



FOOD & FARMING
DISCOVERY TRUST

CONSCIOUS CONSUMERS

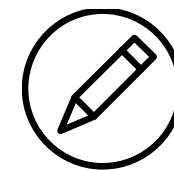


Plant-based Diets

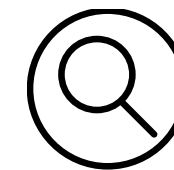
Introduction

Use this presentation to work your way through the topic workbook and activities.

Different activities will have different needs, you'll find icons according to the action you need to take:



Where there is an activity for you to do.

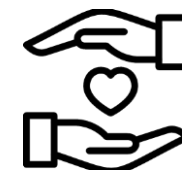


Some activities that you need to complete will require another resource

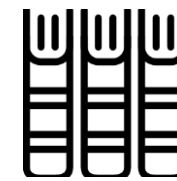


When you need to check the workbook

In this session you will:



Explore what
plant-based diets
are



Learn how to
evaluate claims
from trustworthy
sources



Understand the
differences
between plant-
based and vegan
diets



Warm up Activity

Before we start exploring the topic, we want you to get your brain in gear

There is an activity on the next slide to consider. You can think about it on your own, in pairs or as a group. You might want to share your thinking before moving on.



What is the difference between plant-based and Vegan?

Do some research to find out why they aren't the same – make some notes that help you to remember the difference.



What did you find out?

Hopefully, you've begun to understand that they are different parts of the same spectrum.

· If you had a vegan diet at one end and a complete meat diet at the other where would you place yourself?



· When and how does your diet change?

The next few slides highlight some evidence relating to the increasing popularity of plant-based diets.

There are three slides for you to look at.

Read through them and then consider the questions on the slide after them.



1. Big Business

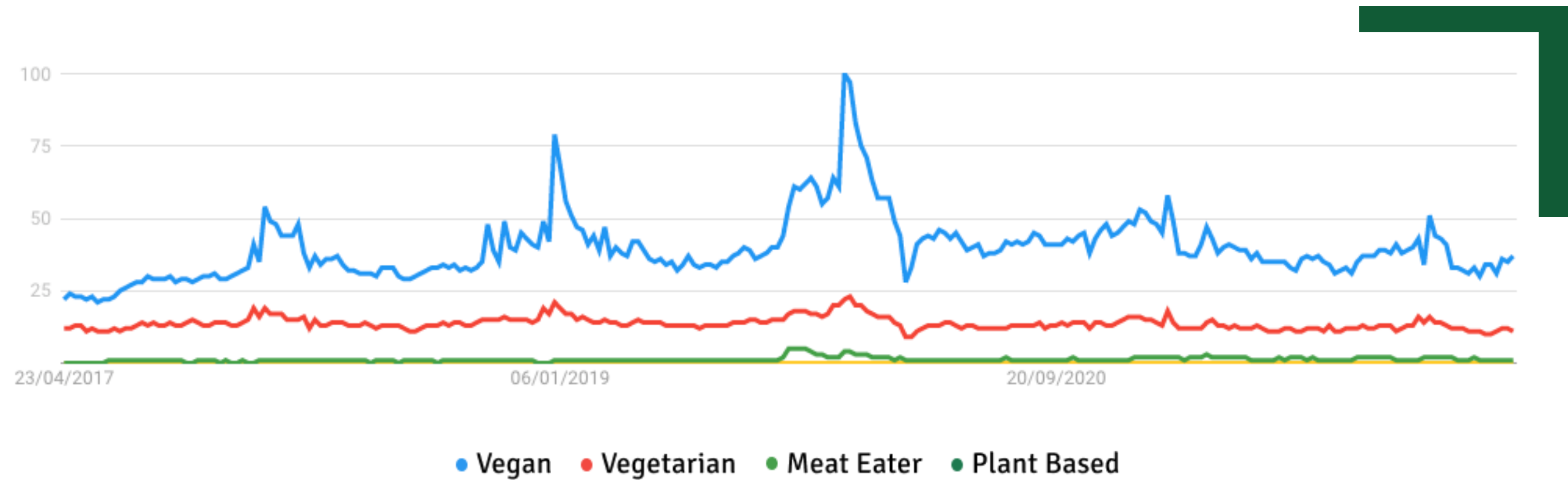
The UK plant-based market was worth £443m in 2018.

