

What's happening in the news this week?



Let's have a look at this week's poster!

23rd - 29th January 2023



How much control do influencers have over our choices?

Let's look at this week's story



A drink called 'Prime Hydration' has arrived in the UK and as quickly as it arrived, it sold out. The creators of the drink are online influencers KSI and Logan Paul. After opening, some shops saw pushing and shoving as people tried to get their hands on the drinks, with many deciding to limit customers to one bottle per person. The craze did not stop at the supermarket shelves; on eBay, the drinks were up for sale for thousands of pounds each. The founders of Prime, KSI and Logan Paul, have a combined YouTube following of over 40 million people.



Learn more about this week's story [here](#).
Watch this week's useful video [here](#).
This week's Virtual Picture News [here](#).



How does it make me feel?



sad	angry	happy	confused	excited	worried	shocked	afraid
despondent disconsolate dismal doleful downhearted forlorn gloomy melancholic miserable woeful wretched	aggrieved annoyed discontented disgruntled distressed exasperated frustrated indignant offended outraged resentful vexed	beaming buoyant cheery contented delighted enraptured gleeful glowing joyful	addled baffled bemused bewildered disorientated indistinct muddled mystified perplexed puzzled	animated elevated enlivened enthusiastic exhilarated exuberant thrilled	agitated anxious apprehensive concerned disquieted distraught distressed disturbed fretful perturbed troubled uneasy	astonished astounded disconcerted distressed dumbfounded horrified staggered startled stunned surprised	alarmed apprehensive daunted fearful frantic horrified petrified terrified

This week's story looks at events related to ...





Read the information below about the new Prime Hydration drink.

Who are KSI and Logan Paul?

KSI (which stands for knowledge, strength, integrity) is a British rapper and YouTuber, who originally became famous for his YouTube videos about gaming.

Logan Paul is a YouTuber, who became famous for vlogging about his life and adventures.

The two influencers decided to come together to launch a new range of drinks. Between them, they have 40 million followers and have regularly shared updates about Prime drinks with their followers.

What is Prime Hydration?

Prime Hydration is a drink containing coconut water (10%), electrolytes, and B vitamins. It has zero sugar or caffeine and only around 20 calories per bottle, the manufacturers claim.

Prime Hydration comes in many flavours, including Blue Raspberry, Lemon and Lime and Ice Pop.



Pictured above: Prime Hydration Blue Raspberry flavour. **Source:** Prime Drinks



Queues at an Aldi following Prime's launch. **Source:** Aldi

It was reported that more than 100 people were waiting outside a store in southwest London to buy Prime on the day of its release. Some videos showed people scrambling and shouting to get their hands on the drinks, though not everyone's experience was quite as stressful. Rob Leat, a fitness trainer from Bristol, said he arrived at his local store 15 minutes before it opened and there was already a line of people there wanting to buy the drink. He said, 'Hats off to Aldi, it was really well organized and everybody in the queue was respectful'.

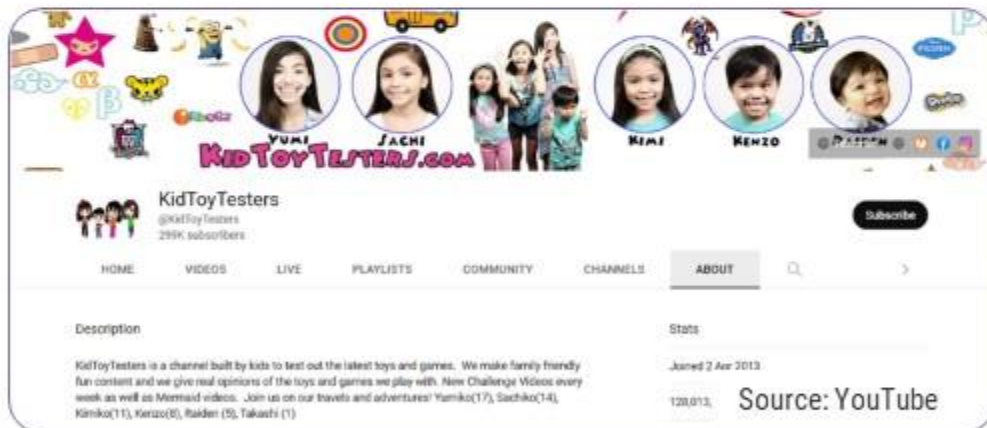
Talk about why you think it became so popular.



