

Assessment Schedule – 2019

Home Economics: Evaluate conflicting nutritional information relevant to well-being in New Zealand society (91470)

Assessment Criteria

| Achievement | Achievement with Merit | Achievement with Excellence |
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| <p>Evaluating conflicting nutritional information relevant to well-being in New Zealand society involves:</p> <ul style="list-style-type: none"> • analysing the conflicting nutritional information • drawing conclusions that relate the nutritional information to well-being. | <p>Evaluating, in depth, conflicting nutritional information relevant to well-being in New Zealand society involves:</p> <ul style="list-style-type: none"> • analysing the underlying intent of the conflicting nutritional information • drawing conclusions about the credibility of the nutritional information sources. | <p>Evaluating, comprehensively, conflicting nutritional information relevant to well-being in New Zealand society involves:</p> <ul style="list-style-type: none"> • critically analysing the conflicting nutritional information • drawing justified conclusions about the credibility of the nutritional information. |

| N1 | N2 | A3 | A4 | M5 | M6 | E7 | E8 |
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| Little evidence of discrimination between valid / invalid information. | Demonstrates some understanding, but does not analyse (no nutritional knowledge of their own provided). | Analyses enough information / evidence to draw a conclusion relating to well-being (some nutritional knowledge of their own provided). | Analyses most of the information to draw a conclusion relating to well-being. | Analyses and evaluates, in depth, some intentions / motivation of the information presented. | Analyses and evaluates, in depth, a broad range of intentions / motivations of the information presented. | <p>Justifies their position about the dietary advice and challenges / addresses at least ONE inherent assumption.</p> <p>Draws on their own nutritional knowledge.</p> | <p>Fully justifies their position about the dietary advice and challenges/ addresses at least TWO inherent assumptions.</p> <p>Draws on their own nutritional knowledge. Clearly shows underlying concepts of Nutritionism with a definition of a clear example.</p> |

N0 = No response; no relevant evidence.

Evidence

| Question | Evidence |
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| <p>(a)</p> <p>Analyse the possible impacts on the well-being of New Zealand society, of the conflicting nutritional information presented in the resources.</p> | <p>All answers for each resource MUST allude to New Zealand society.</p> <p>Resource A: <i>Amazing Wellness Magazine</i></p> <p>This article is stating that in this ‘modern’ day it is now difficult for New Zealanders to get their nutrients from food. It encourages people to take multi-vitamin tablets by implying it is a normal part of the 21st Century. The implication is that people will also retain their dietary status quo (i.e. eating convenient, processed food, eating insufficient fruit and vegetables, and consuming snacks rather than homemade meals). It suggests that people should not be concerned about changing either their lifestyle or eating habits in pursuit of wellness, but rather that their health will be just fine if they take a multi-vitamin tablet, as the plants grown in the soils are lacking in minerals, implying there is no choice. Buying these multi-vitamin tablets, and other supplements the company promotes, will be an increased cost to the consumer. New Zealanders could better spend this money on fruit and vegetables, and also making meals from ‘scratch’.</p> <p>Resource B: <i>Mediterranean Diet Website</i></p> <p>This resource encourages an overall eating pattern among New Zealanders that is predominantly plant based. It promotes the use of fibre-rich whole foods, and also a reduction in red-meat consumption, all of which are known to be beneficial for health. If this eating pattern were adopted, the result would be significant reduction in heart disease (i.e. because of a reduced intake of saturated fat from animal sources) and other chronic diseases. Moreover, healthy aging would be the norm. New Zealand society would benefit from this as less money would be spent in medical costs. The social cost associated with chronic sickness, such as loss of income and the loss of family members, would also be lessened. Creditability due to research involved and the results are linked to health/ longevity. A negative influence as telling New Zealanders to eat less red meat but New Zealand farmers rely on selling their products.</p> <p>Resource C: <i>Food Politics Blog</i></p> <p>This blog post is about Brazil’s dietary guidelines, which are much more comprehensive than those in New Zealand. The guidelines in New Zealand suggest buying pre-prepared foods that are lower in fat, salt and sugar. Brazil’s guidelines go one step further in that they suggest people either limit or avoid processed foods, and especially ultra-processed foods. It also reminds people to be wary of food advertising. If these guidelines were implemented in New Zealand, they would potentially have a positive impact on the health of people and marketing, as they contain practical advice that address factors such as how, what and where. New Zealanders would be preparing their own food and eating more whole food. It would also discourage the production of highly processed foods, which may often over-emphasise nutritional benefits by focussing on only one or two so-called ‘good’ nutrients. This resource is current even though the resources state four years ago.</p> <p>Resource D: <i>Food Industry Advertisements / Packaging</i></p> <p>Each of the food products in these advertisements are good examples of nutritionism. The food marketing emphasises the individual ‘desirable’ nutrients, such as Vitamin D and iron. However, it conveniently omits ‘less desirable’ ingredients, such as the sugar and saturated fat content of the cereals and biscuits. This resource provides examples of how the food industry encourages the consumption of high-sugar foods to the New Zealand public. This, in part, is contributing to over-consumption of foods that are energy-dense, which in turn contributes to nutrition-related chronic diseases (e.g. obesity, Type-2 Diabetes, heart disease and bowel cancer).</p> |

