Find a niche, fill a gap and play to your strengths: A parent-focussed, volunteer-led, community fruit and vegetable promotion program

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Finding a Niche
Context

• Growing evidence around the role of healthy eating in cancer prevention
• Looking for a niche community intervention
• Community enthusiasm

• Fruit and vegetables government priority
  ▪ Go for 2 & 5 mass media campaign
  ▪ Crunch and Sip school intervention
• Governments providing grant funding
Parents as Target Audience

- Significant influence on family dietary behaviours
- Eating patterns set early in life are likely to continue through adulthood
- Opportunities for collaborations & multi-faceted interventions with other groups e.g. schools and Local Health Districts
Barriers to Fruit and Veg Consumption

• Poor knowledge of fruit and vegetable recommendations (serve size and number of serves)
• Poor fruit & veg intake among NSW adults
• Time to prepare
• Family food preferences
• Already eating enough
• Convenience
• Don’t like the taste
• Too costly
• Limited repertoire of preparing veg
Filling the Gaps

- Research
- Advocacy
- Prevention
- Support
The *Eat It To Beat It* Program

Targets parents of primary school aged children to increase the consumption of fruit & vegetables of families

- Improve attitudes toward the consumption of fruit and vegetables
- Improve the skills and self-belief of the target group to provide adequate amounts of fruit and vegetables for their children
- ↑ Awareness of the health benefits of fruit and vegetables
- ↑ Knowledge about recommended intakes and serving sizes
Eat It To Beat It Strategies

- **Fruit & Veg Sense Workshop:**
  90 min, interactive workshop addressing the barriers to fruit & vegetable consumption, delivered by trained volunteers

- **Healthy Lunch Box Session:**
  25 min session for school Kindergarten Orientation programs

- **Nutrition Snippets:**
  Short tips, facts and recipes for parents in school newsletters

- **Media & Communications Strategy**
Playing to Our Strengths

Research

Advocacy

Prevention

Support
Volunteers: the key to sustainability

• Community volunteers: student dietitians, interested parents, health workers, former teachers

• Comprehensive Program Facilitator training program and competency assessment

• 919 volunteers trained

• 1,481 sessions delivered by volunteers (82%)
Healthy Local Relationships

- Primary schools
- Local Health Districts
- Community fundraisers
- Universities/volunteers
- Local media
Attracting Grant Funding

Commonwealth Government:
• Foundation grant for pilot program
• Fruit & Veg Made Easy strategy for disadvantaged groups

Local Health Districts:
• 4-year funding staff member
• Arabic Healthy Lunch Box

NSW State Ministry of Health:
• Healthy Lunch Box evaluation

Outrun Cancer:
• New Healthy Lunch Box digital tool
Eat It To Beat It 2013-2016

- Trained 483 volunteer facilitators
- Delivered 1077 workshops and sessions
- Reached almost 25,000 parents
For more information about *Eat It To Beat It*


THANK YOU!