

Teachers' notes

It is important to understand how labels on products work and what they present. In many cases a label acts as a visual representation of a lot of information. For example a cigarette encircled and crossed through with a red boundary means no smoking. The quickest way to get information across is pictorially.

A key factor with illustrated labels is that they also serve people who are of varied abilities and speak different languages. For example;

- A dry cleaning symbol may be used in Spain.
- A person with reading difficulties would recognise a symbol for 'no dog walking in the park', without having to read a lot information.
- People driving can quickly recognise where or how they should be driving.

While some of these points may sound a little obvious, it is important to teach and understand how relevant labels on products are. If we are not taught them correctly we will not use them correctly. This could potentially be quite hazardous i.e.



Meaning harmful, usually found on chemicals.

Investigation into some of the more common labels that students are aware would help to

- understand day to day labels,
- reaffirm what they already know
- look out for other labels
- recognise their significance and why we should follow the instructions

Labels are very important to ensure a healthy and safe lifestyle. We need labels on food products for many reasons, for example;

- Dietary requirements i.e. allergies, vegetarian, halal, other cultural requirements
- Where the product has been imported from
- When it should be used by or best before
- What the ingredients are
- What the name of the product is

- Who produces the product

Labels help us everyday to use products correctly and safely and keep the products in the best condition – therefore as a consumer it is wise to follow the instructions on the labels.

Trading Standards will investigate labelling claims to ensure that they are true, you can contact your local trading standards for further information about legislation or go to <http://www.tradingstandards.gov.uk/>