



National Certificate of Educational Achievement  
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

## **Exemplar for Internal Achievement Standard**

### **Home Economics Level 3**

This exemplar supports assessment against:

**Achievement Standard 91466**

Investigate a nutritional issue affecting the well-being of New Zealand society

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to perceptively investigate a nutritional issue affecting the well-being of New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• critically analysing the attitudes and values relating to the issue</li> <li>• critically analysing the implications of the issue for the well-being of New Zealand society and for equitable outcomes.</li> </ul> <p>This student critically analyses the attitudes and values of fast food multinational companies in relation to the sponsorship of food in schools. The subtle methods used by companies to make their products well known and familiar to children as the next generation of consumers are analysed (2). The companies' intent to promote their product as a healthy choice is also explained (2).</p> <p>The limitations on the ability of school aged children to choose food for their own good health are explained and supported with evidence (1) (2).</p> <p>The implications for well-being are analysed at a personal and societal level by challenging individual attitudes (3). A range of effects are provided including longer term implications for well-being (3).</p> <p>The implications for societal well-being are challenged with connections to the rising cost of health care and effects on the workplace (4) (5).</p> <p>For a more secure Excellence, the student could critically analyse the attitudes and values of parents/caregivers/teachers/coaches involved with sporting events that are sponsored.</p>

Student 1: Low Excellence

NZQA Intended for teacher use only

Can children really make mature decisions on eating habits themselves? The New Zealand medical journal states (1), "The school environment is commonly recognized as being an important influence on child and adolescent nutrition." Broadcasting bad food is also a huge health risk as it's blanketing the real health factors that we don't see.

1

". Children do not have the maturity and cognitive development to make the healthiest food choices particularly in a society where they are heavily targeted by the food industry"(2). Children are very easily influenced by what is around them, so the environment they are brought up in and eating habits introduced are vital to how they approach food in the future. A major issue that contributes to the consumption of unhealthy foods with school fundraising is the fast food firms that seem to be targeting our local schools. NZ Herald (2 ) states that Domino's pizza has signed up more than 100 schools to its 'lunch programme scheme and is regularly selling its mini pizzas to school canteens across the country. These fast food giants are using the schools in order to advertise and promote their food products. Unfortunately these foods are the not the healthiest- foods like McDonalds, KFC, Domino's and Subway. Subway has between 75-100 schools, mostly primary, regularly buying rolls, cookies, fruit and drinks for their pupils. Domino's pizza also has a sneaky way of making this consumption of eating unhealthily fun for kids, doing things like 'pizza making and eating competitions' and having special lunches where free pizza is brought to the children. (5) The Herald on Sunday spoke to one school which was making 33% profit from the domino's deal. So most schools would be benefitting from this fast food sponsorship. Domino's claims their pizzas to be a nutritional meal; maybe with salad and a piece of fruit but are children really going to make that mature decision to make it a healthy meal? McDonalds is also a huge contributor to this unhealthy fundraising, by involving themselves in school sports teams and sponsoring them, also offering vouchers to eat McDonalds (Free burgers, chips etc.) as prizes at the end of seasons. One prime example was of the start of the soccer season, junior soccer players were given a McDonalds drink bottle and a VIP card for free drinks when burgers were bought at the fast food chain (2). Multinational companies know that children are particularly vulnerable to the persuasion of advertising. Sponsoring is becoming a prominent marketing tool as for people like McDonalds its gradually changing the reputation and view of the food, making people see McDonalds food as a 'healthy fundraiser'. 'It's associating the sponsors' product with healthy positive images, which is particularly important for those products that pose risks to health' (1). In comparison to 5+ a day that spends only the little 2 million a year on advertisements, big food giants like McDonalds spend billions on advertisements per year. (6) According to Ministry of Health statistics (7), over two thirds of children aged 5-14 watched two or more hours of television a day. Now think about how many unhealthy food advertisers will be enforcing their foods to children through television! Studies found that 398 different sponsors on 107 sports group websites. The sites covered rugby, cricket, touch-rugby, netball, athletics, tennis, basketball and soccer groups from the national to club level (5). "Some advertisers admit that an important factor in their marketing campaigns is to manipulate children to nag their parents for products" (8) Making their product and its brand a household name means fast food companies ensure young people are 'captured' and become the next generation of consumers. School activities are an ideal way to get children very familiar with the brands. It is a subtle yet very harmful way to sell products, as children are very influenced by what's around them, and school is a huge part of their everyday lives.