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| | <p>The Nutrient Rescue advertisement also implies that this drink is as good as eating fresh fruit and vegetables, and that it will 'rescue you' through its shots being a concentrated source of nutrients. This can affect the health of New Zealand society as people may again reduce their consumption of whole fruit and vegetables. The fibre and other nutrients in their natural form that occur in fruit and vegetables are known to be protective against chronic nutrition-related disease. The Nutrient Rescue product is probably not a cost-effective means for any New Zealanders to consume nutrients, and especially for those in lower socio-economic groups. The resources here are not credible as far Nutritionism is concerned as the manufacturers demonstrate Nutritionism with their products. This resource has nothing to do with what the manufacturers must do by law to show the nutrition information panel. This resource is a great example of Multinationals claiming 'nutrient power'. The Healthy Food guide may be a credible source, but the advertisements they put in their magazine are paid for to make the magazine a viable sellable product. The nutrition professionals that write in the magazine have no control over the placement of the advertisements.</p> |
| <p>(b) Analyse the underlying intentions of the different information relating to nutritionism presented in the resources, drawing conclusions about the credibility of the information, and those presenting it.</p> | <p>Resource A: <i>Amazing Wellness Magazine</i> This is from a website which is promoting a magazine which is probably for sale in shops. They also want us to join up to their magazine online – primarily so that they can promote selected products to us. They will almost certainly get a 'cut' from the sale of these products. In the small print it talks about their "carefully selected partners" so we know that this isn't a free service – it is an advertisement to sell supplements. This website is not credible as it is not promoting an overall healthy eating pattern but instead is promoting multi-vitamin and mineral supplements to 'fill the gaps' in a poor diet. This is a good example of nutritionism.</p> <p>Resource B: <i>Mediterranean Diet Website</i> This article has come from a very well-known university – Harvard school of public health. It is credible as it refers to a large health study involving many participants over many years, and its results are linked to health and longevity. This article also refers to a range of other reputable health and nutrition journals in the references. In the small print it has a disclaimer that it is not endorsing any product and advising readers to consult their doctor for further medical advice.</p> <p>Resource C: <i>Food Politics Blog</i> Marion Nestle is a very credible advocate for food and health. She has written many books about food and its effect on society, and she has extensive qualifications (i.e. Doctoral and Master's Degrees) in the field of nutrition and food studies. Thus, she is a very credible source. Whilst she will be making money off her books, she stands up against the powerful food industry in what she says. She is promoting a healthy lifestyle through natural and minimally processed foods.</p> <p>Resource D: <i>Food Industry Advertisements / Packaging</i> The underlying intention of the food industry is primarily to make a profit for their shareholders. Whilst they can appear to have our interests at heart by telling us about all the great nutritional benefits of each product, the fact that they don't also tell us about the sugar and fat or additives in the product, and they market many of these foods very heavily, often to children, shows that they are more concerned about their profits than our health. The food industry therefore cannot be relied upon to be a credible source of information for our health; instead they are implying that processed food is ok if they introduce vitamins and minerals to it, and then market it heavily. The nutrient rescue 'shots' implies a simple solution to get your fruit and vegetables, and tries to create an imagery similar to alcohol in that it appeals to young adults and does not encourage the five-a-day food and nutrition guidelines for fruit and vegetable consumption.</p> |

| Question | Evidence |
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| <p>(c) Evaluate the various positions taken in the resources, in relation to nutritionism and well-being in New Zealand.</p> | <p>The ideology of nutritionism is popular with both the food industry and producers of health supplements because they can promote individual nutrients in a food item, rather than an overall healthy eating pattern. They can also conveniently deflect from undesirable aspects of their food by hiding behind one or two nutrients they are promoting.</p> <p>Resources A and D are both examples of nutritionism in action. Two of the foods being promoted in Resource D are high in sugar and probably unhealthy fats (saturated and trans fats). These are all good examples of how the food industry encourages the consumption of high sugar / saturated fats in foods to the New Zealand public. This, at least in part, is contributing to over-consumption of foods that are energy dense. In turn, this will be contributing to nutrition-related chronic diseases, such as obesity, Type-2 Diabetes and heart disease.</p> <p>There is also an example of a drink that sets itself up as an alternative to eating whole fruit and vegetables. Resource A is similar in that it implies taking a multi-vitamin supplement with a poor diet is acceptable. This article also undermines New Zealand's farming industry by implying that the fruit and vegetables the public receives are actually not nutritious (e.g. due to soils having 'depleted' levels of vital minerals). This might discourage people from buying fruit and vegetables unless they are organic, which costs more. Although, even if it were true, there is no mention of the vitamins or fibre that would be in the fruit and vegetables. This could mean consumers buy less of the expensive organic apples rather than buying a bag of conventionally farmed apples, meaning that the overall consumption of fruit and vegetables falls. Increasing the consumption of fruit and vegetables is widely regarded as being very important to the prevention of chronic diseases such as cancers. The Ministry of Health does not recommend the use of supplements.</p> <p>Resource C promotes some very sensible nutritional guidelines that suggest people should avoid most processed food and instead return to cooking wholesome food. It further suggests that when people eat at restaurants and the like, they should make sure to eat food freshly made from whole, less-processed ingredients. It also suggests healthy cynicism towards the food industry and its nutritionism in marketing. Resource C also recognises the importance of eating not just for its nutritional benefits, but also the importance of eating for social reasons, and combining this with other healthy lifestyle patterns. These patterns might include making food an important part of a person's day and not just something bought and eaten when on the run. This resource, together with Resource B, suggests that a whole grain, primarily plant-based eating pattern will benefit both individual health and have greater benefits for the New Zealand public, especially in terms of preventing ill health and promoting healthy aging.</p> |

Cut Scores

| Not Achieved | Achievement | Achievement with Merit | Achievement with Excellence |
|--------------|-------------|------------------------|-----------------------------|
| 0 – 2 | 3 – 4 | 5 – 6 | 7 – 8 |