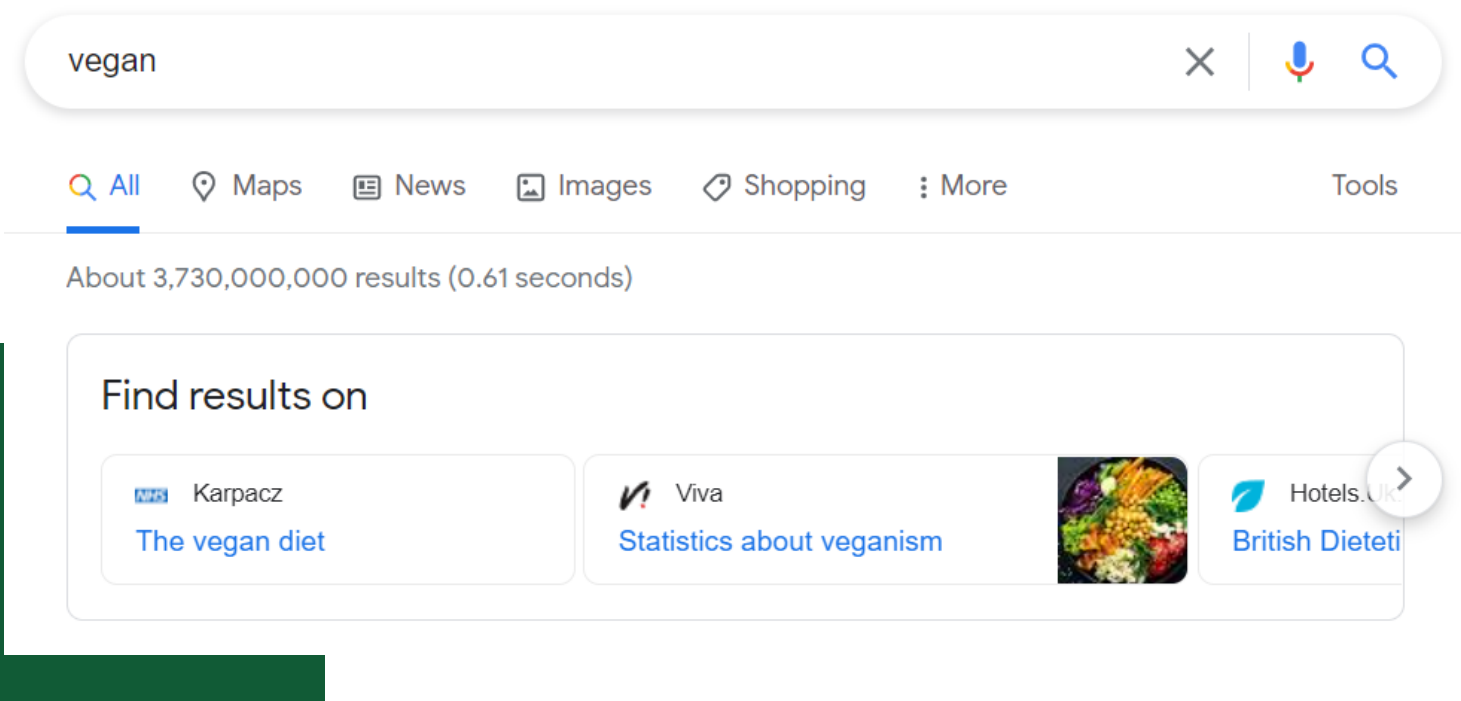
In 2019, almost one in four food products launched in the UK carried a vegan claim.

Waterstones have over 10,000 book titles with the word 'vegan' in them available for sale (as of April 2020) compared to 944 in August 2018.

2. Google trends UK past 5 years

Searches for vegetarian, vegan and plant based diets have been growing for the past 5 years in the UK.





3. Huge increase in sources – 3.7 billion hits

3.7 billion hits appear when 'vegan' is searched for on Google, up from 1.3 billion searches in March 2020.



Look back over the evidence and try to answer the questions:

Think about what this information tells you about the changes in the choices being made

- **What other information would you need to get a better picture of the trends over time?**
- **Why do you think these changes are happening?**



With so much information, how easy is it to separate fact from fiction and make healthy choices about plant-based diets?

Are they actually better for you?



