

FRESH

Food & Nutrition Education:

From Program to Policy level

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What is **FRESH**?

- ▶ Evidence-based, multi-strategy, peer nutrition education
- ▶ Mentored by Faculty Advisors and Foodservice personnel,
 - ▶ Graduate students (MScFN) develop program components
 - ▶ Undergraduate students (FN) deliver **FRESH**
ED component
- ▶ 3 awards, 2 publications; 6 conference presentations
- ▶ 2014-15: *Healthy Eating in Secondary Schools Grant* (\$50K) from Ontario Ministry of Education to
 - ▶ adapt, implement, and evaluate the FRESH program at Oakridge Secondary School in London ON

Formative Evaluation

3 Focus Groups (n=29)

Increase awareness and build skills

- ▶ Social media, school radio, morning announcements
- ▶ Interactive presentations and cooking demos

Advertise program

- ▶ FRESH-branded promotional materials

Implement program

- ▶ Fun, interactive, unique, and ‘trendy’

PRE-FRESH Survey (n=413)

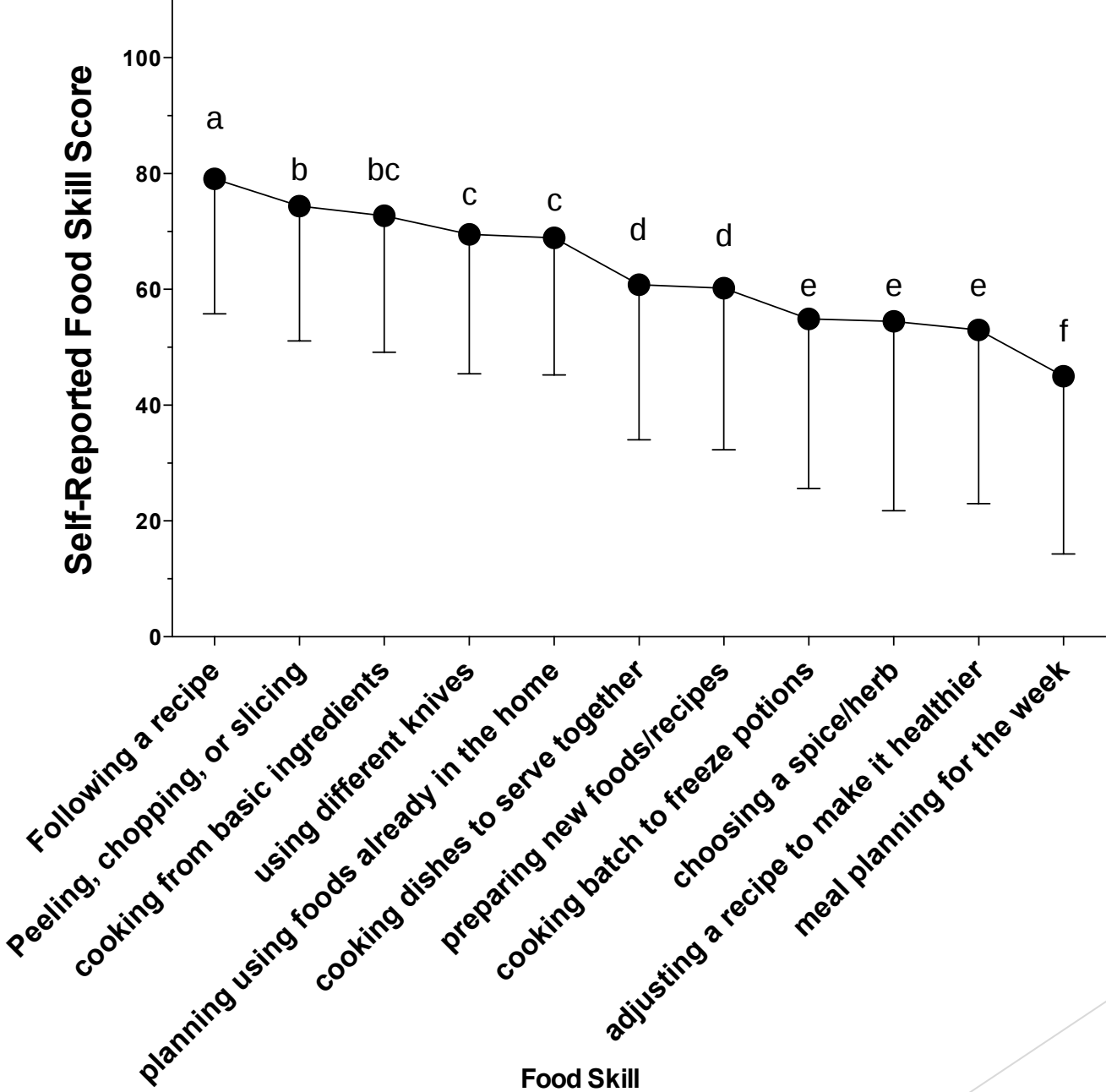
Self-administered

- ▶ 27 Q's on food skills, attitudes, and behaviours
- ▶ 11 food skills assessed on 11-point scales (0-100)
- ▶ 44% response rate; 45% male, 74% >16 yrs of age

