



The Sugar Show

Teaching Notes, Making tasks and Script

Making Tasks

The show is performed with four groups of pupils. One class at a time learn their scene with the Splats teacher and when not rehearsing their scene they can work on the tasks set below for the show and practice their lines for the scenes.

All Groups

SET DECORATION TASK

These are 4 circular signs with each class in charge of making one. The class in charge writes the Big Word across the middle with a picture eg smiley sunshine for HAPPINESS.

Then every pupil writes (and designs as they wish) their words and cuts them out. These are then passed to each class before lunch time. They could also have a logo type picture.

Each class will be making a big collage of these words on a hula hoop paper base and it will be used for the final scene and for set decoration throughout the show.

HAPPINESS - (Group 1)

Here the pupils can write what Happiness means to them.
(We understand the temptation to put a big bag of sweets and coke but this is more a feeling of a sugar rush rather than happiness and is often followed by a change in mood and tiredness).
Things like friendship, laughing, learning.

HEALTH- (Group 2)

Here the pupils can write what it is Health means to them and stick them around the main sign.

ACTIVITY- (Group 3)

Here the pupils can write what it is Activity means to them and stick them around the main sign.

DISCOVERY- (Group 4)

Here the pupils can write what it is Discovery means to them and stick them around the main sign.

Create an advert for a fruit or vegetable – See task sheet

Scene One

Cast

- *Brains (Narrator)*
- *Sam*
- *Advert teacher x 3 (in pop wigs)*
- *Bubbles Mask x 4-9 (or doubled with Zap)*
- *Zap Mask x 4-9 (or doubled with Bubbles)*
- *Elfy Mask x 4-9 (or doubled with Pirate)*
- *Pirate Pop Mask x 4-9 (or doubled with Elfy)*
- *Mayor of Advert Town*

Making Tasks for Group One - Meet the Adverts

The first scene introduces the audience to the story and the adverts of advert land. You will be the first group to work with the Splats teacher so will know what to practice after this. The pupils will be put into 2 - 4 groups and can practice their lines which are at the back of this pack and can be printed for ease of use.

Make the HAPPINESS sign and collect and stick on every classes words.

MASKS

Make the Masks for the adverts.

If a smallish class then you can play 2 characters each, If large groups it may be a little many to do at once so maybe just one mask. Our teacher can decide with you on the day.

If double characters it would be Bubbles/ Zap and Elfy and Pirate.

Please decorate as you wish.

They are made as headband masks apart from the Shadow which comes down over the eyes.

We have included blank versions and ones with pictures and tasks for the pupils to complete.

Bubbles – fill in the bubbles with what makes you happy/smile

Zap – decorate with what activities you like to do

Elfy – draw or use the examples to decorate Elfy foods

Pirate – colour in pictures or decorate from blank

Scene One - Meet the Adverts

Pupil One

Hello and Welcome to 'The Sugar Show',

Pupil Two

Created today, we'll have you know.

Pupil Three

Packed with goodness, fun and style

Pupil Four

And guaranteed to make you smile.

Music: Happy Music  Happy music.mp3

Brain

Hello and welcome to the ideas department of advert land. Advert land is an imaginary place where all adverts live before they are sent out into the real world and we are able to see them on our TVs, computers and in our newspapers.

Behind me here are some of our adverts. Hello Adverts!

New Advert

Hello!

Brain

As you can see, when an advert is chosen many copies of them are made. That is so that they can reach us wherever we are and why there are more than one of each of each advert.

Brain

Here is my friend Sam, he can tell you more.

Sam

Hello people of the real world. Here in Advert Land we learn to be adverts at Advert school

All Adverts

Ssshhh...

Sam

Aaah here's the Advert Teachers now.
All the trainees enter settle down at advert drama school.

Advert Teacher 1 (wigs x 3)

Now remember, rule number one for an advert is...

Advert Teachers and Twins

...Get yourself noticed!
All adverts make poses and pupil operator does the same

Advert Teacher

Well done!. Now: pose practice – serious face, dramatic face, cool face.

Advert Teacher 2

And smile practice – happy face, laughing face, fun face

Advert Teacher 3

Come on guys your happy face looks the same as your fun face

Advert Teachers

And Believe!

All adverts try really hard to believe

Sam

Rule number two for an advert is we must believe in our products.

Stage whisper.

