

ECIE4010

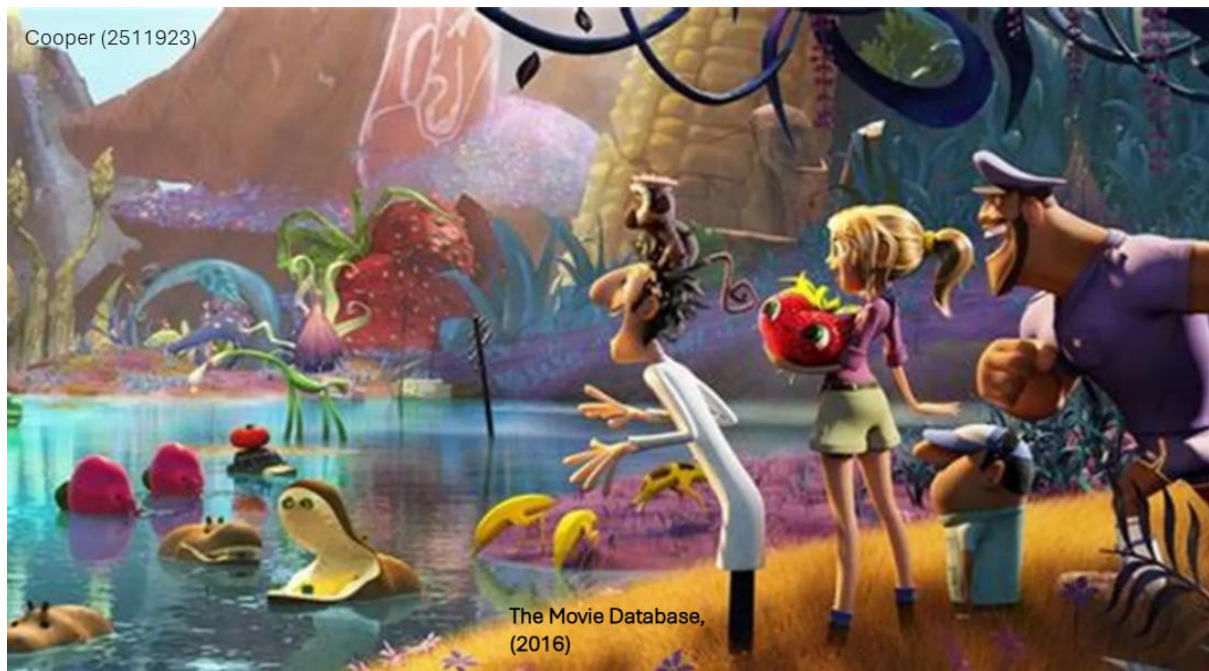
2511923

Cooper Jones

[Alleviating Obesity - Group Work ECIE4010 PPT Final.pptx](#)



**Slide 1 –** Following Jessica’s introduction to the Healthy Heroes Adventure programme, I will be discussing furthermore into the programme and how the concept relays our guide question; how can we help children develop healthy habits in a fun, engaging and natural way during their school day? The Healthy Heroes Adventure is a fun, engaging and interactive programme for children to build healthy habits, the aim of this programme is to attract children to a healthier lifestyle to help provoke childhood obesity. This programme will use the UK government's (2026) healthy eating campaign to intergrade healthy lifestyles and habits for children.

