

Assessment Schedule – 2014**Social Studies: Describe consequences of cultural change(s) (91041)****Evidence Statement**

Achievement	Merit	Excellence
<p>“Describe” typically involves giving an account of:</p> <ul style="list-style-type: none"> • the cultural change(s) involved • consequences of the cultural change(s) • points of view about the consequences • the use of relevant social studies concepts. 	<p>“Describe in depth” typically involves giving an account of:</p> <ul style="list-style-type: none"> • consequences of the cultural change(s) for specific communities • contrasting points of view about those consequences. 	<p>“Comprehensively describe” typically involves giving an account of:</p> <ul style="list-style-type: none"> • shifts in either attitudes or practices that have occurred because of the consequences of the cultural change(s) • why those shifts in attitudes or practices are important for the society involved.

Indicative answer – Childhood eating (Note: Possible Social Studies concepts are shown in bold within body of text.)					
(a)	<p>The cultural change: Changes in childhood eating</p> <p>Childhood obesity is currently at its highest level – recent statistics show that 16% of children between the ages of 6 and 11 years of age are overweight, globally. In New Zealand it is estimated that 1 in 9 or 11% of children are obese. There are three changes in childhood eating that have contributed to these statistics.</p> <p>Firstly, there has been a change in the calorie intake of children, and also a shift in the composition of the diet towards more meat, eggs, and dairy products, as well as more sugar, fats, and oils – ie a shift towards high-calorie diets that are much richer in saturated fats and cholesterol. In 1960 the average calorie intake was 500 calories less than what children are eating today.</p> <p>Secondly, there has been an enormous increase in the number of fast food outlets</p>	(b)	<p>Consequences of the cultural change for specific communities:</p> <p>A specific community that has been involved in the cultural change of childhood eating are the fast food multinationals. New Zealand is now home to about 3,000 fast food outlets. Of these, there are 149 McDonald's and 146 Subways in New Zealand. Because of the increase in the numbers of people using these fast food outlets, multinationals like McDonald's, KFC, and Subway have increased their revenue in countries throughout the world. In 2012 McDonald's profits alone were \$5.5 billion.</p> <p>Another specific community that has been involved in the cultural change of childhood eating is the New Zealand Government. The government has had to introduce a number of nutrition and health programmes, such as nutrition programmes for mothers and babies. It is also spending more on screening</p>	(c)	<p>Shifts in society's attitudes and practices AND the reasons why these are important for society:</p> <p>One shift in society's attitudes and practices is the practice of having healthier options available in fast food outlets, including prepared meals. Weight Watchers has backed three items on the McDonald's menu. New Zealand McDonald's branches offer three meals that each add up to 6.5 Weight Watchers points. The meals – the Filet-O-Fish, the Chicken McNuggets and the Sweet Chilli Seared Chicken Wrap – are the same meals that McDonald's customers are used to. But 9,000 McDonald's staff in 149 restaurants around the country have had training to make the meals more consistently, with the same amount of sauce each time, so they fall within the points system for Weight Watchers. This shift in practise is important for society, because people have a greater</p>

