

X236/12/02

NATIONAL
QUALIFICATIONS
2014

TUESDAY, 29 APRIL
10.50 AM – 12.05 PM

MODERN STUDIES
HIGHER
Paper 2

Summary of Decision Making Exercise

You are a health advisor to the Scottish Government. You have been asked to prepare a report in which you recommend or reject a proposal (*Fruitstart*) to provide vouchers to low-income parents to spend on fruit for their children.

Before beginning the DME Q5, you must answer a number of evaluating questions (Q1–4) based on the source material provided. The source material is:

SOURCE A: An Investment in the Next Generation

SOURCE B: A Waste of Taxpayers' Money

SOURCE C: Statistical Information



SOURCE A: AN INVESTMENT IN THE NEXT GENERATION

Numerous reports show health statistics in Scotland improving but the health gap between the most and least affluent in society is an embarrassment. Across Scotland, the difference in life expectancy can be more than ten years. This is unacceptable. More must be done. Government has a responsibility to reduce health inequalities.

5 One way to reduce health inequality would be to introduce *Fruitstart*. *Fruitstart* is a proposal to improve children's health. *Fruitstart* is a targeted, means-tested initiative which focuses on the health needs of the poorest. It will provide low-income parents with a weekly £5 voucher that can only be spent on fruit. The voucher will be given only to those families who are already entitled to free school meals. As a nation, we
10 need to eat healthier and make better lifestyle choices. As children get older, year-on-year statistics prove that the number of young people regularly eating five fruits per day decreases. *Fruitstart*, once up and running, will sit alongside a number of Scottish government initiatives to improve health.

One of the main reasons for low fruit consumption is lack of availability. Convenience
15 stores in deprived areas, which may not currently stock the healthiest of foods, will now have an incentive to stock fresh fruit as there will be an increased demand for their products. Similarly, the barrier of affordability will be tackled. Some parents have a choice between buying fruit or buying junk food which fills hungry children up. Parents in deprived areas will no longer have to make this choice. £5 of fruit per week for each
20 child will kick-start a revolution in eating habits. Evidence suggests people who adopt healthy eating habits while young will continue to eat healthily as adults.

Fruitstart will help address one of the challenges facing the NHS—inappropriate lifestyle choices and their impact on health, including the problems associated with junk food and over consumption in our increasingly time-limited society. However, time
25 to prepare healthy meals is not necessarily the issue for parents living in low income households but the price of food does affect the choices they make. Although it is true that the majority of children are of a healthy weight, little wonder more than double the number of children are obese in the most deprived families compared to the least deprived. Forward looking government action has, in other areas, been successful in
30 changing lifestyle choices and improving health.

Fruitstart is a sensible use of taxpayers' money. Funds invested today will pay dividends for generations freeing up resources for other areas of government spending. Admittedly, the benefits of *Fruitstart* will not be seen straight away. Changes in health take time. However taken as part of a wide range of government health initiatives,
35 Scotland will continue to see life expectancy increase and health inequalities narrow.

Tanya Palmer, Health Campaigner

SOURCE B: A WASTE OF TAXPAYERS' MONEY

Fruitstart is another example of unnecessary government spending. In 2014, the Scottish Government does not need another initiative to improve health. This is an insane suggestion which will be met with ridicule not just by the hard working taxpayer but by the very people it is designed to help. In a period of economic restraint, the
5 Scottish Government should not be looking to increase spending. Funding to reduce inequalities for the early years and young people is already one of Scottish Government's biggest areas of expenditure. Schools spend vast resources promoting healthy eating. *Fruitstart* sounds like another initiative which will cost a lot of money but will make no difference to health inequalities.

- 10 It is the individual's responsibility to look after their own health. If people choose to ignore government advice, that is their choice. *Fruitstart* will actually do more harm than good. Once again, it gives out the message that if you do not take responsibility for your life, the State will do it for you. If you don't work hard at school to get a good
15 benefits on unhealthy food for your children, the State will provide healthy food. The only way health in this country will improve is when people learn to take responsibility for their own lives.

