

Eat your words : understanding healthy eating and food messages : a new teaching resource for 7-11 year olds / National Heart Forum.

Contributors

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183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
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Understanding healthy eating and food messages

A new teaching resource for 7-11 year olds



**NATIONAL
HEART
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National Forum for
Coronary Heart
Disease Prevention



“Excellent ideas for activities.
Very imaginative and practically
based ... readily accessible and
easy to incorporate into the
classroom.”
Year 5 Teacher

“A very useful book with
many interesting activities which
arouse tremendous curiosity
and interest.”
Year 6 Teacher

A healthy diet is one of the best ways of maintaining and protecting children's health, both now and in later life. But the diets and eating patterns of children in the UK need to change, in order to improve both their short and long term health.

Children learn about food and health in school and from the wider environment. Advertising, food packaging and labelling, catering, shop marketing policies and promotional materials all contribute to the food messages they receive.

Eat Your Words is a new classroom resource which will develop children's understanding of these messages and enhance their knowledge about one of life's most fundamental things - food. Through 38 lively and highly illustrated activities, children are encouraged to:

- think critically about food messages around them
- compare the food messages from different sources with national guidelines for a healthy diet
- recognise the selling intention behind food marketing and advertising
- develop healthy and positive attitudes to food.

Eat Your Words - extensively tested with teachers - is a photocopiable resource for key stage 2. Activities are easily adaptable for both older and younger ages. Each exercise sheet includes discussion ideas, practical activities and suggestions for further work.

Eat Your Words supports core curriculum subjects including Science, Design and Technology, English, Mathematics, Physical Education and cross-curricular themes such as Health Education. *Eat Your Words* can help your school become a health promoting school.

The National Heart Forum - an alliance of over 35 national agencies working to reduce heart disease rates in the UK - has produced *Eat Your Words* in partnership with Consumers' Association, the British Dietetic Association, Camden and Islington Community Health Service NHS Trust and Camden Education.

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I enclose a cheque for £....., payable to BSS (Broadcasting Support Services).

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