



RAISING AWARENESS ABOUT OUTDOOR FOOD ADVERTISEMENT

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?

In this Open Learning Scenario, students are going to explore food advertisements around school 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 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. Discuss with your students the perception they have about the nutritional value of the foods that are advertised.
5. Tell your students that they are going to explore the food advertisements that are present around their school.

INTO THE COMMUNITY

6. 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

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 work together with societal actors in the analysis of the food advertisements
- 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

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

KEYWORDS

Food advertisements, food choices, marketing, nutritional requirements

7. Take your students around the school to explore the food advertisements with the defined methodology.

THE CO-CREATION PROCESS

8. Back in the classroom, download the pictures and other information gathered by the students into a common online platform, allowing access for all students.
9. Discuss with students which societal actors can help them to reflect on the nutritional value of the food which is being advertised around school.
10. Help student to invite the identified societal actors (eg. physicians/nutritionists, families, members of the school community) for a co-creation event where they will analyse the advertisements, discuss the nutritional value of the food advertised and compare it with dietary requirements.
11. Organize the co-creation event to take place in the school space, guaranteeing it is an informal moment where the students have the same voice as any other participant.
12. During the co-creation event, discuss possible solutions to draw attention to the food that is being advertised around school.

THE (SUGGESTED) SOLUTION

13. 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 on a daily basis.
14. A prototype for this solution can be a digital infographics with the main findings of the food advertisements around school.
15. Help students developing the infographics and test it with representatives of the target audience - families, school community, local authorities - to find out if the prototype needs to be changed or improved (eg. more data, more visual support, etc.).
16. After developing the final version of the infographics, share it with the families and the rest of the school community.
17. If possible, take your students (or class representatives) to a Town Hall meeting to share the infographics with the local authorities.

AGE RANGE

13-16 years old

SUBJECTS

Citizenship / Civic participation

TOPICS

Citizenship / Civic participation:
Sustainable development

SETUP

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

- 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)
- Stationery to be used in the co-creation event