It is true that the Welfare State needs modernising. What is needed is to support those who work hard, play by the rules and pay their taxes. Scotland now has a generation
20 of people who have never worked and who expect the State to provide for their every need. Hardworking people are expected to pay an ever greater share of their income supporting the 'workshy'. This is completely unfair and totally unsustainable. Public opinion may agree that government has a responsibility to promote healthy eating but with child poverty rates predicted to fall in the future there really won't be any need
25 for *Fruitstart*. Sensibly, and not before time, the UK Government has already made changes to the benefit system with the aim of reducing the UK's 'dependency culture'.

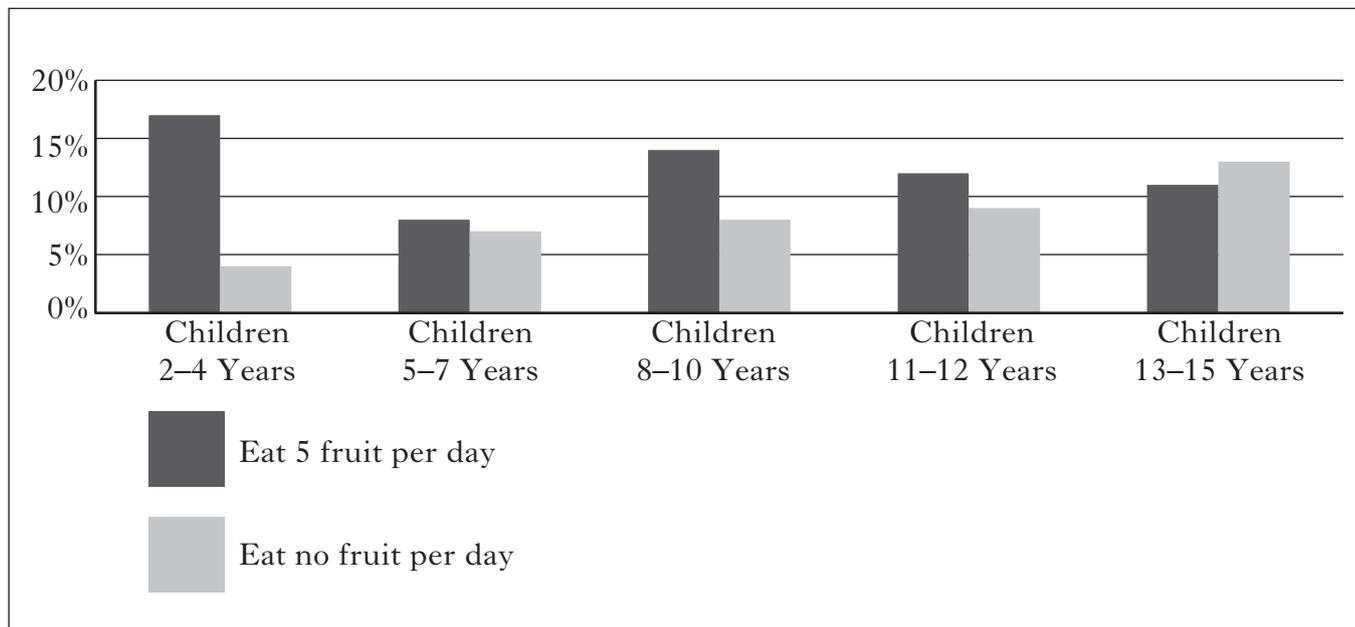
Government action which aims to influence the choices made by individuals does not work. Children have always eaten unhealthy foods. *Fruitstart* will not change the amount of fruit children eat. What's missing is open space for children and young
30 people to play and affordable local sports facilities. The millions spent on *Fruitstart* would be better spent on sports facilities which are sadly lacking, especially in poorer communities. The spirit of the Olympics and Commonwealth Games needs to be supported by quality facilities available for all young people. If children and young people are motivated to keep fit, their diet will look after itself.

