

## Lesson 5

# Fish for my family

### Objectives

This lesson will enable children to:

- know some of the basic health benefits of eating fish;
- know that everyone should eat more fish (at least two portions a week – one of which should be oily);
- create an advert to persuade their family to eat more fish using information they have learned about fish and persuasive devices, e.g. positive language.

### Resources

- Did you know? PowerPoint
- Fish is fantastic IWA
- My fish advert worksheet
- Wonderful words worksheet
- My fish brand worksheet
- Eat more fish worksheet
- Eat well, eat fish poster

### Introduction

Use the **Did you know? PowerPoint** to talk to children about fish and its health benefits.

Question the children:

- What fish do your family eat?
- How can we persuade people to eat more fish?
- What information about fish do you think would make your family eat more fish?
- What persuades you to do or want things?
- What persuades people in your family?
- What television, radio or magazine adverts do you and your family like? Why?
- Do these adverts persuade you and your family to want the items?

You could use the **Fish is fantastic IWA** to reinforce the children's knowledge about fish.

### Activity

Explain to the children that they will be creating an advert to persuade people to eat more fish. As a class, list the key messages you would want to tell people (in the advert) about fish to encourage them to eat more.

For example:

- Fish is tasty
- There are lots of different fish to try so it is interesting!
- We should eat two portions of fish a week - one of which should be oily.
- Fish is easy to cook.
- There are lots of different fish recipes to make.

You could provide the children with the **My fish advert worksheet** to help them plan their advert. You may like to get them to complete the **Wonderful words worksheet** to help them consider and gather a list of positive vocabulary for their fish advert. In small groups, ask the children to create a television or radio advert to persuade families to eat more fish.

### Plenary

Let the children show their advert to the rest of the class. You could record each group and show these in a school assembly. Discuss each advert with the class.

- What parts of the adverts did you like?
- What fish messages did you hear? (*healthy, tasty, easy to make*)
- What parts made you want to eat more fish?
- Do you think the adverts would persuade others to eat more fish?

### Extension

Challenge the children to design a brand (e.g. logo and colour scheme) to support their eat more fish advert. You may wish to show a selection of branded items to help children understand what this means, e.g. a sports wear brand and how it features on different items. They can use the **My fish brand worksheet** to record their work.

Set children the task to design a poster or flyer to display in the school foyer/reception area to persuade parents/carers and families to eat more fish. Children could use the **Eat more fish worksheet** to record their work.