Look at the resource below, which shares some information about influencers.

What is an influencer?

An influencer is a person who has the ability and power to affect what people want or buy or they can impact the behaviour of others. They do this through social media and rely on a huge number of people following them or subscribing to their channel. Bloggers, YouTubers and podcasters with huge followings are all types of influencers.



There are some children who are influencers such as KidToyTesters

Influencers



How does an influencer get paid?

There are many different ways influencers get paid for their work. It can be through displaying adverts, by representing and being paid from one company in particular or by promoting and selling their own products.

What do you think about influencers? Do you think they have an important job?



Look at the resource below, which shares examples of things that might influence the choices we make.

Community

The people who we see and interact with regularly such as neighbours, people at school, local shopkeepers.

Fictional characters from books or films

Characters we admire because of the way they behave, their values, their clothes, what they look like etc.

Internet

The things we see online that may connect us with others, entertain us, persuade us, help us learn.

Experiences

The experiences we have such as holidays, activities or challenges we overcome.



Descending Scafell Pike, England's highest mountain.

How might this experience influence these children?

Family and friends

People who we care about. We may want to be like them or want them to be proud of us.

Education

The things we learn at school, our experiences at school and our teachers and friends.

Culture

The ideas, customs and beliefs of a group of people.

Word of mouth

The things we hear from other people first hand.

Celebrities

Famous people we admire.

Music

Listening to music may have the power to influence how we feel, our mood or how we behave.

Can you think of anything else that may influence someone? Place the examples in order of things that you think influence you the most to things you think influence you the least.



How much control do influencers have over our choices?

Reflection



Influencers may have thousands or even millions of online followers; people who admire or look up to them.

Whilst they may guide some of our choices, it's important for us to remember to make our decisions with an open mind, considering both positive and negative consequences.





Mutual Respect and Tolerance

We all have the power to influence so should consider how our behaviour, actions and words can affect others.

Protected Characteristics



Our beliefs consist of the things we believe to be true about ourselves, the world and others. They are firmly embedded and affect the way we think and behave. There are many things which may influence our beliefs.





UN Rights of a Child



We all have the right to be protected from exploitation (being taken advantage of). Learning about social media and keeping safe online can help do this.



Useful vocabulary



Admire

To respect and approve of someone.

What is it about them you **admire**, and do you think they are a positive role model?

Consequences

The results or effects, usually bad or unwelcome.

It's important for us to remember to make our decisions with an open mind, considering both positive and negative **consequences**.

Craze

Something that is extremely popular, usually for a short time.

The **craze** did not stop at the supermarket shelves; on eBay, the drinks were up for sale for thousands of pounds each.

Founder

Someone who establishes or starts something such as an organisation.

The **founders** of Prime, KSI and Logan Paul, have a combined YouTube following of over 40 million people.

Influencer

A person who uses social media to promote lifestyle choices, commercial products, etc to persuade their **followers/potential buyers**.

Two **influencers**, KSI and Logan Paul, have recently released a new drink called Prime Hydration.

Limit

The greatest number of something that is either possible or allowed.

After opening, some shops saw pushing and shoving as people tried to get their hands on the drinks, with many deciding to **limit** customers to one bottle per person.

Can you use them in your writing this week?



Christmas tree flood protection

Yorkshire business person, Sara Tomkins, has been talking about her innovative idea to tackle flooding – with pre-loved Christmas trees! She set up a company in 2020 that hires out potted fir, pine, and spruce trees over the festive period and collects them back again in the New Year. This way the trees remain alive and continue to grow. Once the trees have grown too large and can no longer be hired out to households, they are planted to give natural flood protection in Mytholmroyd and Hebden Bridge, Yorkshire. Dozens of the original 400 trees have now become too tall for the average living room, and have been planted in the upper parts of the Calder Valley to help stop floodwaters running down into the two towns below. Rooted Christmas tree rental founder, Sara, discussed the project saying, 'It's like people adopt them. They become part of the family. I've got a couple of people



Picture: Christmas trees in pots
Source: Canva

already asking if they can have the same tree again in 2023 and I'm trying to gently break it to them that it's going to be nine foot by then so it won't fit in their house.'

