

Objectives

At the end of this lesson I should be able to:

- Analyse health data and health risks
- Review progress made with health pledge
- Evaluate marketing strategies used in selling food

| Start of lesson | | | End of lesson | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Confident | OK | Not so sure | Confident | OK | Not so sure |
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Complete this section at the end of the lesson

What new things have you learnt today?

What will you make sure you remember from today?

What steps have you made towards 'Levelling Up Your Life'?



What does your avatar look like?

Have you been on a mission with Doug yet?



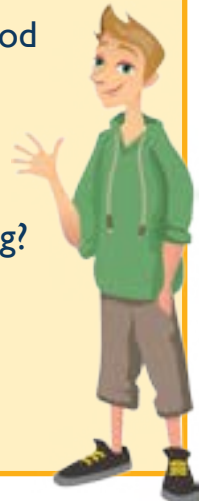
Complete the 'How are You' Quiz

Activity 1: Thinking about your own health

Complete the quiz about your own attitudes towards health and wellbeing.
How would you rate your own health and wellbeing?



How does your **health pledge** help you improve your health and wellbeing?



The facts:

- There is a conclusive link between the diet of children and teenagers and their mental and emotional health and wellbeing
- Our environment has slowly changed, making it harder for children and teenagers to make healthy choices
- Efforts to help children eat healthily are being undermined by sophisticated promotions for unhealthy foods
- Unhealthy foods are three times cheaper than healthy food
- Half of breakfast cereals marketed to children and teenagers are high in sugar and a single portion would make up a third of their daily allowance

Activity 2: How do you think companies encourage you to buy junk food?



Discuss all the possible methods that you can think of with a partner.



Activity 3: What marketing tactics are you aware of?



Have a look at examples of the different marketing tactics used on the cards.

How many have you experienced?

Rank the cards in order of which you are most concerned about to the least concerned.

Did you know?

- Children and teenagers are particularly susceptible to advertising of unhealthy food and drink. See it, want it, buy it, eat it!
- Marketing techniques used to target children and teenagers are increasingly sophisticated, and often work at a subliminal level that is not recognised



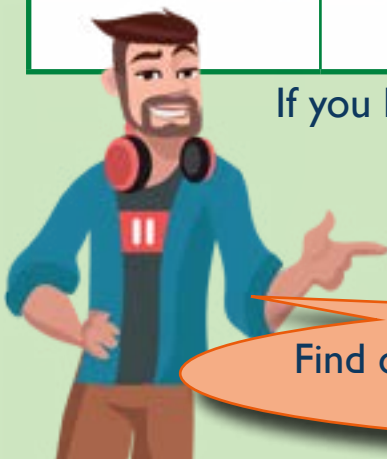
Activity 4: Who is feeding teenagers' junk food habits?



Describe 3 different examples of marketing tactics you have experienced in the table below:

| Location of where you are being targeted? | What tactics do they use? How do they work? | How does this make you feel? What do you think should be done about this? |
|---|--|---|
| | | |
| | | |
| | | |

If you had the power, what changes would be your priority?



Find out how aware the rest of your family are of these marketing strategies.