

Reducing sugary drink consumption: Communication and action

Learning Foci	Understand/Know/Do	Suggestions for pedagogies/strategies	Supporting resources
<p><u>Communication and action: Reducing sugary drink consumption</u></p>	<p>Formulate and deliver a persuasive argument, supported by evidence, about potential drawbacks of over-consumption of sugar.</p> <p>Design and construct a visual or oral illustration/representation of the argument, such as rap, poster or infographic.</p>	<p>Rap competition – write ChatGPT prompts to develop a rap song that communicates a specific message about sugary drinks. Improve the ChatGPT suggestions and perform the raps with the best rap message and performance receiving a prize.</p> <p>Design a social marketing campaign, for example, a ‘healthy hydration’ social media challenge.</p> <p>Use “product subversion” – use humour or exaggeration to promote a healthy alternative or produce a parody or satirical version that highlights negative health consequences. Share all ideas and vote for the best advertisement.</p> <p>Present a poster message using PowerPoint poster templates.</p> <p>Role-Play: script and present a role-play to encourage others to reduce their sugary drink consumption or to illustrate the use of a behaviour change strategy.</p> <p>Collaborate with researchers to co-write or review an article for publication see, for example, https://kids.frontiersin.org/</p> <p>Form a Health Committee, survey student/whanau school community, and develop and advocate for, a sugary drink policy at their school. E.g., communicate with the BoT.</p> <p>Design a front-of-pack labelling/rating system and infographic to illustrate sugar content in drinks (in teaspoons per drink).</p>	<p>Examples of ChatGPT prompts</p> <p>Examples of sugary drink marketing and product subversion</p> <p>Examples of rating systems and infographics e.g., traffic lights, stars.</p> <p>A0 Poster template (made in PowerPoint)</p>