



Educating about media literacy, food marketing and nutrition

A team of researchers at the *University of Calgary* led by **Dr. Charlene Elliott** (Canada Research Chair in Food Marketing, Policy and Children's Health), is pleased to offer trained facilitators to deliver a fun and informative educational session on media literacy and food marketing that provides children/adolescents with the skills necessary to navigate a complex food environment. Based on research with over 600 children across Canada, this session provides critical information on how to evaluate packaged foods, including some of the errors commonly made when trying to determine whether a packaged food is healthy. It is designed to help children/adolescents make sense of food marketing and the many types of appeals commonly used in promotions to them, such as cartoon characters, colour, and nutrition claims.

This educational session is designed for ages 8-14, with different content which can be adapted to suit Cub Scouts (ages 8-10) or Scouts (ages 11-14). It is also flexible in terms of length, from 1 to 1.5 hours. The facilitator will deliver the session in the group's regular meeting space, and bring all of the necessary supplies, including fun fact sheets for participants to take home with them.

Thanks to a new partnership with the Helderleigh Foundation, the delivery of this service is completely free, and will be available for use from September 2019 to June 2020. For more information or to schedule your session, please contact **Emily Truman** (emily.truman@ucalgary.ca). Advance bookings are encouraged!

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