

Title of Intervention: The Tooty Fruity Veggie Project

Website: <http://www.ncahs.nsw.gov.au/tooty-fruity/>

Intervention Strategies: Campaigns and Promotions, Group Education, Environments and Policies

Purpose of the Intervention: To prevent the large decline in fruit and vegetable intake that typically starts during primary school

Population: Principals, teachers, school children in years 3-6, parents; school-based

Setting: Elementary schools in the Northern Rivers region of New South Wales, Australia

Partners: Teachers, principals, local volunteers, local community health and education classes, local retailers of fruits and vegetables

Intervention Description: The intervention was a multi-strategic program. Each intervention school formed a Tooty Fruity Veggie (TFV) School Management Team to oversee implementation in their school. The management team chose the strategies to be implemented in its school, organized the implementation, monitored responses, and modified them as needed.

- **Campaigns and Promotions:** Posters listing web sites with information about fruits and vegetables or activities for teachers and students were displayed. Schools also displayed materials that promoted fruits and vegetables as "cool". There was a healthy breakfast program that promoted fruits and vegetables. Fruit and vegetable tastings were offered at other school events. Age-specific competitions that involved fruits and vegetables were held for children and parents. Flyers and newsletter articles promoting fruits and vegetables were distributed through school newsletters. Newsletters also served as recruitment for new canteen workers and project management team members. Calendars, refrigerator magnets and other merchandise were distributed to all parents to promote fruits and vegetables.
- **Group Education:** Teachers received training through the National Nutrition Education in School program. Classroom activity manuals promoted innovative ways of teaching about fruits and vegetables across all key learning areas and were tailored for different age groups. The manual provided additional resources to help leaders incorporate fruit and vegetable-related learning activities into already established curriculum. Cooking classes and promotional fruit and vegetable tastings were used as venues to promote knowledge and strategies for healthy eating to both children and parents. Non-teachers were trained to run fun fruit and vegetable cooking classes (Kids in the Kitchen) in schools.
- **Environments and Policies:** Food policies were revised to promote fruits and vegetables at school events and within the classroom. Schools also gained and maintained accreditation with the state School Canteen Association. This allowed schools to network with other schools that were making good profits from healthy canteen sales. Canteen manuals and workbooks provided resources aimed at increasing fruit and vegetable sales. Canteen menus were modified to promote healthy foods and drinks.

Theory: Behavior Change Theory

Resources Required:

- **Staff/Volunteers:** Tooty Fruity Veggie management team, teachers, volunteers
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Classroom
- **Budget:** Not mentioned
- **Intervention:** Apron, recipe book, cooking demonstration supplies, manuals, newsletters, flyers, posters, calendars, refrigerator magnets
- **Evaluation:** Surveys

Evaluation:

- Design: Cohort
- Methods and Measures:
 - Surveys administered to parents, children, teachers and principals measured knowledge,
 - Strategy implementation index completed to evaluate implementation process

Outcomes:

- Short Term Impact: Children's knowledge of fruits and vegetables significantly improved. Teachers felt they had adequate support to carry out this program. Children's involvement with fruit and vegetable promoting activities significantly increased in school and beyond.
- Long Term Impact: Not measured

Maintenance: All of the original intervention schools continue implementing TFV strategies.

Lessons Learned: Not mentioned

Citation(s):

Newell, S. A., A. D. Huddy, et al. (2004). "The tooty fruity veggie project: changing knowledge and attitudes about fruits and vegetables." Aust N Z J Public Health 28(3): 288-95.