

Enhancing children's fruit & vegetable consumption

Exploring feasibility and impact of different approaches

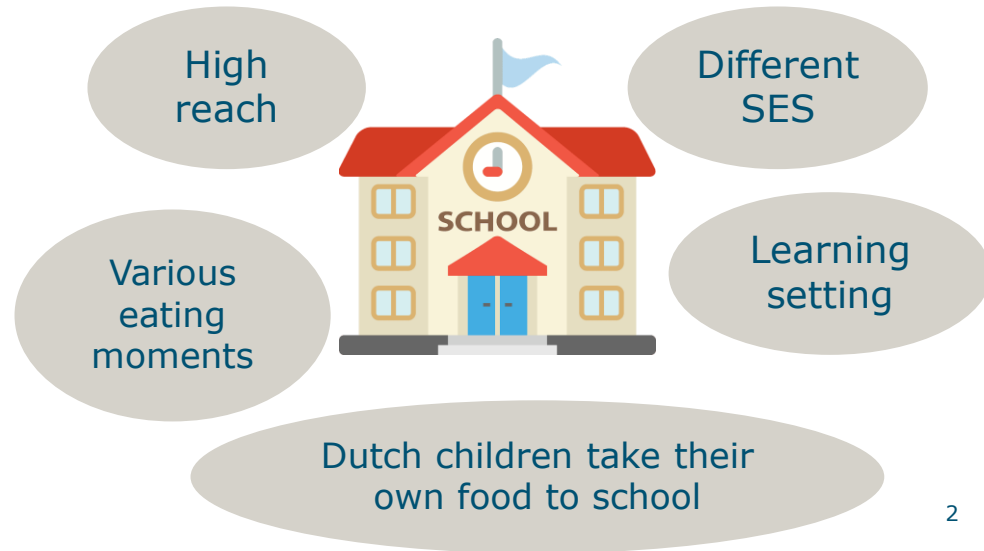
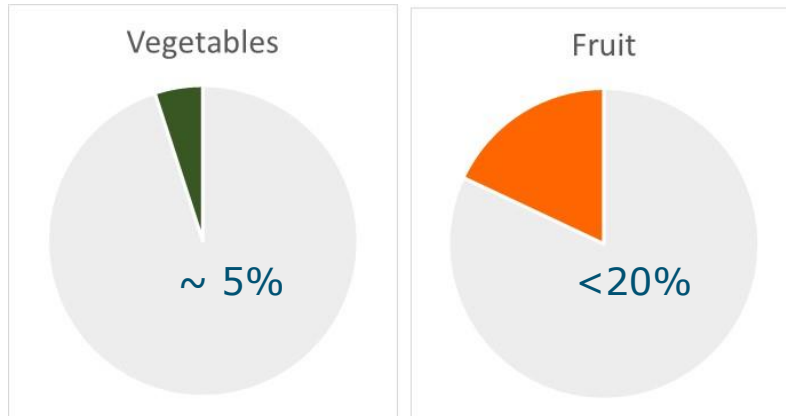
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Introduction

Children's fruit and vegetable consumption is below recommendations

School is ideal setting for healthy eating interventions



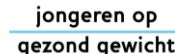
*Lynch 2014; Dutch NFCS 2012-2014: 4-12y
Scriven 2011; Van Ansem 2013*

Project aim

To find an optimal strategy to increase children's fruit and vegetable consumption during the morning snack break at primary school