2

People don't really see the amount of health issues eating unhealthily can bring to someone. Most of all because it's unseen, and when it is, it's often too late. Although it's not just a New Zealand issue; this issue is a world crisis that every country is battling. But New Zealand being a small country the percentage should be lower, and more easily controlled. People tend to think if you're overweight, you're overweight, it's who you are, and it doesn't matter, well unfortunately it does. Even just being overweight causes many problems for your physical health as well as mental well-being. There are certain consequences to eating unhealthy foods, especially for growing and learning children at school. There are many lifelong effects some of which are coronary heart disease, type 2 diabetes, cancers (endometrial, breast and colon), hypertension, dyslipidemia (high cholesterol), sleep apnoea and respiratory problems, osteoarthritis, and health risks if pregnant (3). Risks to children's health include asthma and breathing problems, liver disease, type 2 diabetes, high blood pressure, menstrual problems and problems with bones, joints and muscles. Overweight and obese children are more likely than those of normal weight to experience isolation, stigmatization and bullying, and to have psychological and psychiatric problems (3). This can in turn lead to increased depression. Not feeling socially accepted or stereotypically 'pretty' can have a large impact on your social well-being/social status and quality of life. Links have also been found to dementia – Jessica Smith, a research officer for the Alzheimer's Society says "Anything that reduces blood flow to the brain, such as high blood pressure associated with obesity, could increase the risk of dementia later in life."(11)

3

As I have previously stated, obesity's leading health problems are diabetes and heart disease, which then leads to many other health issues. One of these issues is peoples increasing inability to sleep – something not so common many years ago. Dr Alister Neill, University of Otago, Wellington is concerned at the lack of treatment for sleep apnoea especially for overweight people – 'sleeplessness and sleep apnoea increase daily, wrecking the lives of many people. We clearly need increased funding for diagnosis and treatment'.(9) But where is that funding going to come from?

4

People would like to believe that obesity is no one else's business except the person who has the weight problem. That couldn't be further from the truth. The effects of obesity on society must be looked at as a whole. Those who are obese are most likely to have health issues which can roll over easily into work. The people that work with obese people are put in a tough position because overweight people are more likely to have to call off work due to serious health issues that can occur because of being overweight. Health issues that cause you to miss work puts more work on everyone else that you work with. This is one of the worst effects because it puts such a strain on others who are trying to get their own work done. Also healthcare is much more difficult to handle when you are dealing with an obese person. Imagine being part of an ambulance crew that can't even lift you in order to get you emergency care. They may have to call in extra help to get you into the ambulance so you can get the treatment you need. This is a major problem. Ambulance crews have been known to get back injuries trying to help those who are obese get the healthcare they need. Governments have even made hospitals double many of their bed sizes for obese people to fit comfortably. 'Waikato's new emergency department opens next month and includes a room with a strengthened ceiling to cope with a hoist capable of moving 200kg-plus patients. The hospital has also recently invested in several new larger beds for people who weigh up to 280kg, compared to ordinary beds designed for people weighing up to about 170kg.' (10) What should we do next, double the size of aeroplane seats, car seats or train seats? Imagine the costs to economy; insurance premiums are likely to increase due to chronic health, premature death, disability and other benefit claims.

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(References 1 to 11 were listed.)

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to needs to investigate, in depth, a nutritional issue affecting the well-being of New Zealand society.</p> <p>This involves analysing the interconnections between the issue and contributing factors, e.g. determinants of health, attitudes, values, key stakeholders.</p> <p>This student analyses the interconnections between fundraising in school and parental factors such as low income, working long hours and possible lack of education (4). These factors, together with the school's need to raise extra funds as parents cannot always afford to pay for activities, are explained (1) (2).</p> <p>The mixed message of teaching about nutritious choices compared with using high fat food for fundraising and providing poor choices in the canteen is analysed and challenged (2) (3) (5) (6). The change in Government policy for providing more nutritious choices is also analysed (5). The influence of peer pressure at school is explained as another contributing factor (6).</p> <p>To reach Excellence, the student could critically analyse the implication for equitable outcomes for all members of society, including more supporting evidence (7).</p>

"Approximately one-third of children in New Zealand aged 5 to 14 years are either overweight or obese and fewer than half eat the recommended two servings of fruit a day"(1). This issue is a problem because school fundraisers are using unhealthy foods to raise money for school activities at the cost of children's health. There are many factors that contribute to this issue, schools are underfunded, families are not providing healthy lunches, and health lessons are being compromised by selling chocolates, school canteens are selling unhealthy foods to make more profit, the Government have removed the incentives for schools to sell only healthy food and food companies are marketing their products and influencing our children's choices.

1

"One in five New Zealand Children are overweight in New Zealand; it is so widespread that the World Health Organisation regards it as a 'global epidemic' (2). Schools in New Zealand are not properly funded by the Government to pay for school sports trips, extra equipment and activities so schools need to find other ways to get the funding for example sausage sizzles, a school canteen or by asking food companies like Mc Donald's to sponsor sporting teams e.g. soccer player of the day rewards, cultural groups and trips. These methods are going against what is being taught in the classrooms about nutrition and healthy eating. Millions of Cadbury bars are sold nationwide by schools as a fundraiser. In Health classes teachers are telling children to choose foods low in fat and sugar, then sending them home with boxes of chocolates to sell. This is obviously a conflicting message for kids. How are children supposed to respond? Who do they believe? What is right? These mixed messages are confusing.