<p>(a) cont'd</p>	<p>and prepared meals available. In 1960 in New Zealand there wasn't one McDonald's; now there are 149. In children aged 12–18 years, there was a decrease in the percentage of energy intake from foods consumed at home, whereas the proportion of energy intake from restaurant food and fast food has increased over time. In these adolescents, 74.1% of total daily energy was provided by foods consumed at home in 1977–1978, but this proportion decreased to 60.5% in 1994–1996 and 45.2% in 2009–2010. Recent figures show our consumption of takeaways has almost doubled over the past five years. Sales data obtained by the <i>Sunday Star-Times</i> showed: every man, woman, and child, on average, is consuming around 3 kg of fat through fast food per year; each week, the average Kiwi eats the equivalent of two Big Macs with fries; a family of four spends an average of \$2,000 a year on fast food.</p> <p>Thirdly, snack food consumption showed trends similar to those of fast food consumption in children. In the past three decades, the prevalence of snacking has increased dramatically. In 1960, on average, each child in New Zealand drank 3 litres of soda per year. This had increased to 84.2 litres per child in 2006.</p> <p>(b) Consequences of the cultural change could include:</p> <p>One consequence of the changes in childhood eating is the prevalence of obesity, which has risen in New Zealand in recent years. In New Zealand it is estimated that 1 in 9, or 11%, of children are obese.</p> <p>Another consequence of the changes in childhood eating is the effect on the health system in New Zealand. Excessive weight</p>	<p>(b) cont'd</p> <p>for diabetes and cardiovascular disease, and on providing more “green prescriptions”, in which GPs and nurses encourage patients to get more exercise and improve their diet. Health Minister Tony Ryall said, “The Government is investing around \$60 million a year across a range of programmes, from Kiwisport in schools, to green prescriptions, to fruit in schools. We are also currently considering a highly successful community-based programme from Victoria which supports individuals, families, and communities to make healthy changes.”</p> <p>Contrasting viewpoints on the consequences of the cultural change:</p> <p>Jim Mann, professor of human nutrition and medicine at Otago University, has a point of view about the increase in obesity and what the government is doing to combat it. He believes that the new figures were depressing rather than surprising, and that government action, including attempts to increase physical activity, falls well short of what is needed. He thinks the government should introduce meaningful school programmes, curbs on the advertising of unhealthy foods, and an easy-to-understand food-labelling system. He said, “Food is the big factor. There is still huge promotion of junk foods and not a lot to counter it ... We have to be taking the lead and signal that we have a problem. There's not even healthy food in many hospitals.”</p> <p>However, the Health Minister has a contrasting point of view. He believes that the government should reject any “nanny state” measures, instead arguing that providing information and support to people is enough. He said, “In the end, the government can pass all the laws it likes, but unless people</p>	<p>(c) cont'd</p> <p>chance of losing weight and keeping it off when they do not have to deprive themselves of every indulgence. This could then change their consumption levels of food, and in turn reduce obesity rates in New Zealand.</p> <p>Mia Cartwright, a Weight Watchers participant, has a point of view on having treats whilst dieting. She believes it works better if you don't completely give up what you like, but you are still careful. She said, “I think if you try to permanently cut out something you love it is going to end up making you crave it even more and eventually give in, probably more than you should.” In addition, more takeaway outlets are carrying meals with the Heart Foundation tick. Tick meals contain at least one serve of vegetables – or equivalent in fibre – and meet strict standards for salt and saturated fat.</p>
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<p>(b) cont'd</p>	<p>and obesity in New Zealand costs the country between \$722 million and \$849 million a year in healthcare costs and lost productivity.</p> <p>Viewpoints on the consequences of the cultural change could include:</p> <p>Rachel Scrivin, of FoodFX in Tauranga, a dietitian, has a viewpoint on childhood obesity. She believes that the rising child obesity numbers are directly linked to what children are eating. She said, "A couple of years ago I was seeing five children a year. Now that number would be up to about 20. It's a massive trend, which is a real shame. I would say 80 per cent of that is about what they are eating. Children are eating too many inappropriate, processed, packaged foods – which are high in fat, salt, and sugar – and less fresh food. These foods are also less filling, so they eat more of them."</p> <p>Joe Bourne, who works as a GP liaison for the Bay of Plenty District Health Board, has a point of view about the costs to the country of the changing food habits of children. She believes that obesity in children means increases in Type 2 diabetes. This in turn means higher costs to the health system to keep these children functioning. She said, "The most significant change I am noticing is the increasing numbers of teenagers presenting with Type 2 diabetes. Type 2 diabetes was previously known as maturity onset diabetes, but the age at onset is coming down. This means there is an increased risk of complications such as kidney and eye damage, which means the health system has to work with them more closely."</p>	<p>(b) cont'd</p>	<p>eat less and exercise more, things won't change."</p>		
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N1	N2	A3	A4	M5	M6	E7	E8
<p>ONE of:</p> <ul style="list-style-type: none"> describes the cultural change(s) describes the consequences of the cultural change(s) describes points of view about the consequences uses relevant social studies concepts. 	<p>TWO of:</p> <ul style="list-style-type: none"> describes the cultural change(s) describes the consequences of the cultural change(s) describes points of view about the consequences uses relevant social studies concepts. 	<p>Limited or partial description of the following:</p> <ul style="list-style-type: none"> the cultural change(s) the consequences of the cultural change(s) points of view about the consequences. <p>AND</p> <ul style="list-style-type: none"> uses relevant social studies concepts. 	<p>Demonstrates understanding of:</p> <ul style="list-style-type: none"> the cultural change(s) the consequences of the cultural change(s) points of view about the consequences. <p>AND</p> <ul style="list-style-type: none"> uses relevant social studies concepts. 	<p>Describes in depth:</p> <ul style="list-style-type: none"> a consequence of cultural change(s) for specific communities contrasting points of view about the consequence. 	<p>Describes in depth:</p> <ul style="list-style-type: none"> consequences of cultural change(s) for specific communities contrasting points of view about the consequences. 	<p>Comprehensively:</p> <ul style="list-style-type: none"> describes a shift in either society's attitudes or practices that have resulted from the consequences explains why the shift in society's attitudes or practices is important for the society involved. 	<p>Comprehensively:</p> <ul style="list-style-type: none"> describes shifts in either society's attitudes or practices that have resulted from the consequences explains why the shifts in society's attitudes or practices are important for the society involved.

N0 = No response; no relevant evidence.

Cut Scores

	Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
Score range	0 – 2	3 – 4	5 – 6	7 – 8