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AGAINST ONLINE PROMOTION OF UNHEALTHY FOODS

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The online experience of the current generation of children is **UNLIKE ANY OTHER**: they start earlier, they spend more time online and more of them are online. At the same time, today's children are qualified as "digital naives" rather than "digital natives": their digital literacy levels fall far behind their time spent online.

ONLINE the digital naives are confronted with refined marketing techniques by unhealthy food and drinks producers. Having been curbed on traditional media channels, food and drinks marketing has free reign online. Children are invited into branded online environments that are designed to be immersive. Children are won over by the display of cartoon characters, celebrities, games and entertaining videos.



As a result, children are triggered to eat and drink high fat, sugar and salt products in a **BINGE-LIKE MANNER** at a time that child obesity is at an all-time high.



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PROJECT ANEMELO helps teachers support their students' chances in this rigged setting. Instead of blaming the victim, the project develops an Augmented Reality game that will help children understand how they are potentially influenced by unhealthy food and drinks producers by means of an experience rather than by a dry transfer of knowledge. The game will help children be more resilient to food/drinks marketing and products by raising their level of digital and marketing literacy.

PROJECT ANEMELO offers an online education module for teachers to create a lesson that is both fun and effective on the subject of unhealthy foods and drinks for their students aged 11 to 16.

The module provided by ANEMELO consists of:

- A state of the art Augmented Reality game
- A Curriculum
- A Teacher's Handbook

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