Brains

Today is a very big day for a lot of these adverts. It is the day of The Great Plug In. This is when, for the first time ever, all the adverts in advert land will be sent into the real world and find out what the real world is like.

Let's meet some of the adverts now and of course their twins.

Here when organising the class the pupils can be split into 4 groups of Bubbles, Elfy, Zap and Pirate.. During the show Brains can help say it to guide it along. It is set out as lines for each pair but they can all say it but with that pair leading. This shares the responsibility for learning and makes it possible in short space of time. Make physical movements to help cement the words eg Stop (hand sign) Hop – hop!

Bubble, Zap, Elfy and Pirate are played by up to 9 pupils (per character) depending on size of classes BUT designed 4 or 3 pairs.

Sam/Brains

This is Bubbles advert. They are super happy.

Enter Bubbles with Bubbles head mask

Bubbles

Hi I'm Bubbles.

All Bubble Twins

And we are the adverts for Bubbles Fizzy drinks.

Bubbles

a 1 a 2 a 1,2,3,4

All Bubble Twins

Bubbles pop will make you hop

Pair One

Drink us now and you won't stop

Pair Two

Having fun to reach the top

Pair Three

Altogether

Pair Four

Pop Pop Pop

Bubble Trainees

Der der

Enter Elfy

Sam/Brains

This is Elfy. They are super healthy.

Elfy

Hi everyone, I'm Elfy.

Elfy twins all

And we are the adverts for Elfy snacks

Pair One

and well Elfy everything.

Pair Two

Packed with goodness, Low in fat

Pair Three

You can't beat an Elfy *snack*

Pair Four

Need some magic in your day

Elfy all

Super Elfie's on the way

Fly off stage superhero style.

Enter Zap

Sam/Brains

This is Zap my best friend and super Active.

Zap

Hi I'm Zap and Winnings my middle name

All the Zaps strike a pose

Zap twins

We are the adverts for Zap energy drinks.

Pair One

Zap is power

Pair Two

Zap is cool

Pair Three

Drink some Zap

Pair Four

You ain't no fool
Enter Pirate

Sam/Brains

And here comes Pirate Pop – hit it Pirate!

Pirate Pop and Twins

Aarggh
My name's Pirate Pop and I'm the advert for Pirate Pops cereal.
Hit it Pirates!

Pirate Pop and Twins

Pirate Pops will get you Rock

Pirate twins 1

and Rolling in the morning

Pirate twins 2

Set sail today

Pirate twins 3

The pirate way

Pirate twins 4

As the day is dawning.

Sam

And then there's me. I would love to be an advert, but I've never been chosen.
Audience ahhhh
I'm still waiting for the big idea from the real world.

All adverts

Ssshhhh it's time! The Mayor is here.

Mayor of Advert Town – Top Hat

Hello people of Advert Town. Today is the day of the big Plug In. That is the day when the adverts get sent out into the real world. Are you ready?

All adverts

Hurray . . .!

Mayor of Advert Town

5, 4, 3, 2, 1 we are live!
All join in the count

Adverts



Yippie!

Brains

And off they went into the streets, TVs, computers, phones, homes, supermarkets of the real world.

All the Bubbles and Zaps, Elfys, Pirates fly off around the stage and then all freeze All the main adverts freeze mouths open at the front of the stage

Sam didn't know what had happened but he knew it must be something bad as the adverts just stood there mouths wide open, like dummies!

Scene Two – How Sugar affects the body

Cast

- *Brains*
- *Sam x1*
- *Bubbles Mask x 4-9*
- *Zap Mask x 4-9*
- *Elfy Mask x 4-9*
- *Pirate Mask x 4-9*

Group Two – How Sugar affects the body

The second scene is when the adverts realise that what they advertise isn't healthy. You will be working second with the Splats teacher. After the rehearsal if you can talk through the scene with the pupils to help them remember. During the performance Brains/ The Splats narrator can help prompt the pupils as they will not be able to remember everything in such a short space of time but with a little help it will work well.

Make the HEALTHY sign and collect and stick on every classes words.

Make the Masks

MASKS

Make the Masks for the adverts.

If a smallish class then you can play 2 characters each, If large groups it may be a little many to do at once so maybe just one mask. Our teacher can decide with you on the day.

If double characters it would be Bubbles/ Zap and Elfy and Pirate.

Please decorate as you wish.

They are made as headband masks apart from the Shadow which comes down over the eyes.

We have included blank versions and ones with pictures and tasks for the pupils to complete.