Calvin McKenzie, Newspaper Columnist

[Turn over for Source C on Pages four, five and six]

SOURCE C: STATISTICAL INFORMATION

SOURCE C1 Percentage (%) Daily Fruit Consumption, Scottish Children by Age, 2010



Source: Adapted from Scottish Government website

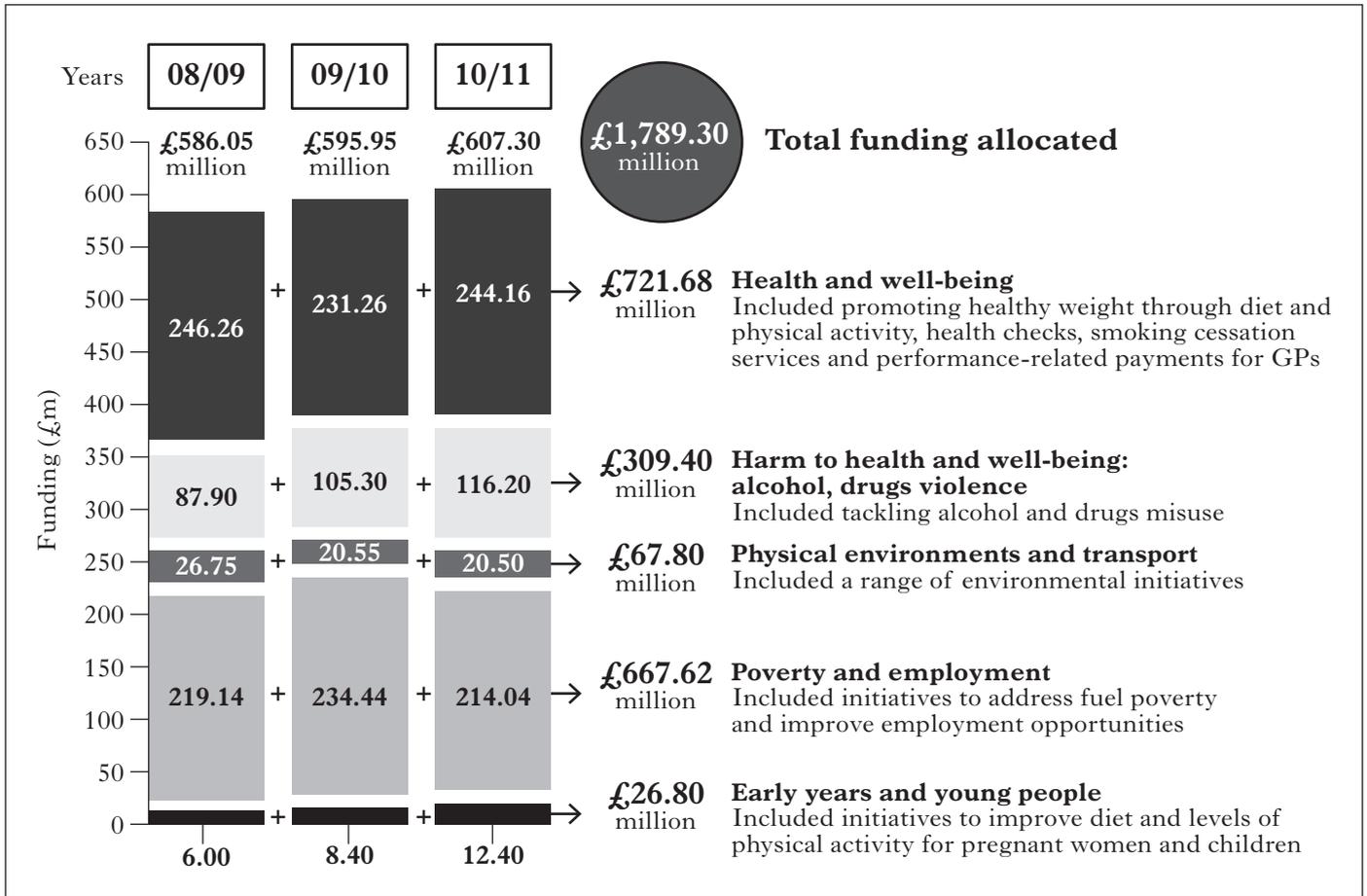
SOURCE C2 Selected Information Scottish Children 2012

Weight	Underweight	Healthy Weight	Overweight	Obese	Morbidly Obese
Children aged 5-15 years old	2%	76%	13%	4%	5%
Exercise	Age 5-7 years	Age 8-10 years	Age 11-12 years	Age 13-15 years	
Percentage of children completing 60 minutes physical activity per day	75%	76%	67%	55%	
Poverty	Least deprived families		Most deprived families		
Percentage of children obese	7%		11%		
Percentage of children who eat chips 2+ times per week	42%		69%		