2

More money is made from school canteens than any other fundraising methods. Many children especially teenagers buy their lunch several days a week from the school canteen. They sell unhealthy foods because they are cheap to buy and don't take much preparation. "The most commonly available foods for sale were pies, juice and sausage rolls. Filled rolls were the most expensive item and fruit was the least expensive" (3). Filled rolls are expensive since there are a lot of fresh ingredients and they are time consuming to make. Once again schools are sending the wrong message- that it is ok to buy high fat, sugar foods every day because it tastes good and is cheap to buy and easy to access. School children will obviously choose to buy from the canteen.

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We don't know the families background or why they send their child/ren to school with ten dollars every day. These days it is very hard to make ends meet to supply their family a dinner each night. Parents want the best for their children but it is hard to do when they have many factors that are putting barriers in their way. The parents may not have enough money to be able to buy the high nutritional foods that they know their family needs because of the high cost of vegetables and fruit and the great quality meat "Poverty is not a lifestyle choice" (4). They might be working long hours, shift work or working many jobs and they are not home to make their lunch boxes so they feel that by giving them some money they know they will get fed at school through the canteen or fundraisers. These tired, stressed low socio-eco families just find it easier to give their children lunch money rather than buying food they cannot actually afford in their weekly budget. They may not even realise the harm, many are not educated themselves about what healthy eating is.

4

On the 11 of June 2007, Steve Maharey announced the latest phase of the Mission On campaign which requires schools to promote healthy food and nutrition for students and sell only healthy options in schools. The labour- led government invested \$67 million over four years in a range of Mission On initiatives to target obesity and promote healthy confident young people. The changes to the NAGs (National Administration Guidelines) asked schools to review their current practice, and offer certain food and drink either every day, sometimes or occasionally. It was up to the schools on how they addressed the NAGs. This change did not get rid of traditional barbeques, sausage sizzles or selling chocolate for fundraising, it just required schools to look at what they provided and make practical decisions about offering healthy options as well, for example, schools could consider selling pies or sausage rolls occasionally, and sandwiches and fruit every day. Schools had the flexibility to implement the

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guidelines to suit the needs of their students. But then in 2008, with a change of government, the new Education minister Anne Tolley announced the scrapping of a mandate for healthy foods in schools: "As part of the National Government's commitment to reducing compliance for schools, I have decided to remove the clause in National Administration Guideline (5) which states 'where food and beverages are sold on schools' premises, to make only healthy options available' (5). She removed the clause because she felt that there was no freedom of choice for the children. I think this was the wrong decision. Children are too young to make these important decisions for themselves. Schools have a duty to protect their students and guide them to make sensible choices. Also the younger they can be taught, the more chances they will continue these healthy practices in adulthood.

My Home economics class tested out this theory by doing an experiment with the year 7 and 8's to see what foods they would choose if they were in the situation of choosing between healthy and unhealthy foods. The unhealthy food dishes went quicker and had only a few food items left whereas the healthy food dishes had many food items left over. The children may have chosen these foods because of the taste of the high fat, salt and sugar content or the hot food from the day being very chilly or maybe their friends chose it and they followed.

Anne Tolley took out the clause so children had freedom of choice but they are not making the best choices for their health. The New Zealand Medical Journal stated that "Children do not always have the maturity cognitive development to make the healthiest food choices" (6). Children are also easily influenced by their peers so when they see their friends go for the cream bun and not the chicken wrap, they will tend to follow in behind so they don't feel out of place or feel like they are going to get teased if they choose differently. I think canteens are a good idea for fundraising for schools if you're a school that is on a very strict budget and need a source to get funding but the issue with school canteens gets under my skin because they are not walking their talk and are continuing to sell these foods when they are fully aware of the young ones health. Why don't schools put some effort into researching healthier options for their canteens?

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"One in five new Zealand children was overweight and one in 12 was obese, and those children were more likely to remain obese into adulthood, adding to the likelihood of future ill health and high treatment costs" (9). Unhealthy children will grow into unhealthy adults unless changes are made. This means the schools, the Government, the parents, Food companies and the entire Community needs to work together to make change. If change does not happen soon we face a generation of unhealthy people, increased cases of heart disease, high cholesterol, strokes, teeth decay, kidney stones, hypertension, diabetes (hyperglycaemia) and a large range of cancers. We will have to pay for it as hospitals only have a set amount of money funded by the Government therefore they will have to find the extra money to pay for the sick people. More people will suffer low self-esteem, feel socially excluded and there will be a rise in people on the benefit and less productivity in the work place. A Ministry of Health and University of Auckland study estimated that in 1997 more than 3000 deaths in New Zealand were attributable to overweight and obesity. (2) Do you want your children to die an early death or do you want to tackle this issue now, before it is too late?

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(References 1 to 9 were listed.)

