

Healthy Eating Campaign

Welcome Canteen Crusaders! As a class, you'll be contributing to a Class Campaign to spread the message on Healthy Eating and why it's so important! You'll be working in groups of 4, and using all of the information you have learnt over the past few weeks throughout this iQuest (especially about how healthy our Canteen is at the moment) to create a radio advertisement, tv advertisement, jingle or flyer. These will need to convince students, teachers or parents about why they should be eating healthy foods too! Importantly, you'll be writing a Design Brief to help you with your campaign medium (how you're presenting your information) and once completed, you will need to stick to it.

You will have 2 weeks to complete this part of the Canteen Crusade.

What you will need to do:

- Create a Design brief – stick to it and follow it
- Identify the issue and provide strategies to change the way people think about Healthy Eating
- Choose your audience wisely and an appropriate way of convincing them
- Use three or more good pieces of information from reliable sources to support your cause

Things that could be included in your Healthy Eating Campaign are:

- An exciting slogan that sums up your part of our class campaign.
- Important facts about healthy eating and why we need to have a healthy diet.
- *Why* we need to change our School's canteen menu, using information from our canteen audit. Explain to your audience *what changes* you would like to make to the canteen.
- Use a creative way to get your message across (video, flyer, radio ad., jingle) – make sure it is right for your audience. For example, radio might not be the best for students, but would be a great way to get the parents involved.

What you will be assessed on:

- Your Design brief: has it been completed and followed throughout the Campaign?
- How well you worked as a group.
- How creative you were in presenting your message.
- Suitable choice of medium (radio ad, tv ad, jingle or flyer) for your audience. Make sure the way you write your information is directed at your audience.
- Accuracy of information used.
- Your personal reflection (this will be explained further once the Class Campaign has been completed).