Source: Adapted from Scottish Government website

SOURCE C: (CONTINUED)

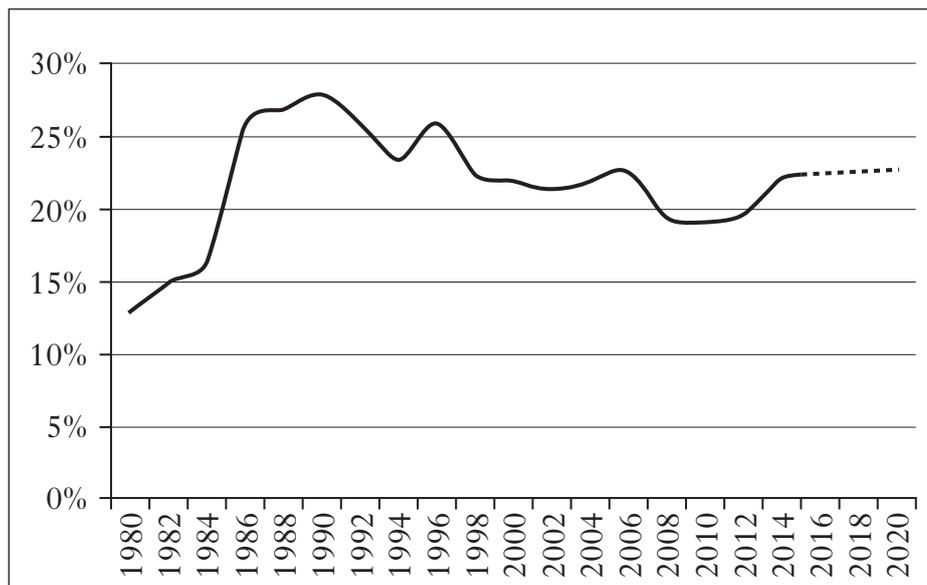
SOURCE C3 Scottish Government funding for reducing health inequalities 2008/09 to 2010/11 in millions of pounds (£ millions)



