



DHAT It Up School Style Colour Your World Challenge!

Target Risk Factor:

Healthy Eating

Target Population:

School age (6-12 yrs)

Project Lead(s):

Daily Health Awareness Team (DHAT)/CDPI Facilitator: Kerri Wilson

ARHA Health Promotion Coordinator: Sherrill-Lee Hyra

ARHA Community Dietitian: Chantal Morais and Sandra Smith

Community:

Hamiota, Kenton, Miniota, Oak River

RHA:

Assiniboine

Project Partners:

- Schools in the respective communities listed above
- ARHA Health Promotion Team
- CKX Local Television Station
- Ontario Produce Marketing Association

Project Details:

Single event

Description:

This activity encouraged children to try and include a variety of fruits and vegetables in their lunchtime meal and asked them to track their fruit and vegetable consumption over a period of 2 school weeks. The children were also asked to track the different colours of fruit and vegetables they were eating. This was also important, as tracking different colours can be educational in terms of the different health benefits offered by various colours. Parent Information letters explaining the activity and information providing meal time suggestions were provided, as well as a wrap up celebration for the students.

The celebration included:

- Handwashing "CSI style"
- "Food Jeopardy" game
- Fruit parfait making
- Fruit and vegetable "fear factor" activity

To bring excitement and awareness we had also brought a "special guest" to our province to help kick off the event. "Freggie" is the Ontario Marketing Association's Fruit and vegetable product mascot!

Time:

- Time to develop the project: 7 full working days
- Media event: 1/2 day to develop, 1/2 day to visit local TV station
- Time spent at 4 schools: Event kick-off, 1 hour per school total = 4 hours;
Event celebration/wrap-up: 2 hours per school
(this time frame includes set up; travel time not included)

Objectives:

Why This Project?

The region discovered through the ARHA Youth Health Survey conducted in 2007 that the majority of children in our communities are not eating the minimum number of servings of fruits and vegetables as recommended by Canada's Food Guide. In fact, the number of fruit and vegetable servings reported being eaten is quite low across the region.

The following numbers reflect what was happening in 2007 when students in grades 6 – 8 reported on what they were eating.

- Hamiota: only 10% of students reported they ate 5 servings of fruits and vegetables daily. (Minimum number of servings as recommended by the food guide)
- Oak River 17% of students reported they ate 5 servings of fruits and vegetables daily.
- Kenton 0% of students reported they ate 5 servings of fruits and vegetables daily.
- Miniota 18% of students reported they ate 5 servings of fruits and vegetables daily.

Planning Supports:

ARHA 2007 Youth Health Survey data helped to inform our planning, particularly the fact that reported fruit and vegetable consumption is drastically lower than recommended by Canada's Food Guide in this population group.

Results:

Approximately 200 students from 4 different schools participated.

What worked:

- Having a high-energy event to "bring life" to the topic of the importance of eating your fruits and vegetables and including a variety of different colours for different health benefits. Kids had the opportunity to "taste test" fruits and vegetables that may not be familiar to them.
- Getting the kids engaged in the project and taking the important message back to their own parents and encouraging them to be a part of the project.

- The partnership with the school, the community-led CDPI project and the RHA Health promotion team worked well together to plan and support healthy eating messages with students in 4 elementary schools.

What didn't work and any changes made:

Transporting the Ontario Produce Marketing Association's "Freggie" Mascot was difficult due to the size of the costume; however we felt that Freggie's presence was a nice addition, bringing greater awareness to this event.

Unexpected Outcomes:

Parents commented that their children were interested in trying new fruits and vegetables as a result of this event.

Other notes:

Trying different fruits and vegetables can be more challenging due to availability of different food items in rural grocery stores.

Resources

Volunteers:

Community member from Kenton volunteered to be our Freggie mascot

Facilities:

School Gymnasium, and the Rivers Hospital Kitchen to cut up a variety of fruits and vegetables for the fruit and vegetable food sampling portion of "Food Factor".

Equipment:

Glo Germ Kit, Backboard for Food Jeopardy, Computer and printer, Food Preparation supplies (Cutlery, containers, plates, napkins etc)

Total Costs:

- \$1003.75 for food costs, material costs for developing food jeopardy, tracking stickers for fruit and veggie challenge
- Freggie mascot shipping and handling: \$250.00
- Colour printing of tracking sheets (in kind)
- Staff time and facilitator honorarium are not included in the above cost

Materials developed for program:

- [Tracking Chart](#)
- [Parent letter](#)
- [Fact sheet](#)
- [Information sheet](#)
- [Picture 1](#)
- [Picture 2](#)
- [Picture 3](#)

- Other materials developed may be accessed by connecting with Kerri Wilson; these include Food Jeopardy, Handwashing Display, Media Interview script and Introductory Presenters script.

Contact Information:

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