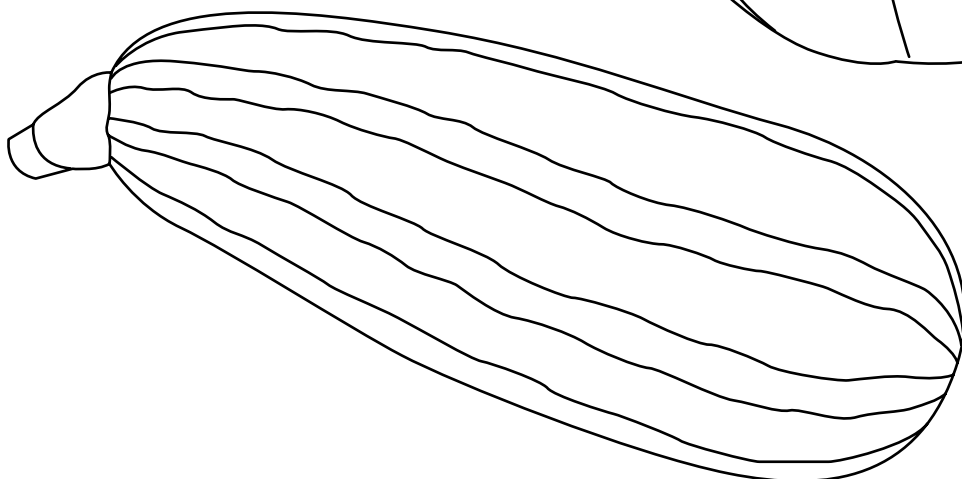
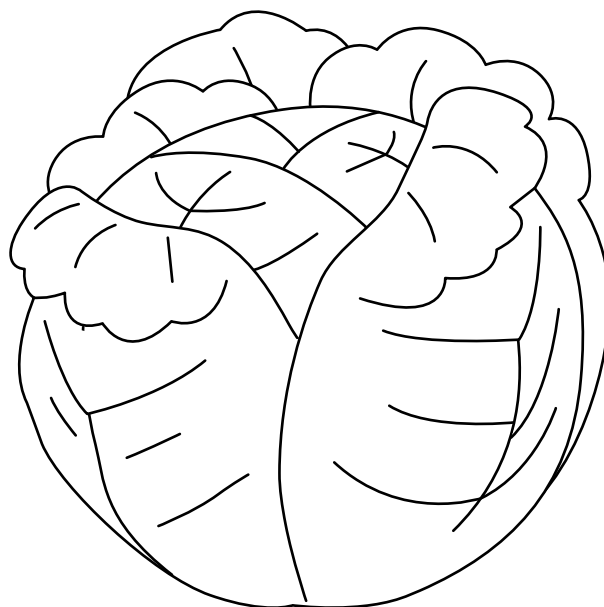
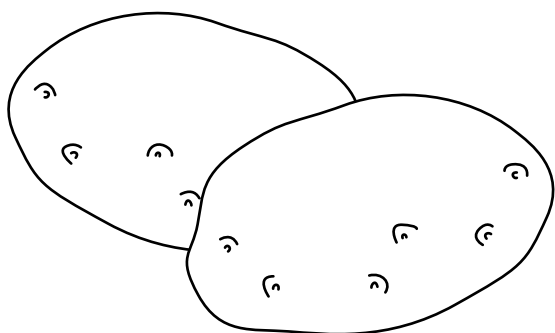
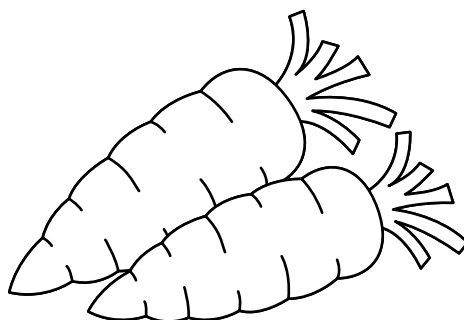
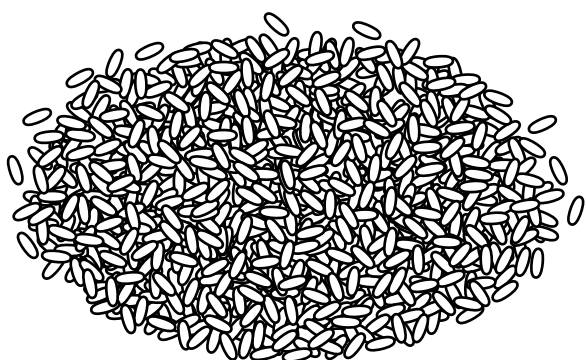


Convincing people to eat

The British government encouraged people to eat foods that were good for them with slogans and posters. Below are some pictures of foods that were available during rationing. Can you think of some slogans that would encourage people to eat these foods?



Teacher's sheet

Based on **pages 38 to 41** of *Children in the Second World War*

Convincing people to eat

Age range

- Years 3/4 (SP4/5).
- Years 5/6 (SP6/7).

Resources

Copies of the worksheet. Materials for making posters. Copies of Potato Pete and Doctor Carrot posters.

Using the worksheet

You may like to begin by showing students some posters the government used to try and encourage people to eat things like potatoes and carrots. You could explain that during the war, these foods were readily available but people didn't always like them. However, the government wanted people to eat them so they would stay healthy.

Potato Pete and Doctor Carrot were two very popular characters. Potato Pete even had its own song. 'Potato Pete' recipe books were also written to give women suggestions and advice on how best to serve potatoes at mealtimes. For example, 'scrubbing instead of peeling potatoes' was recommended, thus avoiding unnecessary wastage. To encourage people to eat more carrots, the government made posters extolling the health benefits of the carrot and suggesting recipes such as toffee carrots (instead of toffee apples) and carrolade (made up from the juices of carrots and swedes).

In addition to posters and slogans, songs and poems were also used to convince people to eat these foods. Here are some nursery rhymes that were adapted for the Potato Pete campaign:

Little Jack Horner
Sat in a corner
Eating potato pie.
He took a large bite,
And said with delight
Oh, what a strong boy am I.

Jack Spratt could eat no fat
His wife could eat no lean;
So they both ate potatoes

And scraped their platters clean.

There was an old woman who lived in a shoe.

She had so many children she didn't know
what to do.

She gave them potatoes instead of some bread,
And the children were happy and very well fed.

You may also want to discuss how advertising works by convincing people to do something they might not want to do. During the war the government had to convince people to eat foods they may not like. Students could also make posters illustrating their slogans.

Younger students

The students may need help in coming up with ideas for slogans and posters.

Outcomes

The students can:

- Understand how language can be used to convince.
- Understand how slogans were used to convince people.
- Learn about some of the foods that were common during rationing.

Older students

The students can work through the activity on their own. Some students might like to make posters of their slogans, or present their slogans to the class. Students could also be encouraged to make up songs or poems in addition to slogans.

Outcomes

The students can:

- Understand how language can be used to convince.
- Learn about some of the foods that were common during rationing.
- Understand how slogans were used to convince people.