Single-use plastic cutlery and plates to be banned in England

The government has announced that single-use plastic plates, trays, bowls, cutlery, balloon sticks and certain kinds of polystyrene cups and food containers will be banned in England for environmental reasons. This follows similar announcements already made by Scotland and Wales. Research by Defra (Department for Environment, Food and Rural Affairs), tells us that each person in England uses an average of 18 single-use plastic plates and 37 items of plastic cutlery every year. Also stating that only 10% of those are recycled. 1.1 billion single-use plates and more than 4 billion pieces of plastic cutlery are used in England annually. This new rule applies to plastic packaging for food and drinks from restaurants and cafes, not supermarkets and shops (which the government will consider separately). Environment Secretary Thérèse Coffey, said, 'This new ban will have a huge impact to stop the pollution of billions of pieces of plastics and help to protect the natural environment for future generations.' Other



Picture: Disposable plastic cutlery **Source:** Canva

people, whilst welcoming the ban, thought that the government could still do more, with Megan Randles, a political campaigner for Greenpeace UK, saying, 'We're dealing with a plastic flood, and this is like reaching for a mop instead of turning off the tap'.

Do you think this ban is a good idea? Should more items be banned too?

Share your thoughts and read the opinions of others

www.picture-news.co.uk/discuss



Never-Ending Literary Treasure Hunt

A literary treasure hunt is where children search for and find hidden books, read them and re-hide them for others. One such book hunt is based in Braidwood, a small town in the Southern Tablelands of New South Wales, Australia. A variety of books suitable for all ages of children are hidden all around the town, in locations such as shop windows, among shrubs, in parks, on benches and anywhere the children involved think would be a good hiding place for them. Each book is placed inside a plastic bag to keep it safe with a flyer that says: 'You are the lucky finder of this book. Read it, enjoy it, and then re-hide it for someone else to enjoy. Please reuse this bag. Add your name inside the cover and let's see how many can find it!' It has been reported that the people of Braidwood are enjoying the treasure hunt, after hearing about similar ones in other towns and setting up their own. 'It's lovely to watch the little kids' faces when they find the books, and it's just a little bit more magical,' mum of 5, Samantha Dixon said, adding 'I enjoy the fact these books are being read and are not just being left on the shelves and that kids are outside finding them not on screens.'

Do you think this is a good idea for a treasure hunt? Can you think of anything else that could be hidden for a treasure hunt?



Pictured: Children enjoying the literary treasure hunt in Braidwood. **Source:** Braidwood Hidden Books Facebook page.

Last week's topic:
Can you learn how to manage under pressure?

I think that we can help each other deal with difficult times better, that's the best way.

Ellie



I think some people manage better than others when things are hard.

Andrew

I think that sometimes you can't but if you just do what you can that's brilliant!

Selina

Let us know what you think about this week's news?



www.picture-news.co.uk/discuss



help@picture-news.co.uk



[@HelpPicture](https://twitter.com/HelpPicture)



Picture News Ltd,
Colber Lane,
Bishop Thornton,
Harrogate,
North Yorkshire, HG3 3JR

Share your thoughts and read the opinions of others

www.picture-news.co.uk/discuss



TAKEHOME

23 - 29
January



How much control do influencers have over our choices?

In the news this week

A drink called 'Prime Hydration' has arrived in the UK and as quickly as it arrived, it sold out. The creators of the drink are online influencers KSI and Logan Paul. After opening, some shops saw pushing and shoving as people tried to get their hands on the drinks, with many deciding to limit customers to one bottle per person. The craze did not stop at the supermarket shelves; on eBay the drinks were up for sale for thousands of pounds each. The founders of Prime, KSI and Logan Paul, have a combined YouTube following of over 40 million people.

Things to talk about at home ...

- > Do you watch any influencers online? Talk to others in your home – do they watch influencers?
- > Are there other well-known people that you admire or look up to? What are they known for?

Please note any interesting thoughts or comments

Share your thoughts and read the opinions of others

www.picture-news.co.uk/discuss

