



What's in Your Lunch?

Target Risk Factor:

Healthy Eating

Target Population:

Anyone who packs a lunch (or eats a packed lunch)

Project Leads:

Leana Smith and teacher Sherri Gurney

Community:

Selkirk

RHA:

Interlake

Project Partners:

Dairy Farmers of Manitoba, Perimeter Industries (for Graphics), Safeway, and Walmart. We bought lunchkits and Walmart gave us free food; everyone that did the quizzes got a free lunch. If you went through our station, Safeway gave us coupons for people to redeem at Safeway later.

Project Details:

Multiple event or ongoing project

Description:

This is a set of 5 boards – about What's in Your Lunch - each 60" X 36" with 14 1/2" side panels (fold in). We did a lot of informal research – looked at what kids were bringing for their lunch, throwing in the garbage, what kids wanted to bring for lunch. We looked at grocery stores, started shopping, bought products, and classified them – dairy, veggies and fruits, grains, beverages, entrees. We made a board for each component with key messaging and categories within that grouping. Each board advises on what to choose, what to avoid, and why. Sherri did some workshops with some pre-school groups, made a puzzle, used cookie cutters to cut shapes.

Time:

Took about a year to year and a half to finish.

Objectives:

Packing a healthy lunch

Planning Supports:

We researched a number of different sources in constructing the boards – MB Lung, Canadian Cancer, Heart and Stroke. We started with science fair boards which looked nasty, then hooked up with graphic designer, which made a world of difference. We did a lot of sampling, brought Dairy Farmers of Manitoba in, made sure all claims could be substantiated. We did a lot of workshops in the Selkirk area and lots of people gave us feedback.

Results:

The boards have been used in many different ways. We have 10 or 12 sets and people use them at hockey registration, soccer fun-days, fitness leader training, canteen workshops, school presentations in classrooms, senior groups take them – grandparents want to learn to offer healthy snacks to grandchildren, Parent Advisory groups take them to Meet the Teacher nights and public meetings – they've gone everywhere!

What worked:

The boards are user-friendly, they can stand alone. Because of the icons and pictures and graphics, they're real, current, understandable.

What didn't work and any changes made:

As products change the boards will become dated. Our graphics company is excellent to work with and we will update the boards as necessary.

Unexpected Outcomes:

We were surprised that the boards became so popular and went to other regions. 180 sets have been sold in Manitoba and 5 sets out of province. We're now developing handouts to give to people who see the boards. Sometimes people feel there's too much information to absorb all at once, and want something to take home. We're making six handouts: one for each board, and a special sheet for caffeine.

Resources**Volunteers:**

Some events are staff-run but lots of volunteers also pick up the boards and use them for their events.

Equipment:

The boards are Coroplast - hollow plasticized cardboard. They're light, easy to move, fit in car.

Materials developed for your project:

- [Dairy Board](#)
- [Drinks Board](#)
- [Grain Board](#)
- [Entrées Board](#)
- [Fruit and Vegetable Board](#)

Total Costs:

\$335 per set of five – through CDPI money we covered all graphics costs, so this sale price represents printing costs. Handouts available to anyone who has a set of boards - no charge.

Contact Information:

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