Time to watch a video

Plant-based Diets with Jennifer Ashleigh Allen

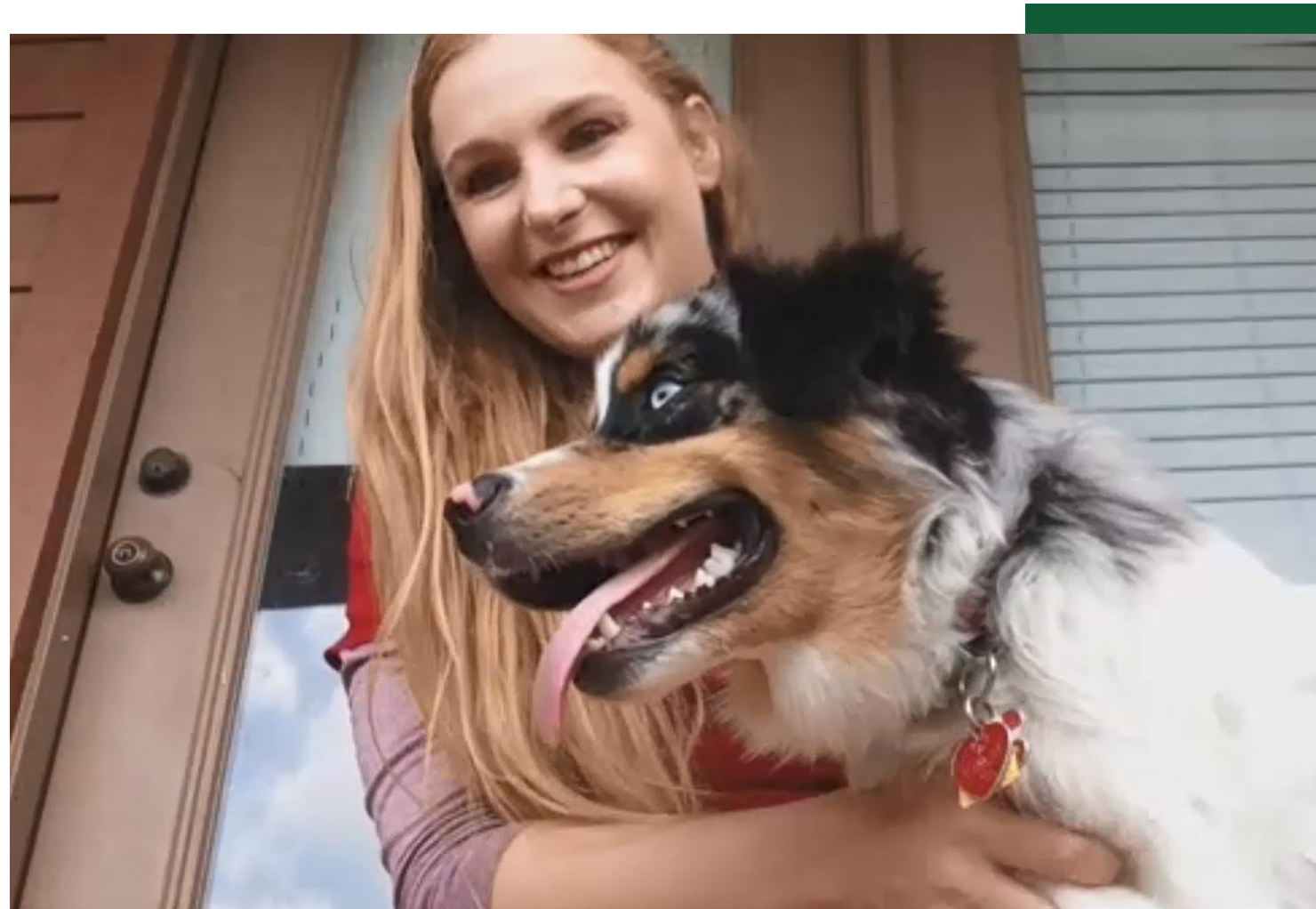
<https://www.youtube.com/watch?v=7LWfHGD5PxU>





Plant-based Diets with Jennifer Ashleigh Allen

- What did you learn from the video?
- Did you find out anything you hadn't heard before?
- How reliable do you think the person is?
- Do you think they are a good source of evidence?
- What else would you need to know about them?



Jennifer is a fully trained and qualified dietician working in a hospital in Texas, USA.

She holds a Bachelor of Science in Food, Nutrition and Dietetics, from the University of Alabama as well as a Master of Science in Nutrition from Texas Women's University.

The red shirt she was wearing was her scrubs that she wears to work.

Does this make her more or less reliable than you thought?

Evaluating Claims

Plant-based diets, and diet choice in general are an area where you will hear lots of claims.

The sources will be everything from your friends, to the internet to text books.

The final slides will help you to consider how to evaluate these claims so you can make informed decisions.



