

Teaching Ideas

Food Sponsorship and Advertising

Unhealthy sport sponsorship targeting kids

The Conversation published (2016) an article about Australian sporting development programs and the sale of unhealthy food items. [Click here](#) to read the article.

This article links well to the *Year 8 Sporting Venues & Food* and *Year 10 Exploring Energy Sources* unit. It also addresses Australian Curriculum general capabilities of literacy, ethical understanding and critical and creative thinking. Suggested classroom icebreaker questions include:



- *What is this article about?*
- *What is the argument presented in this article?*
- *What are the consequences (positive and negative) for a sporting group being associated with a junk food company?*
- *Do you agree with the recommendations made by health promotion agencies?*
- *What action could parents and players take to change the situation?*