Bubbles – fill in the bubbles with what makes you happy/smile

Zap – decorate with what activities you like to do

Elfy – draw or use the examples to decorate Elfy foods

Pirate – colour in pictures or decorate from blank

Scene Two - How Sugar affects the body

Music

All main adverts are DS mouth still open.

All twin adverts come onto stage in slow motion – looking around – holding poses - up to the pupils to choose. They could come to sit in a semi-circle facing the audience, then each group take their turns.

Brains

The Adverts now all found themselves in the real world. But things didn't feel quite as they had expected...

Bubbles

I feel funny...

Elfy

It feels like I have no energy...

All the twins nod open mouthed
All the twins sit down and watch

Zap

My head is hurting slightly...

Sam

What, what's wrong? Why are you looking like that?

What is HAPPENING?

Bubbles and Zap

It's our drinks

Elfy

And my Elfy foods.

All Adverts

We Are All Full Of Sugar!

Pirate

And look what our adverts have taught us about sugar – show them Brains.

Brains

Ok run Sugar demo

Enter Liver – pupil with floppy hat with Liver written on it

Who are you?

Liver

I'm the liver

Brains

Why do you have a wand?

Liver

Because what I do is just like magic.

Brains

That's very true – let's run The Sugar Demo!



What Sugar does to the body

To stay alive we need energy.

Pupils are split in to two groups. One group act out the actions. The other represents Sugar and acts out being divided into two teams, getting turned into fat, etcetera.

We get energy from eating hamburgers, salad, fruit, potatoes and dinosaurs.

We see pupils eating.

Adverts/Dinosaur:

What?!

Brains

Just kidding.

Energy makes us able to breathe, run around, study hard and perform dance moves.

Let's see what happens when we eat sugar.

The pupils enter in pairs, like a long snake. They get split up in to teams.

When we eat sugar our bodies split the sugar in to two teams. Glucose (Red) and Fructose (Blue).

The Glucose goes straight out in to our bodies and give us energy.

Glucose goes to join the group of people. Walking around in a circle around with them.

But the fructose gets stored in the liver for later.

Fructose strikes a waiting pose on the livers side of the stage. Liver sends one or two out to join the humans.

But what happens if we keep eating sugar even when the liver is already full?

If the liver is full it has to do something else with the fructose. What it starts to do is that it turns it into fat to store in other places in the body.

The Fructose gets turned in to sluggish fat. The Glucose leave the humans and change in to more Fructose.

This is OK if we only eat sugar sometimes but if we eat it a lot or drink a lot of soft drinks, it can cause real problems

The Fructose comes back and pecks the hard working liver on the shoulder. Liver works frenetically.

We might get all kinds of diseases and illnesses, for example the liver could be overrun with fat and we get a disease known as “fatty liver”.

Or when we get older we could get very dangerous problems in our hearts.

So sugar does give energy, but it provides nothing else to help the body be healthy, strong and grow, so you are much better getting your energy from other foods.

The energy sugar gives doesn't last long and soon we become tired and grumpy
Humans start pushing each other and arguing.

Also Sugar releases a chemical in the brain called dopamine that gives you that...

All pupils

...Mmmm, that nice feeling.

Brains

But if you have too much of it, you will need more and more just to get the same feeling, so you can overeat and crave sugar.

Humans

More sugar, more sugar, yom yom yom!

Brains

So the poor liver never gets a break.

The poor liver from before drags himself back on stage. The fat goes for him/her again. After this, the pupils return to their previous positions

All Adverts

That is horrible!

Sam

Are you ok Zap – you look like you have just missed a penalty.

Zap

We don't make dinner for winners.

Zap twins

We're not even needed.

Sam

But Zap is power! All the sporty people advertise them.

All Zaps get into their athlete pose

Zap twins

You are much better just drinking water when you exercise.

Zap twins

Too burn off all the sugar takes...

All Zaps act this out. Count on their fingers and then on their twins fingers and eventually say . . .

All Zaps

...Ages!

Elfy

Most importantly we're not making people fit.

Elfy and twins enter super annoyed.

Other pairs of Elfy twins take positions around the stage – hand on hip, annoyed

Elfy twin 1

It's just a trick

Elfy twins all

and one thing Elfy does not like is being tricked

Elfy

Look at my Elfy foods.

