



FOOD ADVERTISEMENTS ACROSS DIFFERENT NEIGHBORHOODS

INTRODUCTION

Food advertisements are all around us: on television, on websites and social media and on the streets. But do they differ in different neighborhoods?

Are students exposed to different kinds of food advertisements depending on what neighborhood they live in?

THE ISSUE

1. Watch the video “Food advertisements” with your students.
2. Ask your students which issues are being addressed in the video.
3. Ask your students if they have ever noticed any food advertisement close to where they live.
4. Tell your students that they are going to explore the food advertisements in different neighborhoods.

INTO THE COMMUNITY

5. Discuss with your students the best methodology to explore the food advertisements in different neighborhoods. One possible methodology would be:
 - Divide students into groups.
 - Allocate to each group a neighborhood in the city with different characteristics (considering e.g., residences, parks, youth recreation center etc.).
 - Ask each group of students to photograph all advertisements they can see in their neighborhood.
6. Invite a physician/nutritionist to discuss the impact of food advertisements.

AIMS

- To draw attention to different kinds of food advertisements.
- To explore and evaluate what type of food is advertised in different kinds of neighborhoods.
- To work together with a nutritionist to get a deeper understanding of food advertising.
- To raise awareness among the school community on the type of food advertised in different neighborhoods.

SUSTAINABILITY COMPETENCES

- Critical thinking
- Developing creative solutions

SOCIETAL ACTORS

- Physicians/nutritionists
- School community

KEYWORDS

Food advertisements, food choices, marketing, food environment

AGE RANGE

13-16 years old

THE CO-CREATION PROCESS

6. Back in the classroom, download the pictures and other information gathered by the students into a common online platform, allowing access for all students.
7. Let the students compare what type of food is advertised in the different neighborhoods. Work together with the physician/nutritionist to discuss the findings and what impact it could possibly have.

THE (SUGGESTED) SOLUTION

8. Create a poster or brochure describing the findings, informing about the type of food advertisements that exist in neighborhoods around the school, making any differences visible.
9. Display the posters or brochures in common areas at the school to raise awareness among the rest of the school community.
10. Share the posters or brochures with family and students of other classes.

SUBJECTS

Citizenship / Civic participation

TOPICS

Citizenship / Civic participation:
Sustainable development

SETUP

Part of the activity will be developed outside school, and the other part inside school.

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)
- Presentation materials