

## Weeks 7, 8 & 9:

### 8M1 - Food Projects



#### Western Culture & Junk Food:

##### Lesson 1: How Big Corporations get people Hooked on Junk Foods

**Task: Watch the video** – ‘Why we can't stop eating unhealthy foods.’ Here is the link: <https://www.youtube.com/watch?v=wTNIHyjip94>. It has been approved to be watched by MHJC students. It is a talk by Health Professor Laura Schmidt of the University of California. It is easy to understand and it's very powerful. She is an expert on how big corporations get people hooked on junk foods and what can be done about it. Write the following questions in your **Red Book**, followed by the answer.

1. What is the main ingredient that is being used to get us to like junk food?
2. How do researchers try to get people addicted to eating items like Dorito's corn chips?
3. In 1903, what addictive substance was banned from Coca-Cola?
4. Since 1903, what 2 addictive substances have been used in Coca Cola?

5. What percentage of all foods in the average grocery store have sugar added to them?
6. What adult disease are doctors now seeing in children that is linked to sugary drinks?
7. What is the main cause of non-alcoholic fatty liver Disease?
8. Does educating people about making healthy choices have a history of working?
9. What is the solution according to Professor Schmidt?

## **Week 7 Lessons 2 & 3, Weeks 8 & 9:**

**I intend to give you a mark for Term 3. It will be based on**

**1) Your homework in your Red Books, and**

**2) A Powerpoint Project on Junk Food.** Students can choose from 2 types of projects – **1) Basic** and **2) Challenging**. **You will be graded on how well you follow the instructions and the amount of depth you provide. This is not being marked like a traditional assessment as we are in lockdown. It is a term grade that will be based on whether you've done the work and the degree of depth provided. It may even take the form of a report to your parents. There is no specific marking criteria – that's why it's called a Project. Again, it's based on how well you answer the questions and the detail you provide.**

### **The Basic Project:**

I would pick the basic project if you've been struggling to keep up in your classes, have a low reading level, or are just finding lockdown challenging. During the Rest of Week 7 and during Weeks 8 & 9, you will create a Powerpoint on the problem of junk food in New Zealand. Your project will be based on the following article:

"Is New Zealand's addiction to fast food killing us?" by Tony Wright (NewsHub).  
<https://www.newshub.co.nz/home/health/2017/03/special-report-is-new-zealand-s-addiction-to-fast-food-killing-us.html>

There is a lot of information in this article. However, you can also go online and find additional information. You may wish to Google key words such as "Kiwi children junkfood."

Another article you could look at is - **“Battle to keep Kiwi kids healthy as study reveals average 12-year-old consumes five unhealthy snacks a day.”** Here is the link:

<https://www.tvnz.co.nz/one-news/new-zealand/battle-keep-kiwi-kids-healthy-study-reveals-average-12-year-old-consumes-five-unhealthy-snacks-day>

Your Powerpoint should have **4 parts**:

1. A catchy title that will get the attention of your audience.
2. Introduce the problem and tell why it is important. For example, you might begin by writing something like – “Eating junk food is a serious problem for Kiwis – especially children. It has created a lot of health problems and costs the government millions each year.” Here is where you could list some key facts and figures that highlight the problem of junk food in New Zealand. How bad is it for Kiwi kids?
3. Image or images. Include images that will catch peoples’ attention and make them take notice of the problem. You could even include a cartoon about the problem. Tell me what the point is that the cartoonist is trying to make.
4. Pick ONE of the following issues and focus on it.
  - 1) How does eating junk food impact on our health? Or
  - 2) How do companies target people with ads designed to get you to eat food that isn’t good for you? (you can get some ideas from the talk by Laura Schmidt from Lesson 1 of Week 7). You will find much of this information in the 2 articles I have given you links to or you can search for more information if you think you need to.

#### **Timeline of Work:**

**End of Week 7:** Powerpoint should be started. You should have completed Section 1 and made progress on Section 2 (I want you to flick me an e-mail by Sunday of Week 7 to show me that you have been making progress on your Project).

**End of Week 8:** You should have completed Sections 1, 2 and 3, and be making progress on Section 4 (Again, I want you to flick me an e-mail by Friday of Week 8 to show me that you have been making progress on your Project).

**End of Week 9:** You should have completed all 4 sections. Project is due on Sunday night of Week 9.

**In addition to the above, here is some additional information that may help you with your basic project:**

- Diet risk factors, which include being overweight and eating unhealthy diets, are the biggest contributor of poor health in New Zealand (17.5%).

- On average, 36% of the food bill in NZ is for heavily-processed foods and drinks, many of which are unhealthy.
- Children are exposed to on average 8 ads for unhealthy food per hour during their peak TV viewing time.

## Advanced Project:

Create a Powerpoint on the problem of junk food in New Zealand.

There are 2 parts –

- 1) Eating junk food and how it hurts our health, and
- 2) How ads for junk food target children.

Possible Sources of information:

A. “Is New Zealand's addiction to fast food killing us?” by Tony Wright (NewsHub).

<https://www.newshub.co.nz/home/health/2017/03/special-report-is-new-zealand-s-addiction-to-fast-food-killing-us.html>

There is a lot of information in this article. However, you can also go online and find additional information. I would suggest Googling key words such as “Kiwi children junkfood” and “junkfood New Zealand.”

B. Another article you could look at is - “Battle to keep Kiwi kids healthy as study reveals average 12-year-old consumes five unhealthy snacks a day.”

<https://www.tvnz.co.nz/one-news/new-zealand/battle-keep-kiwi-kids-healthy-study-reveals-average-12-year-old-consumes-five-unhealthy-snacks-day>

C. “Kiwi kids’ consumption of fast food and fizzy drinks.”

<https://kidspot.co.nz/health/kiwi-kids-consumption-of-fast-food-and-fizzy-drinks/>

I would also encourage you to go online or use the EPIC database and find more sources. Your Powerpoint should have 5 parts:

**Section 1.** A catchy title that will capture the attention of your audience. Explain why you chose the title and why you think it will grab their attention.

**Section 2.** Introduce the problem of junk food in New Zealand and tell why it is important. List some key facts and figures that highlight the problem (to be completed by the end of **Week 7**).

**Section 3.** How does eating junk food impact on our health?

**Section 4.** How do companies target people with ads designed to get you to eat food that is not good for you? You may wish to revisit the talk by Laura Schmidt (you should have completed Section 3 and be working on to Section 4 by the end of **Week 8**).

**Section 5.** Include a Solution – what is one way to attack the problem of junk food in New Zealand? (to be completed by the end of **Week 9**).

**\*Minimum number of slides = 12; there is no upper limit.**

**\*Make sure you write in your own words.**

**\*For any images you include, please write captions.**

**\*I would encourage you to use the EPIC data bases.**