



## RAISING AWARENESS ABOUT DIGITAL FOOD ADVERTISEMENT

### INTRODUCTION

Food advertising is present in everyday life. Today we are not only exposed to food advertising and messages about food outdoors, but also in the digital world.

Do students notice digital food advertising? What kind of food are advertised on social media and what do the students think about this? In this Open Learning Scenario, students are going to explore food advertisements on social media and discuss with societal actors the nutritional value of the food.

### 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 ever noticed any digital food advertisement.
4. Discuss with your students the perception they have of the nutritional value of the foods that are advertised.
5. Tell your students that they are going to explore the food advertisements they are exposed to on social media.

### INTO THE COMMUNITY

6. Discuss with your students the best methodology to explore food advertisements on social media. One possible methodology would be:
  - Assign the students a social media platform that they regularly use.
  - Ask the students to use the platform like they usually do for 30 minutes.
  - While using the social media platform, ask the students to take screenshots of all food advertising.

### AIMS

- To draw attention to digital food advertisements.
- To explore and evaluate what type of food is advertised on social media.
- To work together with societal actors in the analysis of digital food advertisements.
- To raise awareness among the school community and local authorities on the type of food advertised on social media.

### SUSTAINABILITY COMPETENCES

- Critical thinking
- Developing creative solutions

### SOCIETAL ACTORS

- Physicians/nutritionists
- Families
- School community
- Local authorities

### KEYWORDS

Digital food advertisements, food choices, digital marketing, nutritional requirements

## THE CO-CREATION PROCESS

7. In the classroom, download the screenshots gathered by the students into a common online platform, allowing access for all students.
8. Help students to invite societal actors (e.g., physicians/nutritionists, families, members of the school community) for a co-creation event where they will analyze the advertisements, discuss the nutritional value of the food advertised and compare it with dietary requirements.
9. Discuss the findings in the class. Include discussions about what the students think about digital food advertisements and how it is affecting them.

## THE (SUGGESTED) SOLUTION

10. One solution to the problem is to develop an awareness campaign about the type of food that is being advertised and to which students are exposed daily.
11. A prototype for this solution could be a digital infographic or a class presentation with the main findings of the food advertisements on social media.
12. Share the presentation or infographic with the rest of the school community and the families.
13. If possible, take your students (or class representatives) to a Town Hall meeting to share the presentation or infographics with the local authorities.

## AGE RANGE

13-16 years old

## SUBJECTS

Citizenship / Civic participation,  
Health education, Home economics

## TOPICS

### Citizenship / Civic participation:

Sustainable development

### Health education:

Nutrition

### Home economics:

Food choices

## SETUP

Almost all the activity will happen inside the classroom. During the activity, students will work side by side with their families and physicians or nutritionists. Ideally, students should share their findings in a Town Hall meeting.

## MATERIALS

- Cell phone
- Digital platform to upload pictures
- Presentation materials