Elfy twin 2

Well it says low in fat,

Elfy twin 1

Low in fat (raspberry noise) Full of Sugar more like!

Brains

So when it says Low fat, they have replaced the fat with sugar. Just because it says low in fat does not mean that it's healthy.

Brains/Sam

Wait! Pirate Pop, what do you think?

All Pirates shout

Why are Pirates called Pirates?

All Adverts

Why?

All pirates

Cos they aaarrrrgh!

Brains

What's wrong, Pirate Pop, it wasn't that bad a joke?

Pirate twins 3

A portion of my Pirate Pops contains 12g of sugar which is three tea-spoons.

Pirate twins 4

But people don't eat one portion.

Pirate Pop

They often eat double at least!

All pirates

We're making children walk the plank!

All adverts cry.

Bubbles

I have an idea!

Bubbles 2

We don't have to be adverts for sugary things.

Bubbles 3

I know of a place called *The Land of Imagination*.

Bubbles 4

If we go there we could decide what we want to be!

Sam

What are we waiting for? Let's go!
All adverts go off for next presentation

Scene Three

Fruits and Veggies and Dino

Cast

- *Sam Puppet*
- *Bubbles Mask x 1 - 5*
- *Zap Mask x 1 - 5*
- *Elfy Mask x 1 - 5*
- *Pirate Pop Mask x 1 - 5*
- *Dino Saw Crazy Pants x 9*
- *Fruits x 4 - 18*
- *Vegetables x 4 - 18*

Group Three – Fruits and Veggies and Dino

The third scene is when we meet Dino Saw Crazy Pants who is the advert for gummy sweets and also the Fruits and Veggies who have never been chosen to be adverts and really want to be.

The whole class can be the fruit and veggies and they may also double up as some of the other parts.

MASKS

Make the Masks for the adverts.

If a smallish class then you can play 2 characters each, If large groups it may be a little many to do at once so maybe just one mask. Our teacher can decide with you on the day.

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We have included blank versions and ones with pictures and tasks for the pupils to complete.

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Zap – decorate with what activities you like to do

Elfy – draw or use the examples to decorate Elfy foods

Pirate – colour in pictures or decorate from blank

Dino - colour in the crazy pants!

If you can print out and colour in and make the fruit and veggie masks in the Fruit and Veggie mask set. You can make a few of each character and attach with a paper head band.

After the session (and before if you can) practice the songs!
They are kind of a bit desperate so don't be afraid to ham it up!

Make the ACTIVE sign and collect and stick on every classes words.

Scene Three

Fruits and Veggies and Dino

Brains

So the adverts and their new twins are going to travel to the zone between the adverts and the real world so they can become new adverts. Word got around and lots of adverts wanted to join.

Sam

What's that noise?

Sam, Bubbles, Zap, Elfy and Pirate

Look its Dino Saw Crazy Pants

Enter Dino Saw and his twins. They come in slow Dino Saw time singing their song. First verse hint at being in pain but by second verse full ouch. Some can say ouch and some can say pants.

Dino Saw is the advert for gummy Haribo style sweets.

All Dino Saw Crazy pants

Gummy and funny

Yummy and chummy

Dino Saw Crazy Pants ooh

Dino Saw Crazy Pants ouch

Gummy and funny

Yummy and chummy

Dino Saw Crazy Oooooohhh

Dino Saw Crazy ooooouuuuwww

Advert

What's wrong Dino Saw Crazy Pants?

Dino Saw Crazy pants

OOOOOwwwwwwwww

Brains

He can't hear you

Get audience to help

Everyone

What's wrong Dino Saw Crazy Pants!

Dino Saw Crazy pants and Twins 1

Eat too many of my gummy Crazy pants sweets.

Dino Twins 2

Now it hurts a lot.

Dino Twins 3

Gummy sweets stick to the teeth.

Dino Twins 4

Now me have cavities....

Dino Twins 5

It hurts just thinking about it

Advert

But your teeth aren't real

All Dinos

I don't care, it still hurts.

Oooohhhhowwwww.

Advert

Sticky sweets stick to the teeth.

Advert

For a pre-historic amount of time.

Brains

Yes. Tooth decay begins with bacteria that naturally live in the mouth, which convert sugar into acid and eats away at a tooth's enamel, which gives you holes in your teeth, called cavities.

Bubbles

And it can make people really ill.

Bubbles Twins 1

I mean teeth are important to people in the real world.

Brains

Adverts, what can we do to help the Dinos?

