



## FOOD ADVERTISEMENT AROUND US

### INTRODUCTION

Food advertisements are all around us: on television, on websites and social media and on the streets...What about the school surroundings?

Do students notice the food advertisements that are present around their school? What kind of food advertisements are present and what type of food do they advertise?

### THE ISSUE

1. Watch the video “Food advertisements” with your students.
2. Ask your students which are the issues being addressed in the video.
3. Ask your students if they ever noticed any food advertisement on their way to school and around their school.
4. Tell your students that they are going to explore the food advertisements that are present around their school.

### INTO THE COMMUNITY

5. Discuss with your students the best methodology to explore the food advertisements around the school. One possible methodology would be:
  - Divide students into groups
  - Define an area around school (e.g. within a radius of 50 m)
  - Allocate to each group a sub-area within the defined area
  - Ask each group of students to photograph each advertisement that they find in the area
6. Take your students around the school to explore the food advertisements with the defined methodology.

### AIMS

- To draw attention to the food advertisements present around the school
- To explore and evaluate what type of foods are advertised around the school
- To raise awareness among the school community and local authorities on the type of food advertised around the school

### SUSTAINABILITY COMPETENCES

- Critical thinking
- Developing creative solutions

### SOCIETAL ACTORS

- Families
- School community
- Local authorities

### KEYWORDS

Food advertisements, food choices, marketing

### AGE RANGE

13-16 years old

## THE CO-CREATION PROCESS

7. Back in the classroom, download the pictures and other information gathered by the students into a common online platform, allowing access for all students.
8. Ask students to show at home, to their families, the food advertisements found around the school, and to discuss its characteristics (e.g., type of food, level of processing, nutritional value, etc).
9. Back in school, ask the students to share among them the conclusion they reached with their families.

## THE (SUGGESTED) SOLUTION

10. Ask your students to develop a digital infographics with the main findings of the food advertisements around school, with the purpose of raising awareness about the type of food that is being advertised and to which students are exposed on a daily basis.
11. Share the infographics with the school community, including teachers and families.
12. Send the infographics to the local authorities (e.g., city council, and parish council).

## SUBJECTS

Citizenship / Civic participation

## TOPICS

**Citizenship / Civic participation:**  
Sustainable development

## SETUP

Part of the activity will be developed outside school, around the school premises. The rest of the activity will be developed inside school. During the activity, students will share and discuss their findings with families.

## MATERIALS

- Camera or cell phone
- Registration form (with columns to register information about each advertisement: e.g., the name of the company, the food advertised and its characteristics)