

# Nutri-medias

A media literacy tool focused on nutrition

Platform meeting  
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COFACE is a pluralistic organisation, at the heart of civil society, which aims at promoting family policy, solidarity between generations and the interests of children within the European Union. It defines family policy in Europe as being **the family dimension of policies, programmes and initiatives developed at European Union level** («family mainstreaming»).

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[www.coface-eu.org](http://www.coface-eu.org)



CONFÉDÉRATION DES ORGANISATIONS FAMILIALES DE L'UNION EUROPÉENNE  
CONFEDERATION OF FAMILY ORGANISATIONS IN THE EUROPEAN UNION

*Better families, better society*

# What is “Nutri-medias”

- NUTRI-MEDIAS is a media literacy tool focused on nutrition targeting **trainers of family organisations** and, by extension, any person interested in educating others (**teachers, parents...**)
- NUTRI-MEDIAS develops **awareness raising and training activities** on the existing **links between nutrition and the media.**
- NUTRI-MEDIAS is designed to **make it as easy as possible** for a trainer/ animator to **organise an awareness raising event/workshop** with a group of participants (parents).
- NUTRI-MEDIAS aims especially to **foster reflection** of participants.



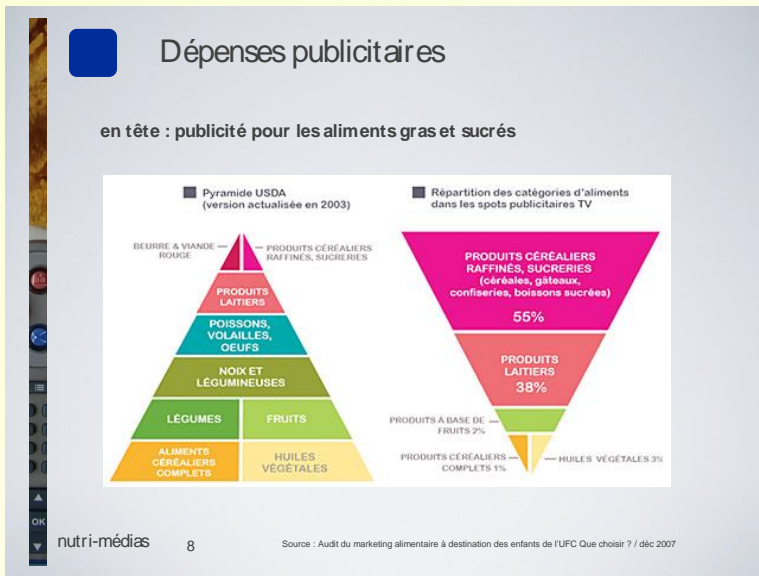
# What comprises the Nutri-medias “package”

- A USB Key which includes the following:
  - A Powerpoint 2003/MacOSX presentation with 40 slides in three versions (fully animated, partially animated, not animated).
  - A users guide in PDF format.
    - Optionally, a printed hard copy of the guide is available.
  - New additions to Nutri-Médias include:
    - A few « activity » documents to provide participants (for instance, questions a parent can ask a child when going shopping)
    - A website focused on online advertising specifically
    - A translated version of the Powerpoint for delivering training sessions in English.



# What does Nutri-medias cover?

- A part on the general **context**, defining “nutrition”, an introduction to the agrobusiness, spending on advertising and how children and teenagers can be targeted by ads.
- A part on the **media and their impact**, how the media can influence our choices, an overview of advertising techniques in “traditional media” and some trends for online advertising.
- A part on **what parents can do**, such as developing critical thinking, help identify marketing techniques and set strong reference points for what a healthy diet is.



# What does Nutri-medias cover?

- A **website** about online advertising which covers the larger question about the commercialization of the Internet, the underlying business models online and the impact on users, an overview of online advertising techniques.

## Nutri-médias: le guide de la publicité en ligne

 <p><b>L'INTERNET: DE PLUS EN PLUS COMMERCIAL</b></p>	 <p><b>ET ALORS?</b></p>
 <p><b>TECHNIQUES PUBLICITAIRES</b></p>	 <p><b>A PROPOS DE NUTRI-MEDIAS</b></p>

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- Les **placements de produits** qui peut prendre la forme d'un produit ou d'une marque présente à certains endroits dans un jeu vidéo voir même les placements de héros de jeux vidéo dans une publicité !



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# Present and future

- What has happened since October 2012?
  - The USB key was delivered to over **50 trainers and various interested parties** mostly in France via UNAF.
  - COFACE updated and translated the Powerpoint presentation into English.
  - COFACE delivered **seven presentation/training session** (in English) to parents/teachers in partnership with key stakeholders like eTwinning.
  - COFACE launched a Nutri-medias website which covers essentially advertising online.
- What are the plans for the future?
  - In the short term, COFACE intends to finalize the translation/adaptation of the tool into English (website and user manual)
  - In the medium term, COFACE plans to translate/adapt the tool into several other languages (such as Spanish).
  - In the long term, COFACE would like to develop a tool for children on the same topic.
  - A general reflection on how to best exploit the material COFACE now has (design, presentation) is ongoing.

# Thank You



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