Zap

You can come along with us to the Land of Imagination.

Elfy

Would you like that?

Pirate Pop

All aboard for the land of imagination.

All puppets go off and get vegetable and fruit masks on.

SONG – In the style of Na Na Na Na Hey Hey Goodbye
<https://www.youtube.com/watch?v=8IUIYwrMyiQ>

Bananas

Na na na na

Na na na na

Hey Hey hey

We are fruits

This is in the distance.

Led by the top Banana – um Top Banana.

SONG – In the style of Na Na Na Na Hey Hey Goodbye

Fruits

Na na na na
Na na na na
Hey Hey hey
We are fruits

Na na na na
Na na na na
Hey Hey hey
And vegetables

Sam

These are some adverts you haven't met yet. Just like me they've never been chosen. I think they are the coolest ads in town.

Brains

Ladies and Gentlemen give it up for The Fruits and Veggies.
Is it true that you all want to be adverts too?

Fruits and Veggies

That's right!

Top Banana

We can dance too – Hit it guys
Fruit Dance

All fruits and veggies

Can you really make us into adverts?

All fruits and veggies

Can you really make us into stars?
All fruits and veggies take a pose

Banana

We are on our way to The Land of Imagination, so we can get in to commercials too.
Which way is it?

Brains

It's that way, just follow the Pirate.
Phew, now let me tell you something interesting.
Did you know that Fruits and Veggies contain sugars too?

Top Banana

Halt!

Fruits and Veggies

What were you saying about us?

Brains

Er yes I am just telling them that Fruits and Veggies contain sugar too.

Fruits and Veggies

Yes but our sugar is all natural

Fruits and Veggies

There is a big difference between naturally occurring sugar found in fruits and *added* sugars.

Fruits and Veggies

A single apple makes you feel quite full; so you don't over-eat as easily.

Brains

That's right. Fruits are loaded with fibre and water so they take time to eat and digest, meaning that the fructose hits the liver slowly and it's released slowly into your body, providing you with a steady stream of energy.

And let me tell you a story.
Apple comes out, looking scared.

We have been eating fruit for millions of years. The human body is well adapted to the small amounts of fructose found in nature.
Caveman comes on and chases the apple. The apple says tree and holds arms out to pretend to be a tree and the caveman pretend picks an apple and sits down to eat.

Apple

Tree

Cavemen

Mmmm apple lovely,
Mmm Yom Yom Yom.

Brains

In pre-historic times we needed sugar to help give us energy to hunt, dance and escape.
We see the Cavemen do this.

And hanging on to fat was an advantage. So our body is designed to like sweet things and hang on to fat for energy if food runs out. But nowadays there is too much available

Cavemen

Umm Sweets ummm Pop Yom Yom
Cookies mmm Cake Yom Yom Yom
Juices mmm Yom Yom Yom

Brains

In fact, these cavemen would probably have been eaten by a sabre toothed tiger...

All fruits and Veg

ROAAARRRR

High five

Fruits roar to scare the cavemen and high five each other when he runs off.

Brains

So whole fruits are very healthy but... and this is very important!

All fruits and Veg

Serious face

Brains

The same can NOT be said for fruit juices and dried fruit.

SONG – In the style of Na Na Na Na Hey Hey Goodbye

All fruits and Veg

No no no no

No no no no

Hey hey hey

Too much sugar

Brains

Many fruit juices have a whole bunch of added sugar.

But even if you get 100% real fruit juice, it still contains a lot of sugar – Almost as much as a Coca Cola.

Sam

I think the others are about to leave for The Land of Imagination.

Fruit and Veggies

The Ship is sailing, let's go!

SONG – In the style of Na Na Na Na Hey Hey Goodbye

All fruits and Veg

No no no no

No no no no

Hey Hey Hey

Ain't no fibre

Brain

And now all our advert friends are on their way to the land of imagination!

Scene Four - The Land of imagination

Cast

- *Sam*
- *Bubbles Mask x 2 - 6*
- *Zap Mask x 2 - 6*
- *Elfy Mask x 2 - 6*
- *Pirate Pop Mask x 2 - 6*
- *Dino Saw Crazy Pants x 2 - 6*
- *Chief Monkey*
- *Monkeys x 8*
- *Fruits x 6 (also double up as puppets)*
- *Vegetables x 6 (also double up as puppets)*
- *The Shadow x 9*
- *Class Teacher x 3 with wigs as before*

Group Four – The Land of Imagination

Make the DISCOVERY sign and collect and stick on every classes words.

