

*safe*food

20 years promoting
North/South
working



Development of a media literacy resource for primary schools in Ireland

Dr Charmaine McGowan

Is there a need for a media literacy education resource?

Focus on food?

TV Food Ads Educate and Advocate

A whole school approach to television
food advertising and healthy eating



Broader approach -
critical media literacy
skills

MediaWise was
designed to help
children develop a
greater understanding
of what's being
suggested, promised
and sold to them.



Government of South Australia
Children, Youth and Women's
Health Service

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<https://www.youtube.com/watch?v=EbuMRjVpSsY>

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Children's food brand knowledge very high for unhealthy foods

1000 ads at age 3

Stealth marketing – following them

Unequivocal evidence WHO

Fake news, alternative facts

1. Obesity strategy – wider environment
2. DOH working group on non-broadcast advertising
3. BAI policy & EU Digital Agenda
4. Supports media literacy on the curriculum

Young children's food brand knowledge. Early development and associations with television viewing and parent's diet" Dr. Mimi Tatlow-Golden & Ellis Hennessy (University College Dublin) Moira Dean & Lynsey Hollywood (Queen's University Belfast); safefood 2014

"Who's feeding the kids online? Digital Food Marketing and Children in Ireland" Dr. Mimi Tatlow-Golden Ph.D. Lynne Tracey BA, FIAP & Dr. Louise Dolphin Ph.D; Irish Heart Foundation, 2016



The experts

Sheena Horgan	Marketing Consultant
Bernie Collins	SPHE Network
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Declan McLoughlin	BAI
Sheila De Courcy	RTE
Barry Dooley	AAI
Gearoid McCauley	Teacher
Marie Banaghan	Teacher

Development of Classroom Materials

- July & Sept 2016 - expert group meetings
- Consultation with a small number of teachers
- Framework for the resource developed

Media Literacy Policy

EMPOWER
RELEVANT
KNOWLEDGE BASE
SUPPORT
PRIORITYISATION
APPROACH
KNOWLEDGE
RECORD
DEMOCRATIC
EFFECTIVE
UNDERSTAND
RELIABILITY
EVALUATE
TRUTHFULNESS
ANALYSE
PROTECT
ACCESS
KNOWLEDGE BASE
PARTICIPATE
UNDERSTAND

www.bai.ie



ÚDARÁS
CRAOLACHÁIN
NA HEIREANN
BROADCASTING
AUTHORITY
OF IRELAND

Core Competency 1

Understand and critically evaluate broadcast, digital and other media content and services, in order to make informed choices and best manage media use.

Core Competency 2

Access and use broadcast and digital media content and services in a safe and secure manner, to maximise opportunities and minimise risks.

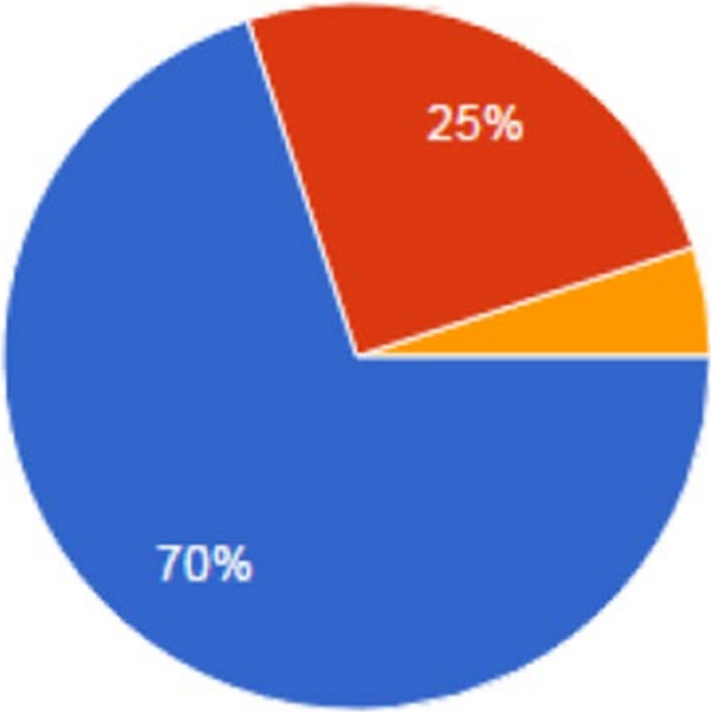
Core Competency 3

Create and participate, via media, in a responsible, ethical and effective manner, in the creative, cultural and democratic aspects of society.

Development of Classroom Materials

- Feb 2017 - lesson plans developed by primary school teacher
- Term 3 2017 - pilot study with 20 teachers from mix of locations, class grades, range of patrons
- Data captured from teachers using paper survey

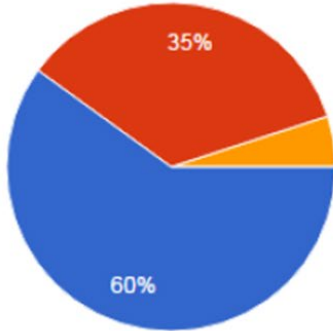
Do teachers feel there is a need for a media literacy resource?