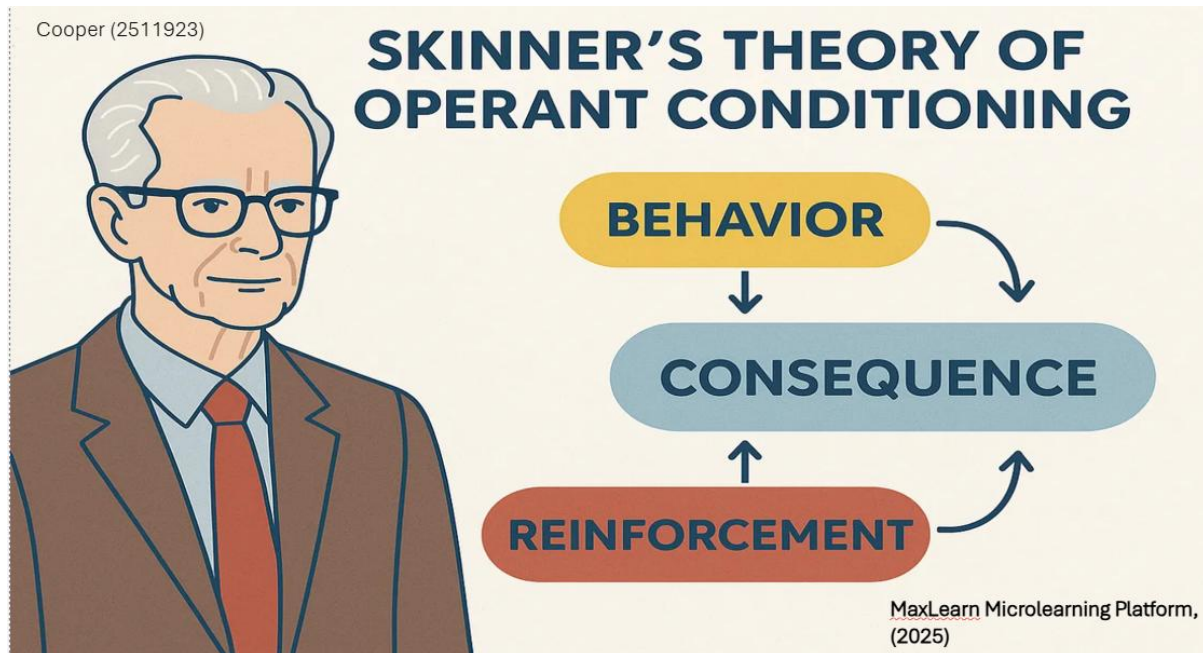


**Slide 2 –** How will it work? Each week children will have different missions/ planets to defeat (e.g. sugar swamp, sleepy city, junk food bugs). Children will earn points through actively displaying healthy habits such as eating healthy, drinking water, exercising and trying new foods (fruits & vegetables). Children will then be able to use these points to defeat the missions/ planets. Children who receive the most points during the school week will be rewarded with the choice of choosing the PE sport for the following week, creating a new mission/ planet for the classroom or upgrade their character.



**Slide 3 - The** Healthy Heroes Adventure programme will be integrated into the school's

curriculum; Literacy will be covered through writing stories about their missions and characters. Art through designing worlds and characters. Maths through tracking their points and progress. Children Co- Creation can help the children design their own worlds, missions and characters whilst also giving the children a voice in the solution which links to the Children's Act (1989) Legislation.



**Slide 4** –Skinner's Operant Conditioning theory links to the Healthy Heroes Adventure as Skinner's Operant Conditioning theory believes that behaviour is shaped by consequences. When children are given a reward stimulus for positive behaviour it motivates them to repeat the behaviour. If children are given a consequence or punishment for a negative behaviour children are less likely to repeat the behaviour. In the Healthy Heroes programme children are rewarded positively for healthy habits and are not rewarded for unhealthy habits.



**Slide 5 –** Although the programme has many benefits it is important to consider potential barriers the Healthy Heroes Adventure scheme could face. School holidays and half terms can impact children's habits as parents/carers are unable to access the programme outside of school. Poverty could be a potential barrier as some parents/ carers are unable to afford healthier food choices due to healthier food being more expensive than regular and less nutritious food. Parental influence could be a barrier if the child's parents/carer does not believe in a healthy lifestyle or does not provide healthier options for the child. Bronfenbrenner's ecological system links into parental influence as his theory believed that children's microsystem these their immediate environment and direct relationships have the most impact on the child's development in life.



**Slide 6 –** The Healthy Heroes Adventure scheme will help children to improve their lifestyle leaving them with lifelong skills and health benefits, it is beneficial and will also allow children to influence their parental figures to follow a healthy lifestyle. The scheme links to school curriculums and relevant policies.

## References

- Animalia Life, (2024). Available at: Healthy Habits For Kids Clipart Mail
- Department of Health and Social Care, (2026) Healthy Eating. Available at: Healthy eating - School Zone | School Zone | Campaign Resource Centre
- Dreamstime, (2025) Available at: School Curriculum Displays Education Courses 3d Illustration Stock Illustration - Illustration of educated, education: 113908138
- Easier Psychology, (2025). Available at: Operant Conditioning: Definition, Principles, Skinner Box, and Applications
- FreePik, (2024) Available at: freepik.com/premium-vector/set-parents-upbringing-children-influence-mom-dad-psychological-development-education\_137927104.htm
- FreePik, (2024) Available at: A young person sits among healthy foods and activities customizing their daily wellness routine healthy habit customizable cartoon illustration | Premium AI-generated vector
- MaxLearning Microlearning Platform, (2025) Available at: Why Skinner's Operant Conditioning Still Matters in Today's Learning Programs | by MaxLearn Microlearning Platform | Medium
- Simply Psychology, (2025) Bronfenbrenner's Ecological system. Available at: Bronfenbrenner's Ecological Systems Theory
- The Movie Database, (2016) Available at: Cloudy with a Chance of Meatballs 2 (2013) - Backdrops — The Movie Database (TMDB)
- UK General Public Act, (1989) Children's Act. Available at: Children Act 1989

- Animalia Life, (2024). Available at: Healthy Habits For Kids Clipart Mail
- Department of Health and Social Care, (2026) Healthy Eating. Available at: Healthy eating - School Zone | School Zone | Campaign Resource Centre

- Dreamstime, (2025) Available at: School Curriculum Displays Education Courses 3d Illustration Stock Illustration - Illustration of educated, education: 113908138
- Easier Psychology, (2025). Available at: Operant Conditioning: Definition, Principles, Skinner Box, and Applications
- FreePix, (2024) Available at: [freepik.com/premium-vector/set-parents-upbringing-children-influence-mom-dad-psychological-development-education\\_137927104.htm](https://freepik.com/premium-vector/set-parents-upbringing-children-influence-mom-dad-psychological-development-education_137927104.htm)
- FreePix, (2024) Available at: A young person sits among healthy foods and activities customizing their daily wellness routine healthy habit customizable cartoon illustration |Premium AI-generated vector
- MaxLearning Microlearning Platform, (2025) Available at: Why Skinner's Operant Conditioning Still Matters in Today's Learning Programs | by MaxLearn MicrolearningPlatform | Medium
- Simply Psychology, (2025) Bronfenbrenner's Ecological system. Available at: Bronfenbrenner's Ecological Systems Theory
- The Movie Database, (2016) Available at: Cloudy with a Chance of Meatballs 2 (2013) - Backdrops — The Movie Database (TMDb)
- UK General Public Act, (1989) Children's Act. Available at: Children Act 1989