Names for Sugar

This is for the final scene when group 4 have to work out which are names for sugar.

Please write down the names for Sugar and the made up ones. They should be big enough for the audience to read

Make a label for a box to put them in – One with Sugar on and one with NONSENSE on.

Make the Masks for the adverts.

If a smallish class then you can play 2 characters each, If large groups it may be a little many to do at once so maybe just one mask. Our teacher can decide with you on the day.

If double characters it would be Bubbles/ Zap and Elfy and Pirate.

Please decorate as you wish.

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We have included blank versions and ones with pictures and tasks for the pupils to complete.

Bubbles – fill in the bubbles with what makes you happy/smile
Zap – decorate with what activities you like to do

Elfy – draw or use the examples to decorate Elfy foods

Pirate – colour in pictures or decorate from blank

Dino - colour in the crazy pants!

The Shadow – colour in as a tick (single spoon) the real sugar works or two spoons to make a cross for the made up words.

Monkey – write down a monkey matics equation of your choice.

Scene Four - The Land of imagination

Brains

So all the friends set sail on their journey to the land of imagination in Pirate Pops ship.

All puppets on ship. Pirate at front and then all pupils sitting with their puppets to form the ship.

Pirate Pop

To the right. To the left.

The Averts all sway.

Land ahoy!

Adverts fall over.

Brains

They followed the Pirate through a forest.

Marching music – all being led one way and then quick change to the other

Pirate Pop

Ok me hearties - This way

No sorry that way

No sorry this way.

Brains

Until finally they reached Monkey Rock, where the key to the land is guarded by the Chief Monkey.

Chief Monkey

Oooohh oooooh oooo Chief monkey

Brains

Which means, “I’m the Chief monkey and what do you want?”

Advert

We want to enter The Land of Imagination...

All Adverts

...and become new adverts.

Chief Monkey

Ooh Ooh Oooooh test

Brains

That means, first you have to pass the Monkey Matics test.

All monkeys

Ooh ooh ooh

Ooh ooh ooh

Ooh ooh ooh

Ooh ooh Monkey Matics

Brains

There are two challenges
So 4g of sugar is equal to one tea-spoon.
Sometimes the measurements will be by portion size...

Zap

There is just one problem..

Brain

Yes?

Sam

We are adverts...

Pirate

Maths isn't...

Bubbles

Our Strong side.

Brains

Oh I see... Let's get some help from the professors!

Professors

Hello!

Brains

These are professors Artoo and Deeto. Experts in Sugarology.

Let's here the question Monkeys.

Monkey

Ooooh Oooh Oooh Spoons.

Advert

In an 8 oz bottle of juice there are 24 grams of sugar. How many teaspoons are that if one teaspoon is 4 grams?

The audience gets to guess as the adverts are murmuring.

Brains

All right, let's check with the professors.

Professors

The answer is 6.

Brains

Alright. Let's hear the other question.

Monkey

Ooooh Ooh Ooh Breakfast.

Advert

One portion of sweet cereals contain 12 grams of sugar. How many teaspoons do you eat if you eat one portion of cereal and have one 8 oz bottle of orange juice?

Same as last time.

Brains

Can we hear the answer professors?

Professors

The answer is 9.

Brains

Well done you have passed the Monkey-Matics challenge

Pirate Pop

Aargh shipmates now can we have the key to the land of imagination.

Chief Monkey

Ooh ooh scary ooh ooh The Shadow

Brains

First we have to defeat The Shadow
He hides sugar in all sorts of ways. Here he comes.

The Shadow

I am the Shadow

The Shadow and twins 1

I duck I dive I slip I slide

The Shadow and twins 2

And I am really clever

The Shadow and twins 3

For I am the Shadow, Mo Ha ha ahahaha!

Advert

Yes, Yes we've got that.

Advert

Just tell us what we have to do

The Shadow and twins 1

You have to spot the sugar.

The Shadow Twins 3

Sugar goes by many different names.

The Shadow Twins 2

Like me.

The Shadow Twins 4

For I am The Shadow, Mo Ha Ha Ha ha...

The Shadow

So you have to find all the names for sugar and bring them to me.

