

Change4Life KS2 Lesson Plan 1



AREA OF LEARNING/FOOD COMPETENCE: Consumer Awareness	DATE:	CLASS:

LEARNING INTENTIONS:


- Be aware that advertising can influence what they choose to eat


OBJECTIVES:

- To learn about social marketing campaigns
- To investigate the Change4Life campaign and discuss the main aims and activities
- To practice some Change4Life challenges
- To conduct a family survey about Change4Life

RESOURCES/PREPARATION:

- Access to the Change4Life website or a Change4Life Poster (available from the Schools toolkit available free of charge from the website)
- Change4Life Family Survey Sheet

 PhunkyFoods Plate of Health Floor Mat

 Food Models

DIFFERENTIATION:

Support – Some children may need support in identifying relevant food groups and appropriate “swaps” in the food mat activity.

Extension – Some children might like to write down some “swaps” that they could make to their own diets to make them healthier.

ASSESSMENT OPORTUNITIES

EVALUATION	
TEACHING OBJECTIVES	LEARNING INTENTIONS
TEACHING DELIVERY	FUTURE TARGETS

Change4Life

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	LEARNING ACTIVITY	TEACHING POINTS
INTRODUCTORY WHOLE CLASS ACTIVITY Time: 10 minutes	<p>Ask the children if they have ever heard of the term social marketing campaign? Do they know what it means? Explain that social marketing is a way of promoting a way of life that is beneficial to us. For example the No Smoking campaign. Can the children think of any campaigns that try to encourage healthy eating and choices we make surrounding food? These may include the 5 a day campaign, Change4Life or the junk food advert ban.</p> <p>Discuss the Change4 Life campaign with the children. Explain that Change4Life is a 'social marketing' campaign which aims to 'sell' the idea that a healthy lifestyle is achievable for everyone. Have they seen the adverts on the TV, posters in supermarkets, billboards etc. Do the children know what Change4Life is promoting? Explain that it is to promote a healthier lifestyle for children and their families. Do they think this is a good idea? Should children / families be able to make their own decisions or do they need encouragement to make healthier choices? Do the children think this campaign will help people lead a healthier lifestyle?</p>	
GROUP ACTIVITY Time: 15 minutes	<p>Ask the children to explore the Change4Life website and to find out more about the aims and activities of the campaign. Can they find the eight challenges for kids? What are the eight challenges? Feedback to the whole class.</p>	Change4Life Challenges: http://www.nhs.uk/change4life/Pages/Make.aspx
GROUP ACTIVITY Time: 30 minutes	<p>Ask pupils what they ate yesterday for breakfast/lunch/dinner/snacks. Take one example and together with the pupils, use the PhunkyFoods Plate of Health Floor Mat and food models to categorise the foods according to the sections on the Plate of Health.</p> <p>Once the mat has been assembled, ask children to practice the challenges of 'sugar swaps', 'cut back fat' and perhaps '5 a day' by substituting high fat and sugar item with healthier appropriate replacements using the mat and food models.</p> <p>Ask the children if this concept is something they could practice on a daily basis – would they enjoy doing so? Have any of the pupils learnt anything new about certain foods or have they been inspired to make their diets healthier?</p>	
TAKE HOME ACTIVITY (OPTIONAL) Time: 5 minutes	<p>Introduce the idea of a family survey about Change4Life and give out a copy of the Change4Life Family Survey to all pupils. Ask the pupils to prepare to report the results to the class in the next lesson. Ask the children to keep a look out for the Change4Life logo. Where do they see it advertised and what message does it give?</p>	

Change4Life Family Survey



1. Has anyone in your family heard of Change4Life?

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2. If they have, which family members know about Change4Life?

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3. How did they hear about it?

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4. Has anybody already taken any Change4Life challenges?

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5. If they have, which ones?

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6. What do your family members think of the Change4Life campaign?

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