Evaluating claims

Activity Part 1:

Ordering

Open the additional Plant-based Diet Claims worksheet.

In it you will find a range of claims (numbered 1-10).

- Read through them and order them from the one you **MOST** trust to the one you **LEAST** trust if you were looking for advice about your diet choices.
- Write the order of numbers down **before you go to the next slide.**



Evaluating claims

Activity Part 2:

Who made the claims?

Next you'll find out who wrote, said or published each claim

- Read through the source of each claim and **REORDER THE CLAIMS** based on this new information.
- Does your order change? Why did or didn't it change?

Things to look out for:

- How balanced is the argument? What is the evidence?
- Who is the author? What are their qualifications?
- Are there any links to advertising? Might someone be profiting from this point of view?

Evaluating claims Sources

- 1 – NHS – UK National Health Service website
- 2 – Twitter user @ScrDana: SCR Hospital Indian private hospital rep
- 3 – Advert for Alpro – plant-based milk alternatives
- 4 – The Guardian – UK newspaper founded by a trust to ensure editorial independence
- 5 – Food Blogger Ella Mills – founder of Deliciously Ella
- 6 – Megan Rossie – Dietician at King’s College London quoted on BBC
- 7 – Association of British Dieticians
- 8 – Will.I.Am – Pop Artist
- 9 – Peta website – People for the Ethical Treatment of Animals
- 10 – eating-better.org: An alliance of 60+ civil society organisations



Evaluating claims

Activity Part 3: Who made the claims?

The previous slide told you who wrote, said or published each claim

- Read through the source of each claim and **REORDER THE CLAIMS** based on this new information.
- Does your order change? Why did or didn't it change?



Evaluating claims

Activity Part 4:

Were there any patterns?

- Group the claims according to whether you think they are **MORE** or **LESS RELIABLE** (2 groups)
- Can you find any patterns in the language used? (note these down)

Evaluating claims

Summary

of Findings

The next two slides give a summary of the sort of patterns you might have seen in claims you thought were more or less trustworthy or reliable.

- How many of them did you get?

Evaluating claims Trustworthy Sources

- Balanced article, reported possible benefits as well as possible adverse effects or limitations
- Claims backed up by links to scientific studies
- Author is named and relevant qualifications listed
- Uses moderate language, 'may have effect'
- Good use of grammar, limited use of exclamation marks, capital letters etc
- Minimal links to advertising/independence of publication
- Review of topic with interviews from qualified experts

Evaluating claims Questionable Sources

- Inflammatory and exaggerated statements or claims
- Qualifications of author unknown
- Little or no editorial control
- Mostly opinion based, potentially biased point of view
- Linked to advertising
- Inflammatory and emotional language used, commonly to guilt reader towards action
- Negative shaming of alternative viewpoints
- Scaremongering



Evaluating claims Over the line?

- When does unreliable become dangerous or irresponsible?
- How would you analyse this claim?



Evaluating Claims

The last few slides help remind you the questions you can ask about claims you read, hear or are told.

Remember, to be a Conscious Consumer you have to make sure you have all the information you need to assess claims.

Be curious and make sure you can trust the information you are making major lifestyle choices on.

What to look out for:

Who is putting the information out there?

Just because a website is popular doesn't mean its content is accurate. What evidence is being presented? Is it referenced to a source?

Who is the author?

Have they published anything else? Do they have qualifications to support their claims? Is it a balanced argument?

Is the story current or recycled?

Make sure an older story isn't being taken out of context.

How did you find the article?

If the content showed up in your social media feed or was promoted on a website proceed with caution.

Finally...

We hope you've enjoyed finding out a little more about plant-based diets and evaluating the claims made about diet and nutrition.

It is important you make your own choices

and hopefully you feel more confident in making those decisions now.

Feeling inspired?

If you'd like to explore this area a little more, the final slide contains a challenge for you to undertake!

An Extra Challenge

We hope you are feeling inspired to continue your journey through Conscious Consumerism.

If so, have a go at one of the following two challenges:

Design communication materials

to dispel common myths and help people gain a better understanding of the topic. This could be in the form of a blog, a poster, leaflets or a podcast for example.

Develop a campaign

to collect real data and report your findings or to encourage people or companies to change behaviours. For example, you could collect data from your school canteen to measure the food miles of the ingredients used, or you could create recipe cards to feed your gut microbes.

Let us know what you produce - tag us on social media via @ffdt_uk use the hashtag: #ConsciousConsumerWorkshops

Thank you

You can find this and other materials here:

<https://ffdt.co.uk/learn>

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