

## Teachers' Conference 2011 'Wiser Buyer' - Links to the GCSE and GCE specification for Home Economics

*Overarching: Justify choices and decisions to develop skills as informed, discerning consumers*

### Presentations and workshops

<p>Introduction <b>NI Consumers – What are they like?!</b> Philippa McKeown</p>	<p>(GCSE) Effective Consumer – Identify who is a consumer            (GCSE) What influences shopping            (GCSE) Effective Consumer – Barriers that prevent individuals + Distance Selling Regulations 2000            (GCSE) What influences shopping? factors that influence + evaluate shopping options (internet)            (GCSE) Task option 1 – Investigate the use of the internet as a method of shopping for families</p>
<p>1. <b>Money Matters</b>, Paul Gray, Assistant Principal Officer, Financial Capability (Post-Primary), CCEA</p>	<p>(GCSE) Money Matters – Discuss strategies to enable different individuals and families to manage their finances effectively            (GCE) Financial management Issues for the Consumer – Saving for the future; evaluate a range of savings options (short-term and long-term) in relation to personal circumstances, interest rates and flexibility</p>
<p>2. <b>Diet and Lifestyle</b>, Grainne McMacken, Senior Dietitian, Belfast HSC Trust</p>	<p>(GCSE) Dietary Disorders – Diet and lifestyle factors; plan and evaluate meals; portion sizes and GDAs            (GCE) Diet and health – Overweight and obesity 'energy balance'</p>

<p><b>3. Irresponsible Consumerism</b>, Dr Martin Caraher, Department of Health management and Food Policy, City University, London</p>	<p>(GCSE) Effective Consumer – Explain rights and responsibilities associated with being an effective consumer; Barriers that prevent individuals from being effective consumers (resources)  (GCSE) What influences shopping – environmental and ethical factors; discuss the impact of changing lifestyles on the choice and management of resources  (GCSE) Task option 2 – Examine the impact of ethical and environmental issues on food choices  (GCE) Ethical food issues for the consumer – explore issues surrounding local and seasonal food choices e.g. food miles and climate change, food quality</p>
<p><b>4. The What, Why, Where and How of Greenwashing</b>, Darah Anglim, RealEyes Sustainability Ltd, Dublin</p>	<p>(GCSE) What's on the label - claims on labels  (GCSE) Effective Consumer – explore the barriers that prevent individuals from being effective consumers (knowledge)  (GCSE) What influences shopping - environmental and ethical, psychological and social  (GCSE) Discuss the impact of marketing on the choice and management of resources  (GCSE) Evaluate the quality of information available to consumers from the media</p>
<p><b>5. Born to Buy – How adverts target young consumers</b>, Emma Boyland, Kissileff Human Digestive Behaviour Laboratory, University of Liverpool</p>	<p>(GCSE) What's on the label - claims on labels  (GCSE) Dietary Disorders – discuss the diet and lifestyle factors that may contribute to dietary disorders  (GCE) Consumer information/ Food advertising – discuss the strategies used by the food industry to promote food (e.g. use of celebrity and cartoon endorsement, jingles, omission of key information); consider the effects of</p>

	these marketing strategies on the ability of children and adults to make informed decisions about their diet and health.
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## Support materials

1. Character scenario activity – Ricky (Moving back home with his parents and looking closely at his finances)	(GCSE) Money matters – explain the importance of budgeting; outline the consequences of poor financial management and discuss strategies to enable different individuals and families to manage their finances effectively. (GCSE) Discuss the impact of changing lifestyles on the choice and management of resources (GCE) Financial management Issues for the Consumer – demonstrate knowledge and understanding of financial management strategies to achieve financial stability (e.g. planning and managing a budget, saving for the future, dealing with debt)
2. Character scenario activity – Patrick (Saving for his son’s school trip and cutting household bills)	As above and in addition: (GCSE) Ages and stages – plan, make and evaluate meals and menus
3. Character scenario activity – Caterina (Falling victim to an online scam)	(GCSE) Effective Consumer – Sale of Goods Act 1979, Distance Selling Regulations 2000 (GCSE) What influences shopping? factors that influence + evaluate shopping options (internet) (GCE) Consumer Protection and Redress – explain how the consumer is protected when buying goods and services online (e.g. financial and security issues)
Lesson plan – Quality Of Information	(GCSE) Wiser Buyer – evaluate the quality of information available to consumers from:

	the media: consumer programmes, magazines and newspapers individuals: family, friends and experts; and the internet
Lesson plan – The True Cost of Borrowing	(GCSE) Money matters – evaluate methods of paying for goods and services (GCE) Financial Management Issues for the Consumer – evaluate a range of credit options in relation to personal circumstances; costs; flexibility; debt potential
Handout - Who shops online? Consumer Research 2010	(GCSE) Effective Consumer – Barriers that prevent individuals + Distance Selling Regulations 2000 (GCSE) What influences shopping? factors that influence + evaluate shopping options (internet) (GCSE) Task option 1 – Investigate the use of the internet as a method of shopping for families
PowerPoint quiz – Deal or Steal? Working out the best deals and understanding BOGOFs and bulk buys	(GCSE) Money Matters – Discuss strategies to enable different individuals and families to manage their finances effectively
PowerPoint quiz – Green Myth Buster. True or False facts about sustainability and the environment	(GCSE) Effective Consumer – explore the barriers that prevent individuals from being effective consumers (knowledge) (GCSE) What influences shopping - environmental and ethical

