

What's in an Image?



Aim

to explore the influence that images have on young people's understanding of health

Age

10 years and older

Time

45 minutes

Materials

old magazines/newspapers, markers, art materials

What to do

Begin with a brainstorm on 'health in Ireland'. What images spring to mind? Repeat for 'health in Africa'. Were the images the same or different?

Form small groups. Give each group a sheet of flipchart paper and a selection of old magazines and newspapers. Explain that they are to make a collage on the theme of 'young people's health in Ireland and in the Developing World'. They have 25 minutes to complete the collage. The collages are displayed around the room. Each group briefly introduces their collage.

In the large group, ask what the main health issues for young people were that they identified. How similar or different were the health images from Ireland and the Developing World? What was surprising or interesting about the images in the newspapers or magazines?

Action

Over the course of a day or a week, monitor the images, linked to health, used in newspapers and on television. Make a short presentation on your findings.

Ad Nauseum



Aim

to explore the ways that health issues can be promoted with young people

Age

10 years and older

Time

40 minutes

Materials

Paper and art materials (optional)

What to do

Brainstorm on popular ads that participants have seen on TV, on posters or heard on the radio. What jingles or slogans do they use? Write up all the suggestions.

Form small groups and explain that each group is an advertising company that is being hired to create an advert highlighting a global health issue. They have 20 minutes to create a short ad for TV, radio or poster. Suggest that rather than creating the ad from scratch, they should play around with an existing ad in their chosen format. The groups present back their ads and the other groups give their ad a score out of 10.

In the large group, ask how young people learn about health issues. What influences their decisions around health issues? What approaches would be most effective to promote the importance of health issues in young people's lives? Are these approaches the same in Ireland as in developing countries? What other approaches would you use in developing countries?