

Eva's Winterplaster

A journey through the digestive system

The viewer is introduced to a lively woman wearing brightly coloured clothing, cheerfully skipping and talking. This is Eva. She invites the viewer into her small cosy home and *Eva's Winterplaster* begins. In a conversational and open manner, she starts to discuss “poo”. On a handmade model of the digestive system, she demonstrates how “poo” travels through the small and large intestines. Clearly explained and humorously detailed, she also addresses the problem of constipation – how it comes about and how it can be avoided. Towards the end of the programme she reveals how eating right and listening to your “poo alarm” can facilitate your going to the bathroom and help to have a “nice cosy poo”!

This 7-minute programme of the Swedish TV was the winner in the “Up-to-6 non-fiction” category of the PRIX JEUNESSE INTERNATIONAL 2006.



Screenshots taken from *Eva's Winterplaster* (Sveriges Television, Sweden 2005)

Praise

“Very clear, beautifully done without being embarrassing!”

“She [Eva] gave the information briefly, in details, but very simple. That was charming.”

“I felt that she [Eva] was not talking down to the audience. A lot of adults in these kinds of programmes are very artificial and she had none of that, she was just real and natural. We have seen a lot of science programmes now, and this was the only one where I actually learned something. It was visually very simple, such as the way they set up the model on the table.”

Critique

“This is an example of verbal television. Children have to listen all the time. For me this is like a traditional idea – if you have a presenter it’s always verbal. But she [Eva] did a good job.”

“Do you think it is necessary to have children in the programme?” – “It is definitely not necessary, but it brings life into the show.”