Brains

So The Shadow has hidden names for sugar all around Monkey rock. So to complete The Shadow's test we have to place the real names for Sugar in the Yes Sugar box and the Nonsense names in the Nonsense sugar box. We will need your help. When the Advert holds up a sign with a word and read it out, you have to shout if it's "sugar" or "nonsense".

Ok, go!

The audience help – each character gets a name stands under the shadow and reads out what is on the card and audience can shout to tell them where to put card

Fructose, Sucrose, Hairytose, Dextrose, Galactose, Molasses, Notoneofthose, Honey, Golden Syrup and Takeapose.

Brains

The adverts passed the Shadow's test and reached the Land of Imagination where all possibilities were open to them. Let's see what they chose to become.

All pupils get into position for presentation. Bring the 4 circles to the front and 3 puppeteers can go behind. The rest of the pupils can stand behind, either with a puppet or on own and can join in the dancing.

MUSIC: The Hustle

Let's meet our Characters!

Two pupils could introduce these and they can use their own ideas/ script but should end with a dance move.

Bubbles

I'm Bubbles and I will teach all about Happiness

Likes: Dancing, Being with friends and doing somersaults.

Top move: The Bubbles Bop

Elfy

My name is Elfy and I am all about Health

Likes: Eating good food, Sports and Head Stands

Top move: The Elfy shuffle

Zap

I'm Zap and I am all about being Active

Likes: Running, Jumping, Zapping

Top move: The Zap

Pirate

And I'm the Pirate – I'm is all about discovery and adventure

Likes: Finding out about new places, Treasure maps

Top move: The Pirate Pop

Dino

This is Dino Saw Crazy pants who will teach you to clean your teeth

Likes: Looking in the mirror at his shiny teeth and wearing crazy pants

Top move: The Dino Saw

Brains

And last but not least Sam – the boss of them all
Comes to the front with all the pupils

Sam

And now, if anyone wants an advert that is good for the world, we are right here
when you need us!

Brains

So that's how they created new characters for the adverts and now it is up to you to
create the future.

About the Sugar Show

The Sugar Show is a story all about the adverts that live in advert land. They learn
to be adverts at advert school and when they are trained they get sent out into the
real world. The adverts all believe that what is said about their products is all true
and that they are all really good and healthy.

One day they get connected to their adverts in the real world and find out that the
things that they advertise aren't so good and can be unhealthy. They then go on a
journey to the place where ideas are created, so they can become new adverts.

They find themselves in a school classroom. They all get recreated by the pupils
and become the adverts they want to be.

Meet the Characters

We have concentrated on sugary drinks, sticky sweets, cereals, hidden sugar in
food that are sold as healthy foods and juices.

When advertisers choose characters they will often design one that has the
qualities they would like to be associated with their product.

In our story, the character adverts believe everything that is said about their
product. The characters however really do have the qualities their products claims
to have, so when they get reinvented by the children they can advertise exactly
what they really are.

BUBBLES

Bubbles is the advert for Bubble Pop. Often fizzy drink adverts want to sell us a fun,
social, happy lifestyle.

Main problems with fizzy drinks

1. As we are drinking the sugar enters the bloodstream very quickly and body
can't cope. The liver especially which processes the fructose part of sugar
can get damaged.
2. It turns off the part of the brain that regulates how much we eat and when
we are full, so we can over- eat.

3. It can get us overexcited and lead to mood swings.
4. It turns on the happiness chemical dopamine but then we need more to get the same effect.

New Advert for Bubbles

Bubble becomes the advert for happiness

ZAP

Zap is the advert for Zap energy drinks. Energy drinks sell speed and cool and power. Sports drinks sell replacing mineral and all that isotonic stuff. They are of course just packed with sugar.

Main problems with energy/sport drinks

1. You are better off just drinking water, unless you are exercising intensely for an hour or more.
2. People drink them but don't exercise so get far too much sugar and caffeine
3. Sugar doesn't make you want to exercise. It can make you feel lazy and lethargic. This is often blamed on us being lazy and that we should get up and be active, but the effect it has on our body doesn't encourage this.

New Advert for Zap

Zap becomes the advert for being active.

Activity is vital to keep our body strong and healthy and keep us feeling good.

ELFY

Elfy is the advert for a range of snacks that are marketed as healthy snacks. Often the foods that are the highest in sugar are marketed as healthy, low in fat, full of vitamins etc.

A good watch for older pupils (and adults) is [That Sugar Film](#) plus resources.