To explore feasibility and impact of different strategies

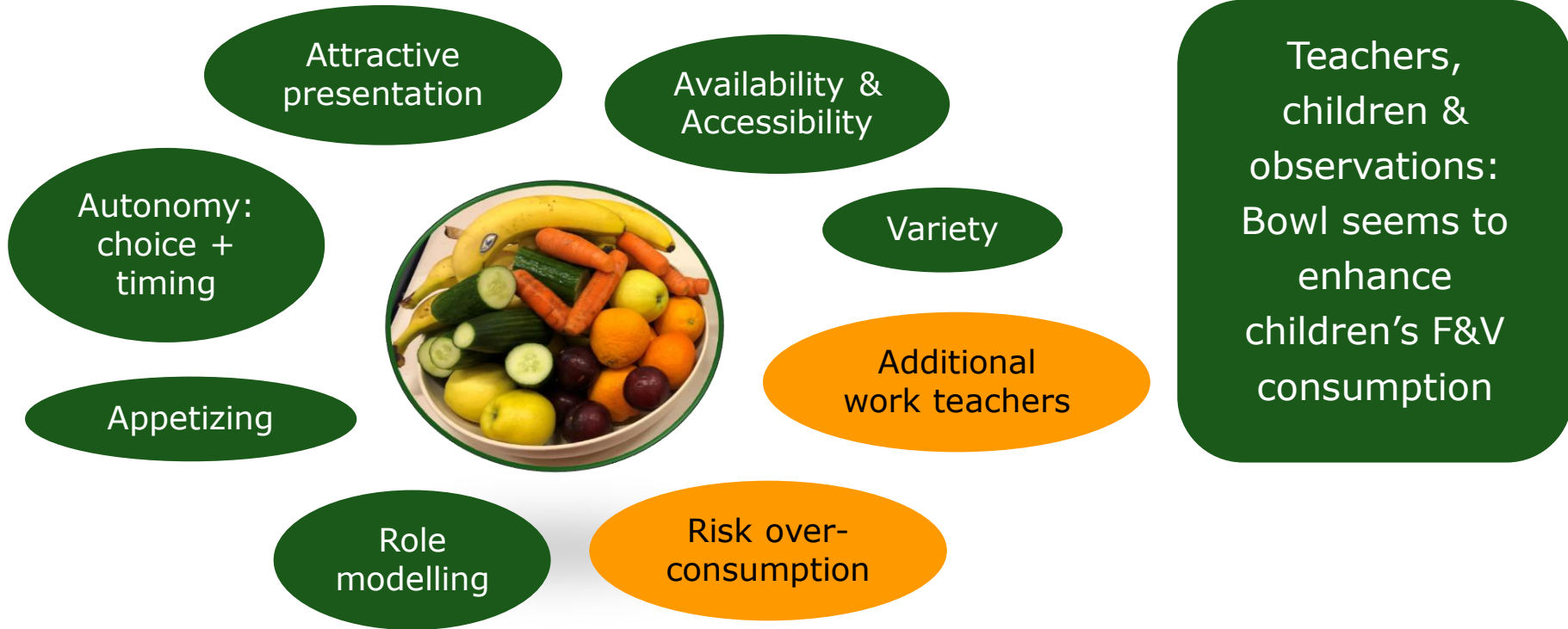


Strategy 1: Fruit bowl

- Explorative observational study
- 14 school classes
- Bowl filled with fruit & vegetables, in classroom from 8h30
- Implemented for at least 3 weeks
- Measurements:
 - Teacher interview (N=12)
 - Focus group discussion children (2: N=12)
 - Classroom observations (N=7)



Fruit bowl well-received



Strategy 2: Handy fruit and vegetable box

- Pilot intervention: 6 school classes intervention + 6 control
- Children aged 6-9 years
- 6-week intervention:
 - F&V box with a F&V picture (nudge - personalized)
 - Information letters parents (parental involvement)
 - Game assignments children (fun, evaluative conditioning, education)



Fruit & vegetable box intervention

■ Measurements:

- Weighing children's F&V portions pre and post intervention (N=196)
- Parental questionnaires (N=43)
- Focus group discussions with children (2: N=11)
- Teacher interviews (N=6)



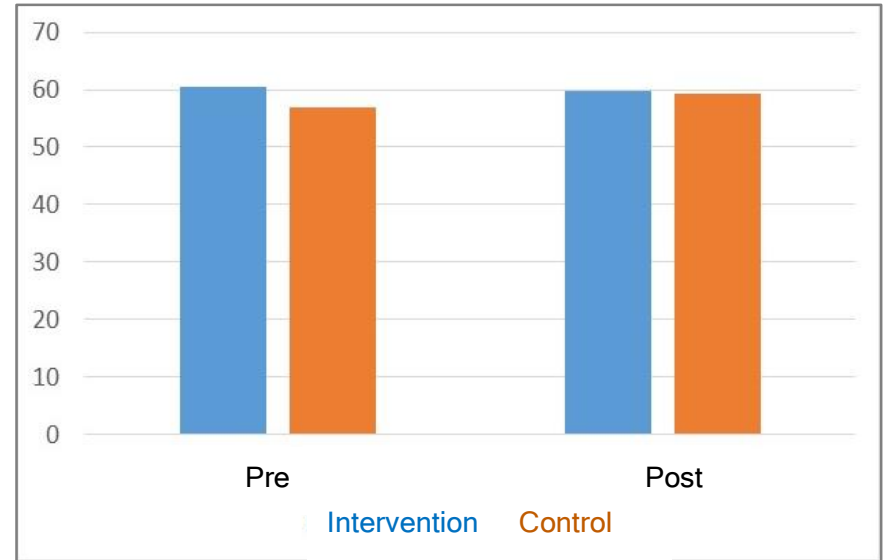
Results

The F&V box was perceived as attractive, handy and a nice gadget, but daily use was low

No change in children's F&V portions for morning break:
Group average ~ 60 gram

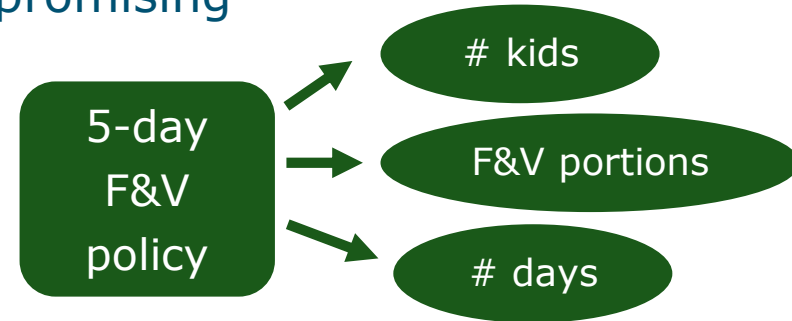


~ 50% of children did not take any fruit or vegs to school



Recap & next step

- Fruit bowl positively evaluated + potential for F&V intake
- Handy box intervention → no-policy schools
- Previous research: School food policy promising
- Best policy for morning snack break?



Study 3: Compare three strategies

No food
policy

5-day F&V
policy

Bowl with
fruit & vegs

■ Aims:

- To assess F&V eaters + F&V portions
- Feasibility by parents, school and teachers
- Develop practical tool with recommendations to stimulate fruit and vegetable provision at school



Thank you



Thanks to the whole project team:

- All partners in the project
- Schools & teachers
- Parents & children
- MSc students