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to investigate, in depth, a nutritional issue affecting the well-being of New Zealand society.</p> <p>This involves analysing the interconnections between the issue and contributing factors, e.g. determinants of health, attitudes, values, key stakeholders.</p> <p>This student briefly analyses the interconnections between fast food sponsorship in the school environment and factors such as lack of parental time and the school's need to raise extra funds for educational purposes (1) (2) (4).</p> <p>Some connections are made to lack of government funding and change in policy (2) (4) to show why schools have allowed or encouraged this type of fundraising.</p> <p>The issue of mixed messages from providing poor choices in the canteen are briefly analysed (2). The subtle techniques used by media to influence children are highlighted (3).</p> <p>For a more secure Merit, the student could explain in more detail how the determinants, attitudes and values and key stakeholders are interconnected, for example, the underlying factors that have resulted in school sport sponsorship by fast food companies.</p>

In New Zealand society today obesity is an ever growing issue. (1) "For New Zealand children aged 2-4 years in 2006/7, one in five were overweight (20.9%). A further one in twelve were obese (8.3%), and the health of three in ten children (29.2%) is at risk because of excessive weight. Many schools make easy money selling foods high sugar/salt/fat foods in our nation's schools but the students are paying the harsh price. An environment that continuously provides children with unhealthy food is reinforcing an unhealthy eating habit which triggers the start of a life time of penalties.

1

(2)"Surveys of school canteens generally find that energy-dense and nutrient-poor foods like pies, sausage rolls, chips and crisps, cakes and donuts, and sweet drinks are common in school canteens. Fewer than half of all schools have fruit on the menu and if healthier options were available, they are more expensive." So what is a canteen? A canteen is a store that many schools in New Zealand have these days, parents give their children money for morning tea and lunch because they are busy; they are there for the fundraising purposes; you are almost guaranteed to get a decent profit from these canteens. Personally I think that having canteens at a school is acceptable but I think there needs to be more thought put into how often these need to be open and that there is maybe we need to consider a balance with the products that are available for children or parents to buy at these canteens. It's not rocket science to come to a conclusion that most children in today's society would pick the food that has a high sugar and salt content compared to the healthy options that may be available, it appeals more to them, the taste and appearance is always going to win when picking which food to consume, selling these 'unhealthy foods' are obviously easier to sell therefore making it easier for canteen to gain a profit from these foods, it makes everything much easier. If they were to attempt to sell healthy foods it would be much harder for them to gain a profit as for starters investing in healthy foods are most probably going to be more expensive than buying sausages, bread, and sauce for the good old New Zealand sausage sizzle that never fails to sell. (4) "Fewer than half of all schools had fruit on the menu and if healthier options were available, they were more expensive. Given these limited choices, children and adolescents who buy food from school canteens are prevented from making healthy choices." Schools will always look for the easiest ways to gain income so that they can give back to the school community and ensure that children have the resources they need for educational purposes. (3)"Approximately 50% of the nation's children buy lunches at school, so what children eat at school has a real impact on their overall diet. Selling unhealthy food at schools also normalizes it, and sends a message to children that eating a staple diet of unhealthy junk food is ok." Also I feel that schools are in fact sending today's children a very mixed message with healthy living/eating. They want our children to adopt the '5+ a day' and regular exercise but in return for them learning this routine they are rewarding the children with sweet rewards usually high in sugar and fat. But then there also are the canteens so convenient and full of foods that are appealing to children, sugar, fat and salt loaded. Children are getting mixed messages, it's not teaching them right from wrong, it sounds like mostly it's probably teaching them wrong because obesity seems to be the issue that is affecting many children.

2

(5)'Children's exposure to marketing occurs in numerous ways including television, Internet, within the school environment, product placement, sponsorship, and sales promotions.' The media has a huge influence on children's eating habits and child obesity. These days as children would come home from school and most probably watch TV and during this period of when cartoons are on there will be fast food chains advertisements on, none of them

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promoting healthy foods but unhealthy foods. (5)"Television is probably the most common medium of exposure to marketing of unhealthy food, with two out of three children watching two or more hours of television per day." These food companies are also managing to slip their way into school environments, they see children as easy targets to promote their product to. These children don't yet understand the effects of these foods on them; all they know is that it sure beats that sandwich mum made for lunch. These companies have an assortment of ways of publicizing their product such as selling their foods at the school canteen, sponsoring sports teams and events. McDonalds is a good example of this they sell toys with their meals this makes it more appealing to the children and also they usually come as a collection as once as they get one they need the whole set, this puts pressure on the parents as they might give in to a child's tantrums to wanting McDonalds not only because it tastes better but because of the toy. They are also one of the biggest sponsorship companies in New Zealand sports teams (6)" McDonald's New Zealand is a long-term sponsor of junior sport in New Zealand, ...Our support helps more than 750,000 Kiwi kids get out there and active playing sport each weekend. With both junior soccer and touch rugby," I feel they are giving mixed messages they want to school teams and sponsor weekend sport and get kids out there to be active but they are also promoting their brand. Another example of their advertising in sport is the annual McDonalds Rugby tournament that my brother plays in every year, he plays a whole week of strong rugby and then at the end he is congratulated with a voucher for free food at McDonald's.

