

**Lesson title: The global (w)health challenge**

**Lesson aim:**

To know how wealth and poverty are linked to non-communicable diseases (NCD's)

**Lesson objectives:**

- To be able to describe and explain the global distribution of a non-communicable disease associated with wealth (obesity)
- To be able to describe and explain the global distribution of a non-communicable disease associated with poverty (malnutrition)

**Learning activities/tasks:**

**Time**

**Starter:**

Show the cartoon of 'Evolution' and discuss what the term 'Globesity' might have to do with the geography of health (focus the discussion around the idea of obesity becoming an increasing problem across the world – is it therefore only a disease of wealth?) Define a non-communicable disease (from lesson 1)

10mins

Ask the students to come up with three questions that they want to be able to answer by the end of the lesson

**Main activity:**

**Activity 1: Obesity in the USA** Using the interactive website

30mins

<http://edition.cnn.com/SPECIALS/2007/fit.nation/obesity.map/> (maps are on **Lesson 2 resource sheet** as a backup) ask students to describe how the distribution of obesity in the US has changed over time by annotating the maps.

**Obesity in LEDCs** Show students the graph of overweight adults in six countries. Provide students with the BBC news article. As a class discuss why obesity is becoming an increasing problem in LEDCs (you could ask students to do this in pairs first and then share their ideas with the group. To ensure everyone is participating, allocate tasks e.g. scribe, speaker, challenger)

**Activity 2: Malnutrition (Grameen Danone Case Study)**

15mins

NB This could be set as an independent task

Read the case study on Grameen-Danone's yoghurt production in Bangladesh. In the right hand column write a brief synopsis for each of the paragraphs. Then highlight two-three key words in each synopsis that you will use as a prompt for remembering the case study (revision technique). For an extension task see the **General Teaching Ideas sheet**

**Activity 3: Plan an extended essay answer (e.g. 15 mark question)**

15mins

Question: *With reference to a local case study, evaluate how a transnational corporation can provide solutions to non-communicable diseases.* (Note: This question is not from an examining board so no mark scheme exists). The exercise is about how to construct a high level long answer.

Spend a few minutes discussing how to approach writing a long answer. Below are some pointers:

- Read the question carefully – underline command words
- What does evaluate mean? An evaluation requires more than a discussion. Review the evidence you have presented and make a considered judgment which you are able to justify through the example. Carry out a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- Structure the essay with an introduction, main paragraphs and an evaluation
- Support main points with evidence
- Avoid repetition.

**Plenary:**

Ask the students to go back to their three starter questions and see if they can now answer these questions. Discuss these as a group.

5mins

## Resources:

Lesson 1 resource sheet

CNN, BBC and Grameen-Danone

<http://edition.cnn.com/SPECIALS/2007/fit.nation/obesity.map/>

BBC <http://www.bbc.co.uk/news/health-11730091>

[http://www.grameensocialbusiness.org/index.php?option=com\\_content&view=article&id=96&Itemid=94#](http://www.grameensocialbusiness.org/index.php?option=com_content&view=article&id=96&Itemid=94#)