Source: Adapted from Audit Scotland website

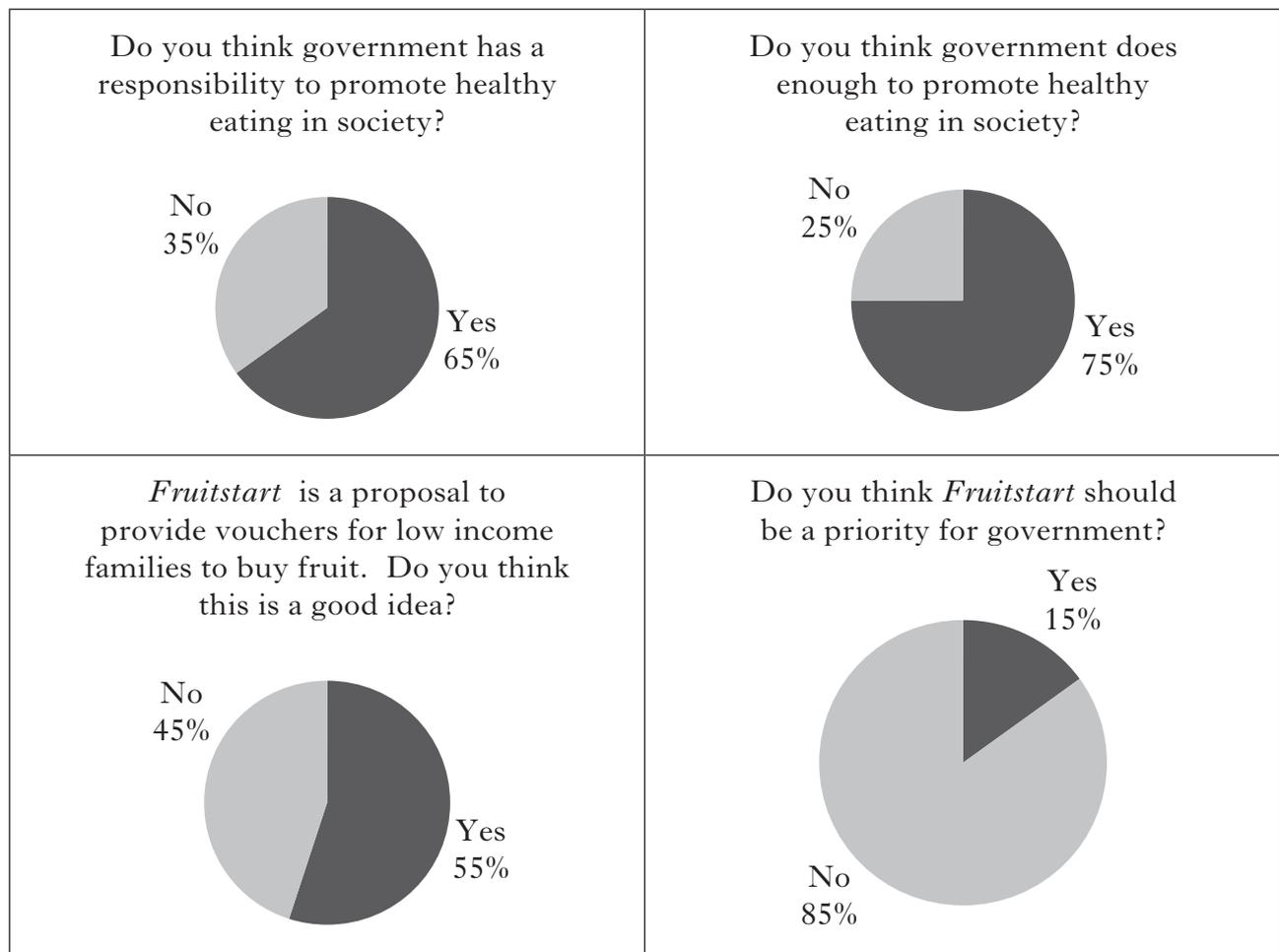
SOURCE C: (CONTINUED)

SOURCE C4 Percentage (%) UK Child Poverty Rates 1980–2020 (projected)



Source: leftfootforward.org (adapted)

SOURCE C5 Public Opinion Survey January 2014



Source: Telephone survey, 1011 people interviewed, January 2014 (adapted)

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ACKNOWLEDGEMENTS

Paper 2 Source C3 – Source is adapted from “Health Inequalities in Scotland,” Audit Scotland, December 2012, licensed under the Open Government Licence.

Paper 2 Source C4 – Graph is adapted from Figure 1 in the article, “IDS blames deficit on child poverty target” by Shamik Das, taken from www.leftfootforward.org, 14 June 2012.

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DECISION MAKING EXERCISE

QUESTIONS

Questions 1 to 4 are based on Sources A to C on pages 2–6. Answer Questions 1 to 4 before attempting Question 5.

In Questions 1 to 4, use only the Sources described in each question.

Question 1

Use **only** Source C1 and Source A.

Why might Tanya Palmer be accused of exaggeration? 2

Question 2

Use **only** Source C2 and Source A.

To what extent does the evidence support Tanya Palmer? 3

Question 3

Use **only** Source C3 and Source B.

Why might Calvin McKenzie be accused of exaggeration? 2

Question 4

Use **only** Source C4, C5 and Source B.

To what extent does the evidence support Calvin McKenzie? 3

(10)

Question 5

Marks

DECISION MAKING EXERCISE (DME)

You are a health advisor to the Scottish Government. You have been asked to prepare a report in which you recommend or reject a proposal (*Fruitstart*) to provide vouchers to low-income parents to spend on fruit for their children.

Your answer should be written in a style appropriate to a report.

Your report should:

- recommend or reject the proposal to provide vouchers to low-income parents to spend on fruit for their children
- provide arguments to support your recommendation
- identify and comment on any arguments which may be presented by those who oppose your recommendation
- refer to all the Sources provided

AND

- **must** include relevant background knowledge.

The written and statistical sources which are provided are:

SOURCE A: An Investment in the Next Generation

SOURCE B: A Waste of Taxpayers' Money

SOURCE C: Statistical Information

(20)

Total: 30 marks

[END OF QUESTION PAPER]