- A great need
- Some need
- Hard to say
- No need

a) Aimed at an important area

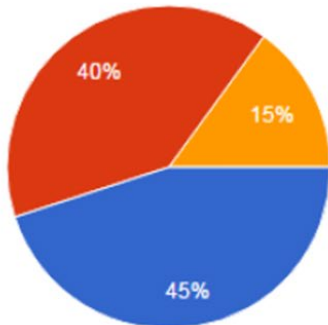
20 responses



- Very successful
- Successful
- Hard to say
- Not very successful
- Not successful at all

b) Programme planned broadly as it should be.

20 responses

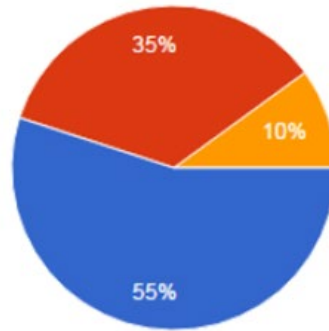


- Very successful
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- Not successful at all



c) Appropriate topics included

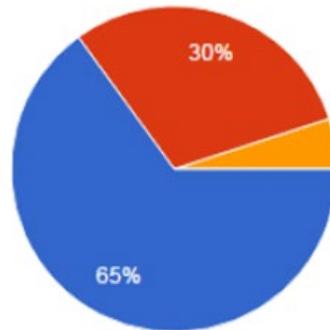
20 responses



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- Hard to say
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e) Successful in achieving outlined objectives

20 responses



- Very successful
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- Not successful at all

MediaWise



1 What is the media?

An introduction to what media actually is, the many forms it can take, how the media is everywhere and what advertising is.



Junior & Senior Infants

1st & 2nd Class

3rd & 4th Class

5th & 6th Class

2 The message & emotion behind the media

Breaking down the media into its different elements, how and why they are chosen and the impact the message can have on our emotions.



Junior & Senior Infants

1st & 2nd Class

3rd & 4th Class

5th & 6th Class

3 Who is the target?

Who the audience that's being targeted is, what appeals to different audiences and how media makes money.



Junior & Senior Infants

1st & 2nd Class

3rd & 4th Class

5th & 6th Class

4 Media's influence on us

How it can shape our views, give us information and make us aware of what's happening in the world. How media can also give us a voice to share and deliver our message.



Junior & Senior Infants

1st & 2nd Class

3rd & 4th Class


5th & 6th Class

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Social Media Engagement

988,000 Twitter impressions in March/April 2019

1million + Facebook impressions in March/April 2019

 **safefood**
@safefood_eu

Understanding the media is an important food skill, says Dr Aileen McGloin, as kids from 3 yrs see 1,000's of ads for unhealthy food each year. This is why safefood developed 'MediaWise', a primary school teaching resource.

safefood.eu/MediaWise #BeMediaSmart #StopThinkCheck




5:59 PM - 19 Mar 2019

7 Retweets 15 Likes

 **SafeFood**
March 27 · G

Looking for ways to teach persuasive writing? MediaWise is a FREE primary school resource developed with teachers to help children understand media messaging.



MediaWise
to m f a s w y

 **safefood**
SAFEFOOD EU

Free lesson plans and activities [Learn More](#)

76 14 Comments 15 Shares

 **safefood**
@safefood_eu

Teachers, do you want to talk to your class about fake news? Use our MediaWise lesson plans and activities to help them separate fact from fiction.

#BeMediaSmart #alldigitalweek @MedialitIreland

For more: [safefood.eu/Education/Prim ...](http://safefood.eu/Education/Prim...)



Teach kids to tell fact from fiction

 **safefood**

4:45 PM - 27 Mar 2019

91 Retweets 267 Likes

European Media Literacy week

Ways to BE MEDIA SMART

STOP_

Use these quick tips to help you judge whether information is accurate and reliable.

[Help →](#)

THINK_

BE MEDIA SMART using these resources from around the web.

[Resources →](#)

CHECK_

It's always good to check where your information comes from. Find out who is supporting this campaign.

[Supporting Members →](#)

<https://vimeo.com/323806931>

How many schools have we reached?

31% of primary schools (ROI) requested hard copies

16,000 page views of online resource



MediaWise
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Is the resource effective....?

What are the next steps.....?

- Ongoing promotion and dissemination
- Updating bank of advertisements (for 3rd and 4th; 5th and 6th)
- Development of resource for NI curriculum

Acknowledgements

- Members of expert working group
- Gearoid McCauley, Teacher, St. Senan's Primary School, Enniscorthy
- Corinna Hardgrave, Dublin City University Fellow with **safefood**
- Participating schools and teachers
- Colleagues who have facilitated sharing
- **safefood** colleagues