We have already come to the conclusion that selling these types of unhealthy foods are always more popular when you are trying to raise funds. The lack of government funding, is making schools turn to other ways to help raise money to benefit their kids. And the result of this is usually more towards the sale of unhealthy foods through, sausage sizzles, canteens, and the good old kiwi Cadbury chocolate box sales. "As part of the government's policy of letting schools self-regulate, I have decided to remove the clause which says schools can only sell healthy foods." Education Minister, Anne Tolley. This yet again has made the school turn back to fundraising with junk food to get profits for their schools because of underfunding from the government, where the government could have raised their funding for schools to remove the need to use junk food as a way of finding legitimate funding for their schools.

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(References 1 to 6 were listed.)

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to investigate a nutritional issue affecting the well-being of New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• explaining the nature of the nutritional issue</li> <li>• using qualitative and quantitative information to support an explanation of trends or patterns and their causes</li> <li>• explaining how the issue has affected the well-being of New Zealand society.</li> </ul> <p>This student briefly analyses the influence of changes in legislation and the schools' need for extra funds with canteens being used for fundraising (4) (5).</p> <p>Some strategies used by multinational companies are explained (7). Peer influence and parental lifestyle factors are also briefly outlined (3) (4).</p> <p>The nature of the nutritional issue is explained with reference to obesity and fundraising in schools (1) (2). Some quantitative and qualitative information is used to support an explanation of trends or patterns (2) (5).</p> <p>The effects on well-being are explained from a personal and societal perspective (8).</p> <p>To reach Merit, the student could analyse in more detail the interconnections between the issue and the contributing factors, for example how the contributing factors result in the manipulation of children's food choices.</p>

The concerns that many health professionals have on the types of foods being sold in New Zealand schools is that it is affecting the health of the children as they are not learning the most important basics of health and healthy eating. Approximately one-third of children in New Zealand aged 5 to 14 years are either overweight or obese and fewer than half eat the recommended two servings of fruit per day.(2) The biggest influences on our children are marketing by fast food companies; peer influences also economic influences, schools and parents. Fundraising in schools has now become a major way to get money coming into schools, as schools need to raise funds for sporting activities and even some renovations and school trips.

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Canteens and sausage sizzles are some examples of events and places providing food for our children every day but they don't provide the right foods that young or growing children need to be healthy. Many foods nowadays in the school canteens consist of energy dense and nutrient poor foods such as; pies, sausage rolls, cakes, pizzas, hot chips, potato chips, donuts and fizzy drinks, as more than half of all students (58%) brought some or most of their food and drink from the school canteen (2). If these types of foods are being provided to our children on a daily basis this is almost teaching our children to not make the right food choices, as in schools they have very little alternative options to unhealthy and greasy foods. Throughout New Zealand's 50 primary and high schools surveyed in 2005, 68% of schools did not have fruit on the menu. Now that the government and dieticians have tried to change some of the schools eating cultures this percentage has dropped to 30% in 2009. With very little support of eating options in schools this then leads to an increase in the obesity in our children as fatty and greasy foods are more popular than a crisp apple due to poor food options and little emphasis on healthy eating. Also many schools depend on the bestselling foods to make more money so they provide what the children want which is not necessarily the best options for them but the money makers.

2

Also the consumption of unhealthy foods and takeaways are due to social influences; many children may not see eating healthy as a very popular option, as which friend would want to swap a sausage roll for a nice crisp apple at lunchtimes in the school playgrounds. This then causes the children to think that because everyone else is eating sausage rolls, so should I have them too. More education is needed about healthy food choices both in schools and at home. Parental input is lacking these days as parents could possibly be too busy to make school lunches for their children; may not have enough money for healthy options and possibly have poor cooking skills.

3

We did an experiment with some year 7 and 8 students on a morning tea with a mixture of healthy and none healthy foods. After the experiment was finished we found that the unhealthy foods were the first to be eaten and the healthy food we had many leftovers. The savouries, hot chips, and lolly cake were eaten first with the fruit kebabs, muffins and sandwiches being the least popular. When children have the option to have healthy foods they choose the unhealthy foods due to the taste and also poor emphasis on healthy eating throughout their schooling and the effects on their health. "Children do not have the maturity and cognitive development to make the healthiest food choices particularly in a society where they are heavily targeted by the food industry. We cannot expect the children and young people to make the healthiest food choices unless we make the healthier choices cheaper and accessible." (2).

4

Many schools teach about healthy eating and the 5+ a day quota but many children and schools when it comes to buying foods from the canteens and the fundraising foods they just

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want the children fed and to buy the food not so much promote healthy eating as, when it comes to making money in schools they want to make more of a profit out of it than worry about health and spend more money and get a less profit due to the expense of healthy foods and the unhealthy popularity over healthy. Reports state that 15.5% of schools had purpose built canteen facilities and over half ran a food service for profit (31% profit to the school and 24.5% profit to the contractors (6). This shows that canteens are a major fundraiser for schools. Healthy foods these days cost a lot more than the non-healthy foods, so healthy foods wouldn't make the best income to a fundraiser compared to that of the unhealthy foods. Due to the popularity of a product and the cost, would you rather a \$2 sausage from a sausage sizzle compared to a \$3-4 sandwich roll, it's your choice but which would you think will sell better at a fundraiser?

