



# PROGRAMMANUS

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## NEWSREEL

**Saturday March 9<sup>th</sup> 2019**

Welcome to Newsreel,

- *Stephen: I do like junk food and I don't think adverts will change that*  
No more junk food advertising

*Jemma: I'm Jemma Finch, co-founder of stories behind things and I'm 24 years old*

- Also, in today's show: How to be a conscious consumer in a world of fast fashion  
I'm Layla May, your London based reporter.

- **No more junk food advertising**

Last week saw the start of a ban on junk food advertising on all London transport services.

It's a big initiative by the Mayor of London, Sadiq Khan, aimed specifically at tackling child obesity in the city. Figures estimate that London has one of the highest child obesity rates in Europe!

I went to London Waterloo, a central train station, to speak to London travellers about their thoughts on the ban:

Stephen: *I'm Stephen and I'm 20*

Stephen: *I do like junk food and I don't think adverts will change that...If people want it they're going to get it.*

24-year-old Tatiana thinks differently

Tatiana: *It's a really good opportunity for more healthy brands and healthy foods to be advertised on London transport instead.*

- **And now, Fast Fashion**

Madison: *I like urban outfitters because of the great street style, the range and the different brands they have in there.*

Alina: *Today it's Topshop I think*

Tatiana: *If I were to pick one high street brand of clothing it would probably be Topshop.*

**ban**  
förbud  
**advertising**  
annonsering  
**mayor**  
borgmästare  
**aimed at**  
riktat mot  
**tackling**  
ta itu med  
**obesity**  
fetma

**differently**  
annorlunda

**brands**  
varumärken

**fast fashion**  
snabba  
modeväxlingar  
**the range**  
urvalet

We are surrounded and tempted every day by new products, trends, and clothing items. But how is this fast fashion impacting our environment?

I spoke to 24-year-old Jemma, co-founder of Stories Behind Things, which was founded on Instagram and aims to empower people to consume consciously.

I asked Jemma how fast fashion is impacting our environment.

*Jemma: That one really comes down to the speed....The use of toxic chemicals and due to the short life span of each piece adding to the increasing levels of clothing that ends up in landfill.*

I visited London's Oxford Street, the world's biggest high street, to speak to consumers buying into fast fashion.

*Harry: I probably go clothes shopping once a month*

*Madison: A couple of times a week because I live in a big city*

*Alina: I think I go clothes shopping every month or when I need something new*

So how can we be a conscious consumer in a world of fast fashion?

*Jemma: I think the first stage to consider before you make a purchase, to mend what you already have, that could be repairing, sewing on that button.*

*There's around 70-80% of everyone's wardrobe that you just don't wear anymore, so taking out pieces, injecting some new love into them, you know, taking an old pair of jeans for example, sewing something beautiful into them.*

- **And finally, 'Period. End of Sentence' wins Oscar**

Rayka Zehtabchi: *I'm not crying because I'm on my period or anything. I can't believe a film about menstruation just won an Oscar!*

That was Rayka Zehtabchi, producer of 'Period. End of Sentence', a documentary about menstruation in her acceptance speech at the Oscars. Taken from The Hollywood reporter.com.

The film won an Oscar in the short subject category. It's based in an Indian village where a group of women lead a quiet revolution as they fight against the taboo topic of periods - by making sanitary pads.

Rakya spoke of the difficulties in speaking to members of rural Indian villages about periods, in the Oscar's press room:

*As you can imagine, it was incredibly difficult, we're going into these really rural villages where a lot of the times these people have never even seen a film crew before and then we're asking these subjects about something that is so painfully taboo that they haven't even spoken to their own mothers about it before.*

For generations, these women didn't have access to sanitary pads. In India, menstruating women are often considered impure and aren't allowed to enter religious places or social events.

That's all for today. We'll be back again on the 23<sup>rd</sup> March!

**surrounded**  
omringade

**empower**  
göra det möjligt  
för  
**impacting**  
påverkar  
**consciously**  
medvetet  
**life span**  
livslängd  
**landfill**  
soptipp

**consider**  
överväga  
**mend**  
laga

**period**  
menstruation

**sanitary pads**  
bindor

**rural**  
lantlig

**impure**  
orena