



TURQUOISE ACTIVITIES



Timing: 1 hour

Summary:

Design a poster OR make a TV advert to learn how to check food 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:



Talent Show script – Episode 4



Advertising examples

Preparation:

1. If possible, invite in a local health worker to join you.
2. Read the turquoise stage of the GPN Fact File.
3. Make six copies of the Talent Show script and gather all Badge Trackers.
4. Choose the main activity:
 - **Let's Investigate:** (Better for groups familiar with processed food.) Gather a selection of empty packets of processed foods, plus pens, tape and paper.
 - **Question Everything:** (Better for groups used to seeing food advertising.) Copy and cut out the advertising examples provided.



Keep moving!

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



Starter:



15 mins

1. Recap Episode 3 of the Talent Show.
2. Ask six volunteers to act out Episode 4, using the script.
3. At the end, ask the group:
 - a. What surprised you in this episode?
 - b. What myths have you heard about food? (see Fact File)
 - c. Where have you seen food advertising?



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



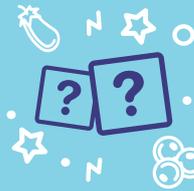
Choose your main course:

30 mins



LET'S INVESTIGATE

or



QUESTION EVERYTHING

- The aim is to design a 3D poster! First, explore the food packaging. What pictures and words are used?
- Ask the group to explain the aim of advertising (to sell a product). Then, to point out advertising on the packaging (colours, cartoons, slogans).
- Ask the group to point out the reliable information (ingredients, nutrition table).
- Split into small groups, each with a food, pens and paper. Tell groups to flatten the packaging and stick in the middle of the page.
- Ask groups to draw arrows to label the reliable information and the advertising.
- Groups could order their packaging as if on a cupboard shelf, according to how healthy it is.

- The aim is to make a reliable TV advert!
- Start by sharing the advertising examples. Discuss the aim of advertising and where they have seen similar adverts.
- Reveal that these advertising examples are based on real adverts that are unreliable!
- Support the group to identify what's untrue in each advert (see guidance provided).
- Split into small groups with an advert each. Ask them to act out a trustworthy TV advert, based on the written one. Their TV advert should only contain reliable facts!



Reflection:

15 mins

- Sitting with the Badge Trackers, ask everyone to colour in the turquoise section, then write what they learned today. Prompt using the Key Messages and ask:
 - Where can we find reliable food information?
 - What new thing did you learn about packaging today?
 - How confident do you feel about checking nutrition information?



Congratulate everyone on completing the **turquoise stage**! Keep all Badge Trackers safe.



Can't meet up?

Ask the group to read the Talent Show script then create a food label for a fruit or vegetable of their choice! Share with family.



Got technology?

Watch a video about sugar, e.g. [Man Drinking Sugar](#) or [How much sugar?](#) Make a list of healthy drinks you can make.



Resource 1:

Talent Show script - Episode 4

SETTING: rehearsal studio then market. **6 characters:** 4 teenagers, teacher, Uummy's friend

THE TEACHER is at the front of the space. All teenagers are in a line behind the teacher, following a dance routine

TEACHER: That's it! Right, right, forward, left, back, pump, jump!

The routine ends. THE TEACHER claps and congratulates the group

UMMY: *[Out of breath]* That was intense! I think we're improving each day though. I'm really enjoying moving my body this much. I feel stronger! Right, my friend is here to meet us – she's at the door.

FRIEND Hi everyone, I'm **[insert your name]**. Looks like rehearsals for the show are going well! Shall we go and get something to eat?

UMMY: Yes but we're trying to be healthier by cooking our own food rather than buying processed stuff. Let's go to the market to buy things and cook at home.

EVERYONE goes to the market together

ROJO: Shall we make Mexican beans? We'd need rice, chicken, tomatoes, egg, black beans, onion and chilli.

ZAROOK: Sounds perfect but we had rice yesterday. Let's have whole grain tortillas instead. It's great that we'll have two sources of iron: chicken and beans.

FRIEND: You shouldn't buy eggs. They're not good for you. And they'll bring you bad luck if you eat them before the competition!