The Healthy school food and beverage legislation was introduced to all the schools in 2007. The feedback presented (7) showed that schools were making good progress in improving the school food environment and were starting to see better eating habits. Children eating healthier food were seen to have an increase in improved behaviours and concentration in the classroom. But this legislation in schools didn't last long as in (7) February 2009 Anne Tolley the Minister of Education at that time removed the guidelines and directives that schools sell healthy foods as she believed that parents should have the freedom of choice and the government shouldn't have the power to say what can and can't be sold in schools. So now schools have reverted back to selling fatty foods high in sugar to their students as they are cheaper and easier to heat up in the microwave with less preparing time even if it undermines the health of the children.

Multinational food industries such as fast food companies like McDonalds and also Cadbury chocolate have become an increasing part in the way schools fundraise. McDonalds are used in schools sports team or clubs in the player of the day certificates along with a voucher for free cheeseburger or fries. This is a good motivation for the children to want to work hard and support their team and play the best they can, but in the end the way the child is being rewarded with something unhealthy is strange. I understand that McDonalds can be a treat for children but after a sports game generally not the best idea. Cadbury chocolate bars, the most effective way of fundraising today, why. Because everyone loves chocolate, these bars sell for \$2.50 for an 85g block each. And this is cash, the type of cash that is just sitting around in many people's wallets just waiting for the school children to come knocking.

When you're a child many don't worry about their waist line but when they grow up and are in their mid 40's everyone worries about their waist line but why do people not seem to be bothered by the size of our children. Overweight children will become overweight adults. 'Childhood obesity has immediate effects on physical health and well-being (such as orthopaedic problems and lowered fitness), future disease risk (such as increased blood pressure and adverse blood lipid levels) and mental health.'(8) Young people become self-conscious and lose friends due to lack of confidence and low self-esteem, so overall these aspects of personal wellbeing are not met and they are not going to develop into healthy, happy adults. Junk food is affecting our society with greater health costs for people with type two diabetes; increased sizing needed for hospital beds, doorways, lifts, seating on buses, cars and trains. This will then impact on other things like education, upgrading new things like roads etc.

(References 1 to 8 were listed.)

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to investigate a nutritional issue affecting the well-being of New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• explaining the nature of the nutritional issue</li> <li>• using qualitative and quantitative information to support an explanation of trends or patterns and their causes</li> <li>• explaining how the issue has affected the well-being of New Zealand society.</li> </ul> <p>This student makes an attempt to explain the nature of a nutritional issue (1). Some quantitative information is used to support an explanation of the consumption of fast food in New Zealand and its connection to obesity (2).</p> <p>Busy family lifestyle is suggested as a reason for increased intake in convenience food (2). Direct and indirect marketing are explained with examples included (3) (4).</p> <p>Insight is shown in the explanation of how both parents and children are manipulated; contributing to a lifelong comfort association with some foods (4).</p> <p>Within the school environment, the type of food served in the canteens is described with examples and evidence. The effects of peer pressure and children's rights are highlighted (5).</p> <p>The main focus of the effects on well-being is at a personal level (6). A brief explanation is made of the effects on societal well-being with supporting data (2).</p> <p>For a more secure Achieved, the student could explain more trends or patterns and their causes along with more implications for the well-being of New Zealand society.</p>

"Children do not always have the maturity and cognitive development to make the healthiest food choices/particularly in a society where they are heavily targeted by the food industry." (1) This statement from the New Zealand Medical Journal in my opinion has a underlining of being biased and doesn't look at all different types of children because I believe that different types of children have the knowledge to make the right food decision but, when they are thrown fast food vouchers as rewards, they are getting mixed messages. Which leads me to think the current trend of raising funds for school sports teams and special activities by selling food products high in fat and sugar is impacting on the health of NZ society.

1

We have to partly point the finger at parents for the number of overweight children in our country. One in five New Zealand children were overweight in 2006-2007 and one in twelve was obese and those children were more likely to remain obese into their adulthood. These statistics from the fast food sponsors article (NZ Herald (2)) should be a wakeup call to the type of parents who were discovered in the health survey that 70% of children between the ages of two and fourteen years ate fast food at least once a week, 14% ate fast food twice a week and 7% ate it three or more times a week. The parents of the modern day world are pressured to have their children achieve beyond the classroom so participating in extra curricula activities (swimming, dancing, music, scouts, speech and drama, horse riding) to give them all the opportunities they feel pressured to provide. With full time working parents and no time to prepare a full nutrients meal they don't have any easy choice and sometimes take the convenience option of takeaways. Or they send children to school with a little cash to purchase food from the school canteen. What parents may not know is they are harming their children by doing this, as some parents do up to three times a week (5). Also adding to their future of illnesses and high treatment costs such as diabetes. Diabetes is only one of the many illnesses a parent feeding their child takeaways is at risk of, diabetes-related medical costs have been estimated at 5600 million a year about three per cent of national health spending the NZ herald stated. (2)

