

<b>Title of Intervention</b>	<b>The Food Friends: Making New Foods Fun For Kids program</b>	
<b>Website</b>	<a href="http://www.foodfriends.org/aboutnewfoods.html">http://www.foodfriends.org/aboutnewfoods.html</a>	
<b>Intervention Strategies</b>	Campaigns and Promotions	
<b>Purpose</b>	Increase preschoolers' willingness to try new foods.	
<b>Populations</b>	Head Start Preschoolers	
<b>Settings</b>	School-based (Preschool)	
<b>Partners</b>	Head Start and Colorado State University in the Department of Food Science and Human Nutrition.	
<b>Intervention Description</b>	A 12-week program consisted of child-driven nutrition activities, food-related children's storybooks, repeated opportunities to try new foods, an activity outline to guide the teachers, and parent newsletters. Food Friends is designed around 7 "Food Friends" characters. The Food Friends characters are incorporated throughout the program to introduce new foods and to encourage a positive feeding environment.	
<b>Theory</b>	Not mentioned.	
<b>Resources required</b>	<b>Staff/Volunteers:</b>	Regular preschool staff.
	<b>Training:</b>	None
	<b>Technology:</b>	None
	<b>Space:</b>	No additional space required.
	<b>Budget:</b>	Not mentioned (see website for contact information)
	<b>Intervention:</b>	Food Friends materials <a href="http://www.foodfriends.org/aboutnewfoods.html">http://www.foodfriends.org/aboutnewfoods.html</a>
	<b>Evaluation</b>	Food preference assessment, teacher questionnaire.
<b>Evaluation</b>	<b>Design:</b>	Quasi-experimental
	<b>Methods and Measures:</b>	"Experimental sites received a 12-week intervention developed using social marketing techniques. The program was evaluated via preference assessments, classroom observations, and teacher surveys."

<b>Outcomes</b>	<b>Short term impact:</b>	Increased preference for and willingness to try new foods were observed in children from the experimental sites. The program was positively received by Head Start staff.
	<b>Long term impact:</b>	Not measured
<b>Maintenance</b>	None	
<b>Lessons Learned</b>	Feedback from pilot project teachers suggested that offering new foods three times per week was too frequent. Therefore, the program has been adjusted to two new food offerings per week. Further, the number of times the two indicator foods are served has been decreased from 12 to eight times because pilot data indicated that consumption of the indicator foods peaked by week 8, and previously published research suggests that eight times is adequate to promote increased liking of novel foods.	
<b>Citation(s)</b>	Johnson, Susan L, Bellows, Laura, Beckstrom, Leslie, and Anderson, Jennifer. (2007) Evaluation of a Social Marketing Campaign Targeting Preschool Children. Am J Health Behav. 2007;31(1) 44-55	
<b>Current Program Status</b>	The food friends curriculum is currently being used at multiple locations within the US and internationally. Food friends materials are available from: <a href="http://www.foodfriends.org/aboutnewfoods.html">http://www.foodfriends.org/aboutnewfoods.html</a>	