## Publications

<a href="http://www.defra.gov.uk/environment/economy/documents/green-claims-quick-guide.pdf">http://www.defra.gov.uk/environment/economy/documents/green-claims-quick-guide.pdf</a>	Defra's Quick Guide to Making a Good Environmental Claim
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<a href="http://www.safefood.eu/PageFiles/2788/PHA2007_FoodPovertyFactorFiction.pdf?epslanguage=en">http://www.safefood.eu/PageFiles/2788/PHA2007_FoodPovertyFactorFiction.pdf?epslanguage=en</a>	This report looks at food poverty and policy in Northern Ireland
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## Useful websites and video clips

<b>Money matters:</b>	
<a href="http://www.moneysense.ulsterbank.co.uk/schools/">http://www.moneysense.ulsterbank.co.uk/schools/</a>	This website has recently been updated and features new videos, interactive materials, quizzes and activity sheets.
<a href="http://www.bbc.co.uk/raw/numbers/shopping_estimate_divide.shtml">http://www.bbc.co.uk/raw/numbers/shopping_estimate_divide.shtml</a>	Working out the cost per item to get the best deal
<a href="http://www.bbc.co.uk/raw/numbers/budget_shopping_adding.shtml">http://www.bbc.co.uk/raw/numbers/budget_shopping_adding.shtml</a>	Shopping on a tight budget
<a href="http://www.bbc.co.uk/raw/money/big_buys/credit_and_store_cards.shtml">http://www.bbc.co.uk/raw/money/big_buys/credit_and_store_cards.shtml</a>	Dom helps Kim (25) face her credit card debt and comes up with a plan
<a href="http://www.bbc.co.uk/raw/money/family/family_money.shtml">http://www.bbc.co.uk/raw/money/family/family_money.shtml</a>	Everyday expenses that a families have to manage
<a href="http://www.bbc.co.uk/raw/money/big_buys/getting_a_loan.shtml">http://www.bbc.co.uk/raw/money/big_buys/getting_a_loan.shtml</a>	Risk of 'buy now pay later' loans
<a href="http://www.consumercouncil.org.uk/filestore/documents/Post%20Primary%20(Web).pdf">http://www.consumercouncil.org.uk/filestore/documents/Post%20Primary%20(Web).pdf</a>	Overview of the free training, support, guidance and resources provided by The Financial Capability Partnership NI.
<b>Food and sustainability:</b>	
<a href="http://www.guardian.co.uk/lifeandstyle/wordofmouth/video/2010/mar/16/seasonal-local-vegetables-riverford-organic">http://www.guardian.co.uk/lifeandstyle/wordofmouth/video/2010/mar/16/seasonal-local-vegetables-riverford-organic</a>	Video exploring how feasible it is to eat seasonal and local produce.

<a href="http://www.guardian.co.uk/lifeandhealth/video/2008/jan/29/food">http://www.guardian.co.uk/lifeandhealth/video/2008/jan/29/food</a>	Top chefs offer their advice on creating great meals while cutting back on waste
<a href="http://www.guardian.co.uk/lifeandstyle/wordofmouth/video/2009/dec/16/food-giveaway-london-environmental-charities">http://www.guardian.co.uk/lifeandstyle/wordofmouth/video/2009/dec/16/food-giveaway-london-environmental-charities</a>	Volunteers from environmental charities use food that would otherwise have gone to waste to feed thousands of people in central London.
<a href="http://www.guardian.co.uk/commentisfree/video/2009/dec/15/copenhagen-climate-summit-vegetarian">http://www.guardian.co.uk/commentisfree/video/2009/dec/15/copenhagen-climate-summit-vegetarian</a>	'To preserve the Amazon, we need to stop eating meat' From the Copenhagen climate summit, president of the Brazilian Vegetarian Society Marly Winckler says that more than 80% of the Amazon's destruction is caused by cattle rearing.
<a href="http://www.which.co.uk/environment-and-saving-energy/environment-and-greener-living/guides/the-greenwashing-files/what-is-greenwash/">http://www.which.co.uk/environment-and-saving-energy/environment-and-greener-living/guides/the-greenwashing-files/what-is-greenwash/</a>	What is 'greenwash'? A straightforward guide to false claims made by companies about theirs or their product's green credentials.
<a href="http://www.which.co.uk/environment-and-saving-energy/environment-and-greener-living/guides/the-greenwashing-files/greenwashing-cases/">http://www.which.co.uk/environment-and-saving-energy/environment-and-greener-living/guides/the-greenwashing-files/greenwashing-cases/</a>	Examples of 'Greenwashing'.
<a href="http://www.guardian.co.uk/environment/series/greenwash">http://www.guardian.co.uk/environment/series/greenwash</a>	Examples of companies trying to mislead customers about green issues
<a href="http://www.greenwashingindex.com/">http://www.greenwashingindex.com/</a>	Rates the green marketing claims of