Low in fat often means the fat has been replaced by sugar to keep it tasting good. In the 1960's following the death of President Eisenhower from a heart attack, there was a big debate on what caused heart disease. Fat was identified as the culprit, with sugar seen as just simple energy to be burnt. So, as adults we have grown up with the low fat diet being promoted and sugar largely ignored and this seems to be flawed science and poor advice. This is of course affected by pressures by big companies and the sugar industry.

It now seems that sugar is the bigger problem, although of course trans-fat, deep fried foods and salt are a big problem, too. All the points/ lessons from the show can be applied to everything.

New advert for Elfy

Elfy becomes the advert for Health

DINOSAW CRAZY PANTS

He or She is the advert for gummy sweets – Haribo style. Now we don't want to say that kids shouldn't have sweets/chocolate and really if they can avoid the sugary drinks and juices then that is major success, but gummy sweets are a big key to

tooth decay as they stick to the teeth. Also if you look at a family pack of Haribos it does contain a shocking amount of sugar and pretty much impossible to resist once you start.

New advert for Dino

Dino becomes the advert for brushing your teeth/dental hygiene.

PIRATE POP

Pirate Pop is the advert for Pirate Pops cereal. Cereals often will have fun, adventurous, action characters. Main problem with cereals is they often have lots of added sugars and if you measure out the portions you will find more than likely you would have at least double, sometimes meaning that your allocation of sugar is more than used up by breakfast.

New advert for Pirate Pop

Pirate Pop becomes the advert for discovery and adventure.

THE FRUITS AND VEGGIES

The fruits and veggies have never been chosen to be adverts and all really want to be advert stars.

Fruits and veggies all contain sugar too but as it is natural sugars and also comes in nature's own casing. The fibre it contains slows down the release of sugar into the bloodstream, meaning we can eat as much as we want. As the fibre fills us up it helps us feel satisfied and control what we eat.

- **FRUIT JUICES – (and Smoothies)**

Fruit Juices can contain as much sugar (sometimes more) as a fizzy drink. The problem here is all the fibre from the fruit has been taken away so the body receives the sugar so quickly it can't deal with it. It does contain some vitamins and minerals but juices should only be drunk in small portions.

- **THE MONKEY**

These are not really adverts for anything but a fun way to look at how much sugar is in products. This is often very tricky to work out as can be based on 100g or a portion size so needs keen detective work and some monkey-matics.

- **THE SHADOW**

The shadow is an expert at hiding sugars. When foods are labelled the ingredients with the highest content goes first. By having so many different names for sugar, this helps conceal the true sugar content.

Bubbles for Scene One

Bubbles

Hi I'm Bubbles.

All Bubble Twins

And we are the trainee adverts for Bubbles Fizzy drinks.

Bubbles

a 1 a 2 a 1,2,3,4

All Bubble Twins

Bubbles pop will make you hop

Pair One

Drink us now and you won't stop

Pair Two

Having fun to reach the top

Pair Three

Altogether

Pair Four

Pop Pop Pop

They make a puppet human pyramid

Bubble Trainees

Der der

Elfy for Scene One

Elfy

Hi I'm Elfy.

Elfy trainees all

And we are the adverts for Elfy snacks

Pair One

and well Elfy everything.

Pair Two

Packed with goodness, Low in fat

Pair Three

You can't beat an Elfy snack

Pair Four

Need some magic in your day

Elfy all

Super Elfy's on the way
Fly off stage superhero style

Zap for Scene One

Zap

Hi I'm Zap and Winnings my middle name
All the Zaps strike a pose

Zap twins

We are the adverts for Zap drinks.

Pair One

Zap is power

Pair Two

Zap is cool

Pair Three

Drink some Zap

Pair Four

You ain't no fool

Pirate Pop for Scene One

Pirate Pop and Twins

Pirate Pops will get you Rock

Pirate twins 1

and Rolling in the morning

Pirate twins 2

Set sail today

Pirate twins 3

The pirate way

Pirate twins 4

As the day is dawning

Make an Advert for Fruit

Create an advert for the fruits and veggies. This can be for fruits, veggies, both or just choose one fruit or veggie.

Questions to ask

What is special about the product?

What benefits does it have?

Can you think of a tagline for it such as “packed with energy”?

Can you give it a special name?

Can you make it funny?

Cauliflowers – great for the brain and looks a bit like one!

Who is the advert aimed at?

A few banana ideas we found!



