

Branch Meeting – Information and Activity

Use this as a follow on to the Bye Buy Childhood page

Are you 'Labelled for Life'?

A development from the highly successful Bye Buy Childhood campaign is the new Mothers' Union resource *Labelled for Life*, to help families deal with the commercial and sexualised influences their children may face.

One of the sections looks at the commercialisation of adults. How much are members in your branch influenced by advertising?

Equipment

Page with commercial logos [included in this pack]
Pens or pencils

Preparation

Copies of page of commercial logos one per member or per pair

Discussion

Have a branch discussion considering the following questions:

What is your most recent major purchase?

If it was the first time you've owned such an item:

- Why did you decide you wanted/needed this item?

If it was a replacement purchase:

- Were you replacing an item which was broken/worn out?
- Was the item you were replacing still serviceable, but you wanted a new item?












What influenced you in making your purchasing decision?

Activity

Use the quiz with pictures of commercial logos included in the pack.
How many can your members identify?



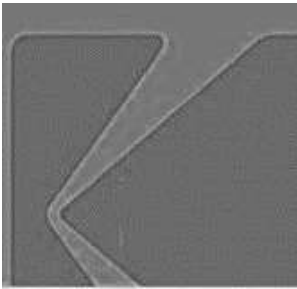
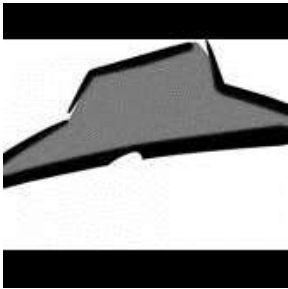
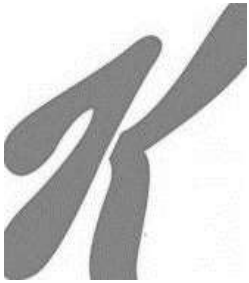











Branch Quiz - pictures of commercial logos. How many can your members identify?

Use with 'Are you Labelled for Life' page

Branch Quiz – **Answer Page** - pictures of commercial logos. How many can your members identify?

Use with 'Are you Labelled for Life' page

			
Shell petrol	Kentucky Fried Chicken	Kodak	Pizza Hut
			
Kellogg's	Rainforest Alliance is an international nonprofit organization that works to conserve biodiversity and ensure sustainable livelihoods	Mothers' Union	Braun – hairdryers, shavers, beauty products
			
Whiskas cat food	Blockbuster films	England Football Team	Virgin Trains
			
Rolls Royce	Nestle	McDonalds	Fairtrade