



ECGE5002: Changemakers; Building Your Personal Brand

Word Count: 2000 (Or Equivalent)

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Happy Stomach,
Happy Child:
A TV show and
book that
teaches children
in a low
economic
environment to
cook in a
sustainable way

4.3 million UK children were living in poverty in 2019-20 and that number is only going up (1), with 2 million adults admitted they were in food insecurity in 2021 (2).

This number represents the amount of children who will be living in households where there is no access to a healthy and affordable diet, leaving them at risk of diet related disease, poor child growth and an eventually shorter life.

Furthermore in 20-21 a headcount of 1.74 million pupils attending 24,000 schools in England who are eligible for free school meals, a number that is increasing with 420,000 pupils becoming eligible since the first lockdown almost double compared to the same period in 2019-20 (March to Jan).



So What Is The Idea?

TV Show:

The TV show will air on a free to air channel as well as be posted on the internet, with the trend of children starting to use technology at an early age becoming more and more common.

The show would be hosted by a character that children can relate to, as a way to keep audience retention, this also being a reason for the show being on a channel that doesn't feature advertising.

Time would be spent on teaching not only recipes but also teaching children the skills that can help them start cooking on their own as well as literacy and numeracy skills in a fun, approachable way.

The Idea is to split a brand into 2 forms of accessibility, as a tv show, and as a book.

The idea of a supplementary book is to cover forms of media as a way for those without television access to still have a way to be involved

Book:

The plan will be to publish one book instead of a series to reduce the need to pay for multiple books and will contain recipes and guides on how to cook with your child, and for children that are more able, ways for them to safely cook meals on their own.

For instance a recipe on sausage and mash would include ways of safely peeling and cutting potatoes, as well as providing an educational aspect in counting and measuring.

Recipes will come with price ranges based off the cheapest supermarket stores, as a form of reference and acknowledgement of convenience.



What benefit does greenlighting this idea do?

During the pandemic, there was a large increase in hobbies taken up, one of those hobbies was to cook and bake, and from a study published last year looking at if the idea of cooking with your children was taken up by adults during the pandemic, it was found that not only had children been cooking and baking, but that those who were included in the cooking with their parents frequently had a better quality of diet with there being as higher intake of vegetables (Benson, T., Murphy, B., McCloat, A., Mooney, E., Dean, M. and Lavelle, F. et al.)

The idea of cooking with your child will increase their outlook on adulthood plus become a way for both parties to spend quality time with each other, something that, as restrictions have been easing over 2022, might become more of a distant memory.

This coming together around cooking in the form of a show and book can become something that not only helps kill off the idea that buying and healthy food can become not only expensive but also time consuming, but also highlight the fact that more needs to be done to highlight the problems in our society of children having to rely on free school meals to go without starving for the day, as well as show the lack of care the government have towards the working class.

This idea will also help provide a push in children's education, with a better diet and hopeful increase in numeracy and literacy skills providing a launchpad for children to become more active in school, having more energy to take part in lessons rather than spending the day hungry.



References/Reading List

Benson, T., Murphy, B., McCloat, A., Mooney, E., Dean, M. and Lavelle, F. (2022) "From the pandemic to the pan: the impact of COVID-19 on parental inclusion of children in cooking activities: a cross-continental survey," *Public Health Nutrition*. Cambridge University Press, 25(1), pp. 36–42. doi: 10.1017/S1368980021001932.

Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2019/20, Table 4.3tr. Department for Work and Pensions, 2021

<https://foodfoundation.org.uk/initiatives/food-insecurity-tracking>

<https://explore-education-statistics.service.gov.uk/find-statistics/school-pupils-and-their-characteristics>

Dear Vinushan,

By the time you read this, you will have firmly become a primary school teacher, and a good one in fact. And it's going to take a lot of hard work, and with how you were, you're going to have to devote more time on your course than you think and make a lot of sacrifices. But in the end, it will all be worth it and that comes with following in the footsteps of those you look to. Follow that interest in Piaget's work since you like their ideas, take the time to actually read their books. Use that when you have to write your assessments, especially when doing something like educational research. That interest in forest schools will help as well, linking the two could be the basis of your work.

And then when you get out of University, keep looking for a job that you will fall in love with, you have to be happy with your surroundings before you can be able to teach others, because if you yourself are no longer happy, how can you improve the situation of others, and that will come with time, unfortunately this is the one job you can't rush into headfirst, as much as you like to. Think of the paradigms you learnt during your second year, rather than being pragmatic as you like to be and stick with what you know works, try to start being positive and critical, look at how you can improve your ideas and how they'll benefit who you teach. And eventually when you find that place you think you'll enjoy, push yourself to be the best, because the only person that can hurt you, is you. You can only improve in life, use the experiences you gain from one job to improve for the next.

The lack of communication skills need to be fixed along the line as well, as studies say, it's a "healthy thing" to discuss your problem with those you work with (Tarricone, Luca et. al. p646), you have to start working in a team to start being successful, the workplace is the worst place to be Batman. It is a good thing to actually be communicating and being efficient with the people you are going to work with, having that clear mission and having people to help you work through it will only accelerate the work you have to do, rather than being a burden. (Holland, Gaston, Gomes et. al)

The one thing you're doing right now that you have to keep living by, is that no matter what, keep doing this for the ones you teach, not for yourself or money, because you and I know this job won't make us financially rich, we might as well be humble, because if we don't focus on their wellbeing you might as well teach a pile of bricks as they'll learn the same, if they are no longer happy going to school everyday then they won't learn, positive wellbeing and attainment can co-exist. (Clarke et.al.). Helping your students actively enjoy school to the point of it improving their grades then cycles back to their enjoyment, you might not be able to change the face of how education works like you wanted to as a child, but you can make the most out of the situation you have to look forward to.

I want to end this off, letting you know that life will get better, no matter how you see it when you finally catch up to what you're trying to chase, but you don't have to stick to yourself anymore, it won't help you in the long run, the people around you can help them so let them and learn from them, be that person you want to be in the future, now.

References:

Assets.publishing.service.gov.uk. 2014. *The link between pupil health and wellbeing and attainment*. (https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/370686/HT_briefing_layoutvFINALvii.pdf) [Accessed 28 March 2022].

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