2

Mr Chester said "indirect marketing such as sponsorship of charities or sports events by fast food giants has become an ingrained part of society and many people did not notice it happening."(2) I agree with this statement because most fast foods outlets such as McDonalds use birthday parties, playgrounds and clowns to bring children in and now spends 1.4 billion dollars on advertising each year. Advertising has been known to have ten times more influence over children than parents. Now compare that to the two million the five plus a day spends on their advertising. "Supersize me" (3) adds that most advertised foods are eaten the most. This brainwashes the children and makes them more vulnerable to the fast foods especially when they are given the vouchers as rewards. To achieve this schools and sports teams will need to look elsewhere for money for fundraising events (sports, school camps, books, equipment and technology).

3

The multi-National food industries like Cadbury and McDonalds have become part of the school fundraising industries by supporting them in giving them vouchers to the McDonalds outlets for player of the day in their sports teams and Cadbury by giving the schools chocolate bars to sell and keep a profit from the number of sales they make. This does help the schools education and the money they make through these sales can benefit the school in many ways but why aren't the parents and the coaches of the sports teams questioning how this could be affecting the children's health and lifestyle. McDonalds and Cadbury are using the children and their schools as a market tool. Cadbury gets the children to go door to door selling their chocolate. Children's parents usually feel obliged to buy a few bars too off

4

their children and the children usually end up eating it so they are allowing these foods to become a pattern in their usual lifestyle. Then they question why do our children crave foods high in fat and sugar, well it has become part of their lifestyle. (6) These foods have been used as a positive icon and memories so no wonder they turn to them throughout their life if it brings back the same kind of feelings they remember when they were kids.

Schools that are using high in fat and sugar foods to fundraise for school related equipment or activities are the schools that are sending their students mixed messages about healthy eating. Every week in New Zealand primary and intermediate schools the average total of food items sold at school canteens is around 272 044, with the main food items being pies ("55 882 sold every week"), potato chips ("27 750 sold every week"), and the main drinks being juice ("31 920 sold every week") and soft drinks ("18 868 sold every week"). (4) These foods provide unneeded calories and displace healthier choices. They are chosen by the canteens because they have the greatest profit margin, are mostly premade and they are popular choices with the students. Canteens add to the mixed messages young children are facing every day at school. Likewise, research has indicated that school food rules about sweets and savoury snacks are associated with individual student's consumption of these types of foods. (1) If a child is given a little pocket money for feeding the family pet every day and they choose to spend that on the canteen at school it is almost out of the parents control because the child should have the right to spend their money where they choose. It should be the schools responsibility to make sure that the messages they are preaching about in class are reinforced in the playground and the canteen. New Zealand's children have been taught the right thing to eat but can easily be influenced by their peers to fit in. This will always be an ongoing problem for children when they sit down to eat their lunch with their class mates if the school doesn't set rules on the canteen products the other children may be eating.

5

What everyone should be concerned about the most is how canteens and fundraisers in school can be affecting the student's development and wellbeing. By being encouraged to eat foods full of fat and sugar is pushing the children more towards facing problems – 'Childhood obesity has immediate effects on physical health and well-being (such as orthopaedic problems and lowered fitness), future disease risk (such as increased blood pressure and adverse blood lipid levels) and mental health.' (4) These may be too far into the future to panic about them now but what will happen to the children who are eating these foods at the moment, they will start lacking in participation in sports and physical activities because foods high in fat and sugar won't be providing them with the long lasting energy they will require. This will impact their social life as they will start being left out of lunch time games if they can't keep up or get tired too quickly and will need to rest. They won't be motivated to set or achieve any physical goals where they have to push themselves which could lead to depression later in life. If they don't create and build on these vital skills to live a happy healthy life at the primary and secondary school age they may never have the skills to motivate/challenge or fight for something they want in life. Children's feelings will get hurt when another kid calls them fat or any name calling in secondary school if they have been living off foods high in fat and sugar all through primary school.

6

(References 1 to 6 were listed.)