	advertisers in terms of 'worst offenders' and 'most authentic'
<a href="http://stopgreenwash.org/">http://stopgreenwash.org/</a>	Greenpeace website focussing on greenwashing in the US
<a href="http://www.consumerfocus.org.uk/news/company-claims-endanger-market-for-green-products-2">http://www.consumerfocus.org.uk/news/company-claims-endanger-market-for-green-products-2</a>	Two thirds of consumers not sure how to tell if claims made by companies advertising green products are true.
<a href="http://www.bbc.co.uk/learningzone/clips/how-a-family-reduced-their-carbon-footprint/6142.html">http://www.bbc.co.uk/learningzone/clips/how-a-family-reduced-their-carbon-footprint/6142.html</a>	A family dramatically change their lifestyle to see if they can reduce their carbon footprint.
<a href="http://wwf.panda.org/about_our_earth/all_publications/living_planet_report/">http://wwf.panda.org/about_our_earth/all_publications/living_planet_report/</a>	How you can alter your carbon footprint without making too many sacrifices.
<a href="http://www.sustainweb.org/olympicfood/">http://www.sustainweb.org/olympicfood/</a>	Campaign to encourage London 2012 to showcase the very best of healthy, ethical and sustainable food.
<a href="http://www.sustainweb.org/publications/?id=163">http://www.sustainweb.org/publications/?id=163</a>	The taps are turning – Are we ending our love affair with bottled water?
<b>Labelling and branding:</b>	
<a href="http://www.sustainweb.org/news/october10_nestle_breach_change4life/">http://www.sustainweb.org/news/october10_nestle_breach_change4life/</a>	Nestle misuse of Change4life branding on food products
<a href="http://www.sustainweb.org/pdf/Ethical_Hijack.pdf">http://www.sustainweb.org/pdf/Ethical_Hijack.pdf</a>	Why the terms 'local', 'seasonal' and 'farmers' market' should be defended from abuse by the food industry

<a href="http://www.sustainweb.org/publications/?mode=info&amp;id=170">http://www.sustainweb.org/publications/?mode=info&amp;id=170</a>	Junk food for babies? An investigation into food marketed for babies and young children
<a href="http://www.bbc.co.uk/learningzone/clips/the-influence-of-marketing-on-children/752.html">http://www.bbc.co.uk/learningzone/clips/the-influence-of-marketing-on-children/752.html</a>	This clip explains how children have become a target audience because of the pressure they can bring to bear on their parents. The marketing director of an advertising agency explains how this relationship is exploited.
<a href="http://www.bbc.co.uk/learningzone/clips/teenage-pressures-body-image-and-weight/5534.html">http://www.bbc.co.uk/learningzone/clips/teenage-pressures-body-image-and-weight/5534.html</a>	This clip explores issues around body image including the increasing prevalence of childhood obesity, the physical effects of being overweight and the healthy management of weight. It also outlines psychiatric disorders such as anorexia and bulimia, which lead to unhealthy weight loss.
<a href="http://www.bbc.co.uk/blogs/watchdog/2009/10/supermarkets_are.html">http://www.bbc.co.uk/blogs/watchdog/2009/10/supermarkets_are.html</a>	Three pairs of shoppers are challenged to a trolley dash around the Watchdog supermarket and work out if the special offers are a good deal or not.
<a href="http://conversation.which.co.uk/consumer-rights/the-supermarket-special-offers-that-arent-so-special/">http://conversation.which.co.uk/consumer-rights/the-supermarket-special-offers-that-arent-so-special/</a>	A gallery of 'not so special special offer's spotted by customers.

## Previous support materials

Don't forget you can still access all of the lesson plans, activities, publications and useful websites compiled for the previous teachers' conferences in 2009 and 2010.

### **GCSE**

<http://www.consumercouncil.org.uk/education/schools-and-colleges/gcse/>

[http://www.ccea.org.uk/home\\_economics/](http://www.ccea.org.uk/home_economics/) go to Consumer Awareness Conference Materials

### **A' Level**

<http://www.consumercouncil.org.uk/education/schools-and-colleges/a-level/>

[http://www.ccea.org.uk/home\\_economics/](http://www.ccea.org.uk/home_economics/) go to support materials A21