit).
- Show your prepared reliable resources and work together to make a list of trustworthy sources to check nutrition information we're unsure about.
- Split into small groups. Each group's task is to create a fun and reliable advert, on behalf of the government, that encourages children to eat more fruit and vegetables. They can choose any type of advert, e.g. a song, cartoon, social media post, radio, magazine or billboard poster.
- Groups can share and provide feedback on each other's adverts.

- The aim is to design new food packaging!
- First, discuss the prepared food packaging. Ask the group to point out any advertising (cartoons, slogans) used to sell the product and make a profit.
- Ask the group to point out where and how the reliable nutrition information is displayed (ingredients, nutrition table).
- Split into small groups, each with a food and some of the prepared reliable information. Explain their task is to redesign the food packaging to make it reliable.
- Groups can share and provide feedback at the end.



Reflection:

15 mins

- Discuss the Key Messages and ask:
 - What will you do differently now when faced with food information?
 - How confident do you feel about checking food information?
- Everyone writes their learnings in the turquoise section of their Badge Tracker.
- Select some of the food myths raised during the Starter activity. Ask the group to research them using reliable sources.



Congratulate everyone on completing the **turquoise stage!**



Can't meet up?

Ask the group to read the radio script, then count all the food adverts they see in a day. Ask them to present at the next meeting.



Got technology?

Create an online poll about food myths in your community. Publish the results with reliable information.



Resource 1:

Radio station script - 11:55am adverts

[3 characters: two teenage girls and an adult voiceover]

- Girl 1** I'm soooooo hungry!
- Girl 2** Yeah, me too. School lunch was awful. I barely ate any of it.
- Girl 1** Let's have a quick snack before we go home, yeah?
- Girl 2** OK but we only have five minutes! Where do you wanna go?
- Voiceover** Speedy Burgers is the first choice for fast, tasty, fresh food! Why go anywhere else? Fresh, crunchy salad, premium beef burgers and crispy fries. Guaranteed speed. From order to fork in one minute! You can rely on us.

[Girl 1 & 2 licking fingers noisily]

- Girl 1 & 2** Mmmmmmmmmmmmmmm tasty. That was so good!
- Voiceover** Guaranteed to meet your needs, at speed! Speedy Burgers



Resource 2:

Radio script: Starter discussion guidance

Instructions for leader:

1. After the radio script has been performed, use the following questions and suggested answers to facilitate a short discussion.
2. Refer to the Fact File (pages 22-25) for more information on reading food packaging and common global myths.

Questions for the group:

1. **What do you think of the advert? Would you eat at Speedy Burgers?**
2. **What is this advert promoting? Who is it aimed at?**
 - a. *Fast food, targeted at young people on their way home from school.*
3. **What techniques does the advert use to encourage you to buy it?**
 - a. *Characters are the same age as the target audience: teenage girls. Tries to make it sound like a realistic conversation between friends so we can identify with it. Use of persuasive language, e.g. tasty, fresh, speed, and use of sounds, e.g. licking fingers.*
4. **What is the motive behind this advert?**
 - a. *To sell more burgers and make more money (a profit). It's important to find out the motive behind each piece of nutrition information you see or hear. If the information is from a trustworthy source that aims to help you improve your nutrition, then it can be relied upon.*
5. **Can you rely on the information in this advert?**
 - a. *We can't rely on this information because the motive behind the advert is to sell the product. Some companies have been found lying or exaggerating in their advertising, so we need to be careful.*
6. **Have you heard any food information that you weren't sure about? Make a list of any myths.**
 - a. *As well as advertising (posts from friends or advertising on social media, TV programmes and advertising, billboards, magazine adverts, food packaging etc) there are many myths about food that are passed down in communities. It's essential that you use reliable sources to check whether this nutrition information is true.*
7. **On food packaging, where is the reliable nutrition information displayed?**
 - a. *When food is in packaging it's often been processed. 'Processed' means it's been changed in some way, for example by adding salt or sugar. The packaging of processed food is designed to protect and sell the product, so there is usually a mix of advertising and reliable information. The reliable information is often hidden on the bottom or side of the packet, in small writing.*
 - b. *The ingredients are listed from greatest to smallest. So, the first one is the main ingredient. "Serving sizes" vary from product to product. It's important to compare the serving size to the amount you would actually eat – you usually eat more than a "portion", so the quantities can be misleading.*
 - c. *In general, unpackaged or unprocessed foods are healthier because the food or drink is fresher and hasn't been processed.*