UMMY: Is that true? Rio – you're good at science. Are eggs unhealthy and bad luck?

RIO: I don't think so ... surely the nutritionist would have mentioned it yesterday? We often eat eggs. Let's ask our teacher when we're back at the studio. Let's go eat.

After lunch, back at the rehearsal studio

TEACHER: Welcome back everyone. I hope you're ready to practise for the show!

RIO: Before we do, could we ask you a question please?

TEACHER: Of course – go ahead.

RIO: We heard from a friend that eggs are bad for you and bad luck. Is this true?

TEACHER: I hear this so often! Lots of people around the world think this, but it's not true. Eggs are actually packed full of lots of nutrients, including protein, vitamins and minerals, and make a great tasty and quick meal.

UMMY: Thank goodness – I love eggs! It's really worrying when you hear things, especially about food, and you don't know what to believe. I see things on TV all the time that I'm just not sure about – especially adverts.



Resource 1:

Talent Show script - Episode 4

TEACHER:

I know, it's really hard. Some of these things might be true but some are false. You all did exactly the right thing by checking with me. I'll always help, and so will health workers and other teachers. If you have the internet, you can also trust the information on the government and health NGO websites.

ZAROOK:

I also thought about food packaging. I often don't look at things carefully before I buy them – I need to be more aware.

TEACHER:

Yes, it's important to know how to 'read' food packaging. It's designed to protect the food inside, to give us information but also to sell the product to us. On a cereal box, for example, the nutritional information is usually hidden on the bottom! And be careful of "portion sizes" – the company's idea of a portion might be a lot smaller than the amount you usually eat!

ROJO:

When we get home, we need to look at the food in our cupboards! Thank you.



Resource 2:

Question Everything – advertising examples

Instructions for leader:

1. Make one copy of the four advert pictures and cut out.
2. Keep the 'What's untrue' guidance to help you during the activity.



N News
4 mins · 🌐



CHOCOLATE MILK GIVES YOU STRONG BONES

It has been proven that our flavoured milk can help strengthen children's bones for a brighter future.

14 🗨️ 1 Share

Like Comment Share

What's untrue in the advert?

Milk gives you calcium which builds strong bones, but chocolate milk also contains a lot of sugar.

It's best to drink milk without adding the flavouring.

Be wary of claims such as "proven". We should ask, "by whom/how is it proven?"

N News
4 mins · 🌐



Finally, healthy crisps: salad flavor!

You can eat as many of these crisps as you like, guilt-free. Their salad flavour means they are healthy and you can eat them every day.

14 🗨️ 1 Share

Like Comment Share

What's untrue in the advert?

Even though flavours might sound healthy (e.g. "salad") – they are still chips/crisps! This is a marketing tool to make you think something is healthier than it is.

Crisps/chips are high in salt and 'unhealthy' fats, both of which we should consume in small amounts and/or rarely.



Resource 2:

Question Everything – advertising examples

NEWS № 34747/53
Only fresh news www.news.com founded 1953

THIS SUPER FOOD WILL HELP YOU LOSE WEIGHT FAST

Click here to find out more about how you can lose weight quickly, simply by eating this one food every day. No exhausting sports needed.




What's untrue in the advert?

There isn't one food that can solve all our problems!

We need to eat a variety of foods, across all the food groups in the right amounts, and do regular exercise to be healthy.

Be wary of "superfood" claims. We should ask, "What does it really mean and who has proven this?"

NEWS № 34747/53
Only fresh news www.news.com founded 1953



FAT FREE YOGHURTS, PERFECT FOR LUNCHBOXES

Stuck for what to put in your child's lunchbox? Try our fat free, extra sweet fruit yoghurts. Perfect for a healthy snack.



What's untrue in the advert?

Be wary of "fat free" claims. Often, these products have more things added to them to make them taste better, e.g. sugar or additives.

We should eat sugar rarely and we need a small amount of fat.

Too much sugar can also cause tooth decay. Children's teeth should be cared for as they grow.

Reliable TV advert example (for reference):

Milk (not chocolate milk) gives you strong bones. Drinking milk instead of sugary drinks can make your bones strong and save your teeth!