

Title of Intervention	Food Dudes	
Website	http://www.fooddudes.ie/main.html	
Intervention Strategies	Group education, Environments and Policies	
Purpose	Increase the consumption of fruit and vegetables in kids.	
Populations	Elementary school children in the UK and Ireland.	
Settings	School-based	
Partners	Government agencies, schools, local retailers, coalitions.	
Intervention Description	Food Dudes is a 16 day classroom based intervention, featuring the Food Dudes characters videos and/or letters before snack/meal time. During the intervention phase, 1 serving of fruit and 1 serving of vegetables are offered to children either through the school provided meal or as a supplement to their lunchbox meal. The peer-modeling element centers on the 'Food Dudes' who are presented to children through a series of video adventures in which they frequently eat and extol the virtues of fruit and vegetables. Small rewards are also given to children for eating target amounts of the foods. The rewards are tapered off after the initial 16 day intervention period.	
Theory	Not mentioned.	
Resources required	Staff/Volunteers:	Regular staff. Food evaluators for evaluation component.
	Training:	None
	Technology:	Video machine.
	Space:	Regular classroom or lunch area.
	Budget:	Not mentioned, most utilized some donations from local retailers.
	Intervention:	1 serving fruit, 1 serving vegetable per student per day X 16 days. Food Dudes videos and letters. Food Dudes rewards, stickers, and charts.
	Evaluation	Food scales.
Evaluation	Design:	Randomized Controlled Trial
	Methods and Measures:	'During the 16-day intervention in the experimental school, children watched video adventures featuring the heroic Food Dudes, and received small rewards for eating fruit and vegetables provided. In both schools, parental provision and children's consumption of fruit and vegetables in the lunchboxes were assessed at baseline and 12-month follow-up. Fruit and vegetables were provided in both schools over an 8-day baseline phase and the 16-day intervention, and children's consumption was measured.'

Outcomes	Short term impact:	Consumption of fruits and vegetables was significantly increased at school and home among participants compared to pre-intervention and controls. The results were maintained at 12 months.
	Long term impact:	A post intervention survey, after nationwide implementation, indicated increased fruit and vegetable consumption at home by students (94%) and by parents (88%).
Maintenance	Availability of fruits and vegetables for school meals/snacks. Tapered rewards system after intervention.	
Lessons Learned	Changes in parental practices maintained by children's newly established consumption of fruit and vegetables that is likely to be key to the intervention's long-term effectiveness.	
Citation(s)	Horne, P., Hardman, C., Lowe, C., Tapper, K., Le Noury, J., Madden, P., et al. (2009). Increasing parental provision and children's consumption of lunchbox fruit and vegetables in Ireland: the Food Dudes intervention. <i>European Journal of Clinical Nutrition</i> , 63(5), 613-618.	
	Horne, P., Tapper, K., Lowe, C., Hardman, C., Jackson, M., & Woolner, J. (2004). Increasing children's fruit and vegetable consumption: a peer-modeling and rewards-based intervention. <i>European Journal of Clinical Nutrition</i> , 58(12), 1649-1660.	
	Lowe, C., Horne, P., Tapper, K., Bowdery, M., & Egerton, C. (2004). Effects of a peer modeling and rewards-based intervention to increase fruit and vegetable consumption in children. <i>European Journal of Clinical Nutrition</i> , 58(3), 510-522.	
Current Program Status	Resources and activities for kids and teachers can be found at http://www.fooddudes.co.uk/ .	
	Food Dudes is widely used throughout Ireland and is growing in the UK. Food Dudes was awarded the 2006 WHO counteracting obesity award.	