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to investigate a nutritional issue affecting the well-being of New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• explaining the nature of the nutritional issue</li> <li>• using qualitative and quantitative information to support an explanation of trends or patterns and their causes</li> <li>• explaining how the issue has affected the well-being of New Zealand society.</li> </ul> <p>This student briefly explains the nature of the nutritional issue - fundraising in schools with reference to the health effect of obesity. Some quantitative information is used to support the existence of obesity (1).</p> <p>A clear description of foods available in school canteens is provided (2) (4) supported by quantitative information (3). Placement of food items on an advertising board is suggested as one strategy that is used to encourage students to select the most profitable but unhealthy items (4).</p> <p>The influence of the media is explained with examples of how children are manipulated to purchase fast foods (5).</p> <p>The main focus of the effects of well-being is at a personal level and explains how obesity affects an individual's ability to participate in activities at school and in the wider community (6).</p> <p>To reach Achieved, the student could explain the contributing factors in more detail connected with the chosen issue, for example, advertising and the cafeteria or fundraising with food. More implications for the well-being of New Zealand society could also be provided.</p>

Student 6: High Not Achieved

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Obesity is a huge worldwide problem these days with every "one in twelve children (aged 2-14 years) are obese (8.3%) and that every "one in five children are overweight (20.9%)" (5) in New Zealand alone, if we don't do anything about this problem soon, society's numbers of obese and overweight people will increase, and society will suffer the consequences. For overweight or obese people, there are increased risks of health related diseases such as 'diabetes, high blood pressure, cancers, arthritis, stroke and heart disease'. (2) This means more money is needed for hospitals and health people. We as a country need to find a way to stop the increasing number of overweight or obese people in the country, by first starting with fundraising in schools, where it all begins for the children.

1

Schools need to fundraise so that the students of the school are able to go on school trips, and so that the school can purchase necessary items for the school, for example they need to be able to afford sports equipment or school books for each individual student, etc., and the best way for the school to do that is to fundraise. Most of the time schools fundraise using food for example the school could easily host a sausage sizzle to sell to the public, and it encourages students to bring money to school to buy a sausage. Also the majority of schools in New Zealand have canteens, which are open at lunch times for the students to purchase food, which most students would have for lunch instead of bringing their own, because it is a lot easier for parents to grab some coins to give to their children instead of making them something easy like a sandwich because that takes up time in the morning/late night for a busy parent. The students are attracted to the canteens mainly because they are well known for selling fatty foods such as pies, sausage rolls, chips, doughnuts, and the popular drink which is juice or soft drinks such as coke, lemonade, raspberry, Fanta, and the list goes on, young people like to eat and drink this type of food because it fills them up fast, and it could also be some sort of social factor, meaning at that school in particular it could be cool to have fizzy drinks, or juice at lunch instead of water.

2

The average total of food items sold at school canteens each week in New Zealand primary and intermediate schools is around 272,044, with the main food items being pies - '55,882 sold every week, potato chips - '27,750 sold every week, and the main drinks being juice - '31,920' sold every week and soft drinks - '18,868 sold every week (data from (1))

3

Canteen menus, display mainly high fat foods at the top of the list, probably so that the students can make up their mind easier and just choose the fatty food, over the food that could have been a healthier option for them, like sushi for example or wraps which might have been placed at the bottom of the list also, maybe because the things like pies are more expensive and if they are at the top the students will pick that without even looking through the rest of the list, having high fat and sugar products at the top of the list could also be showing the price of the food item, and how the profit will benefit the school, for example on most school canteen menus meat pies are all each around \$3, and another popular item, chips are around \$2-3, from this data we can tell that these food products must be popular because they are selling at a higher price than the rest of the items, the children won't think twice about buying them because it's their parents money, not theirs. The children's decisions somewhat profits the school.

4

Another big problem to do with the obesity rate in New Zealand is the media side of things, when kids get home around 2 o'clock and 4 o'clock (when children usually get home from

school) they turn on the television to watch their local television programme, during the ad breaks there is a large number of junk food or takeaways adverts "A group of New Zealand experts who say they've made a link between kids watching television and bad health." (4) This proves that the advertising affects the viewers (the children) from what I can gather is that the children would see the advert, then go and nag their parents for them to get them something like 'McDonalds' or 'KFC' or any other junk food to eat that they see advertised. "Researchers from the University of Otago in Dunedin studied 1000 children from age three to 26. They found that those who watched television more than two hours a day had higher levels of obesity, blood cholesterol and smoking - as well as lower levels of physical fitness - when they reached adulthood than kids who watched less than two hours a day" (3) this just proves that the amount of television a child watches impacts what their future life will turn out like, and proves that the media need to remove or change the times of the advertisements.

5

This problem is not just affecting children physically, but also mentally/emotionally, and even socially, the children don't know any better than to think themselves are not just over weight but more of an outcast in the community and of their school they are attending, being overweight would lower the children's self-esteem and they would think badly of themselves.

6

Children in primary and intermediate schools are not the nicest of children they would more than likely bully over weight kids, for what they look like.

Children in schools these days are being taught 'mixed messages' in their classes the teachers are teaching them about nutrients that their bodies need, and the rule 5+ and day, keeps the doctor away, but then are being rewarded for work with a sweet/lolly of some sort full of sugar, so of course the children are confused of what to eat.

If New Zealand does not sort out this 'problem' soon we will become an obese country. Schools need to start fundraising with non-food products or healthier products (such as sushi) than what they sell at the moment, which will start to teach the children selling the products that there are other options than just un-healthy foods. I feel that as a small country we can still make a difference if we all pull together and do something about the problem instead of just talking about it.

(References 1 to 5 were listed.)