

Child health and poverty – a digital persuasion text

The 'First 1,000 Days' is an animated digital text that innovates on the story of Peter Pan and the fairy tale genre. Watch the animation and use the transcript below to identify the features used to persuade the viewer.

Identify examples of **repetition** in the text.

Identify examples of **emotive language** in the text. What function or purpose does this play?

Identify examples of **high modality language** in the text. What function or purpose does this play?

Identify examples of **first person pronoun** use in the text. When is this introduced and what purpose does it play?

How is **written text** used in the animation? Which words appear on the screen and why?

How is **music** used in the animation? How and when does the music change?

What does the text ask the reader to do in response? What is the **purpose** of the text?

What do children around the world need in the first 1,000 days of life?



Video animation script

Once upon a time there was a little boy named Peter Pan
He lived in Never Never Land
Everyone knew him as the boy who may Never Never grow up
May Never Never reach average height
May Never Never escape the threat of infection and disease
May Never Never do well in school
May Never Never get a job
Or contribute to his country's economy
And may Never Never escape the vicious cycle of poverty
All because he Never Never got the right nutrition in his first 1,000 days!
The first 1,000 days starts with pregnancy until the age of two
If a child is nutritionally-deprived during this critical time, it can stunt their mental and physical growth for life
The consequences are devastating
The damage caused by stunting is irreversible
If this is a life you Never Never want for a child, help us write a fairytale ending
LIKE THIS ONE
But all was not lost
Peter's friend Tinker Bell sprinkled her magic pixie dust and sent him back to the first of his 1,000 days
She made sure Mama Pan had access to nutritious food
To clean water
To basic health services
To micronutrients
And education
And from the moment he was born, Mama Pan knew to exclusively breastfeed him for six months to help protect him from illness
Peter grew up healthy and strong
He went to school
He got a good job
He gave back to his country
And had healthy children of his own
You might even say he lived happily ever after!
Every child deserves the right to grow up healthy and reach their full potential, but millions don't.
Malnutrition is the underlying cause in at least 35 percent of all child deaths under five.
We may not have any pixie dust, but we have the power of our voices.
Join World Vision's Child Health Now campaign today and call on world leaders to urgently address poor maternal and child nutrition.
Together we can tackle the Never Never!