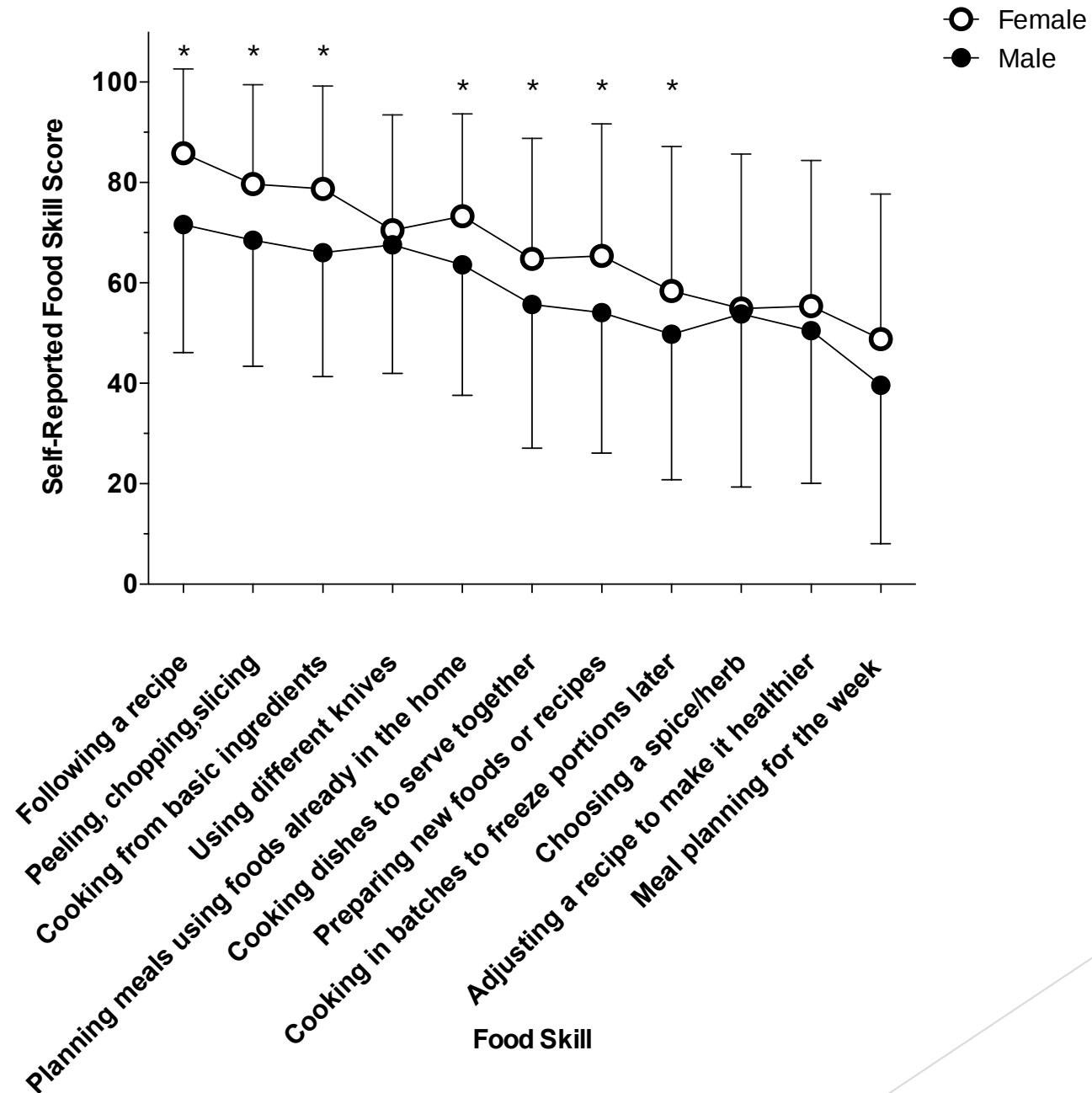
Repeated Measures ANOVA with post-hoc analyses

- ▶ Sex
- ▶ Age
- ▶ Having taken a food and nutrition course
- ▶ Interest in taking a food and nutrition course

Self-Reported Food Skills Overall

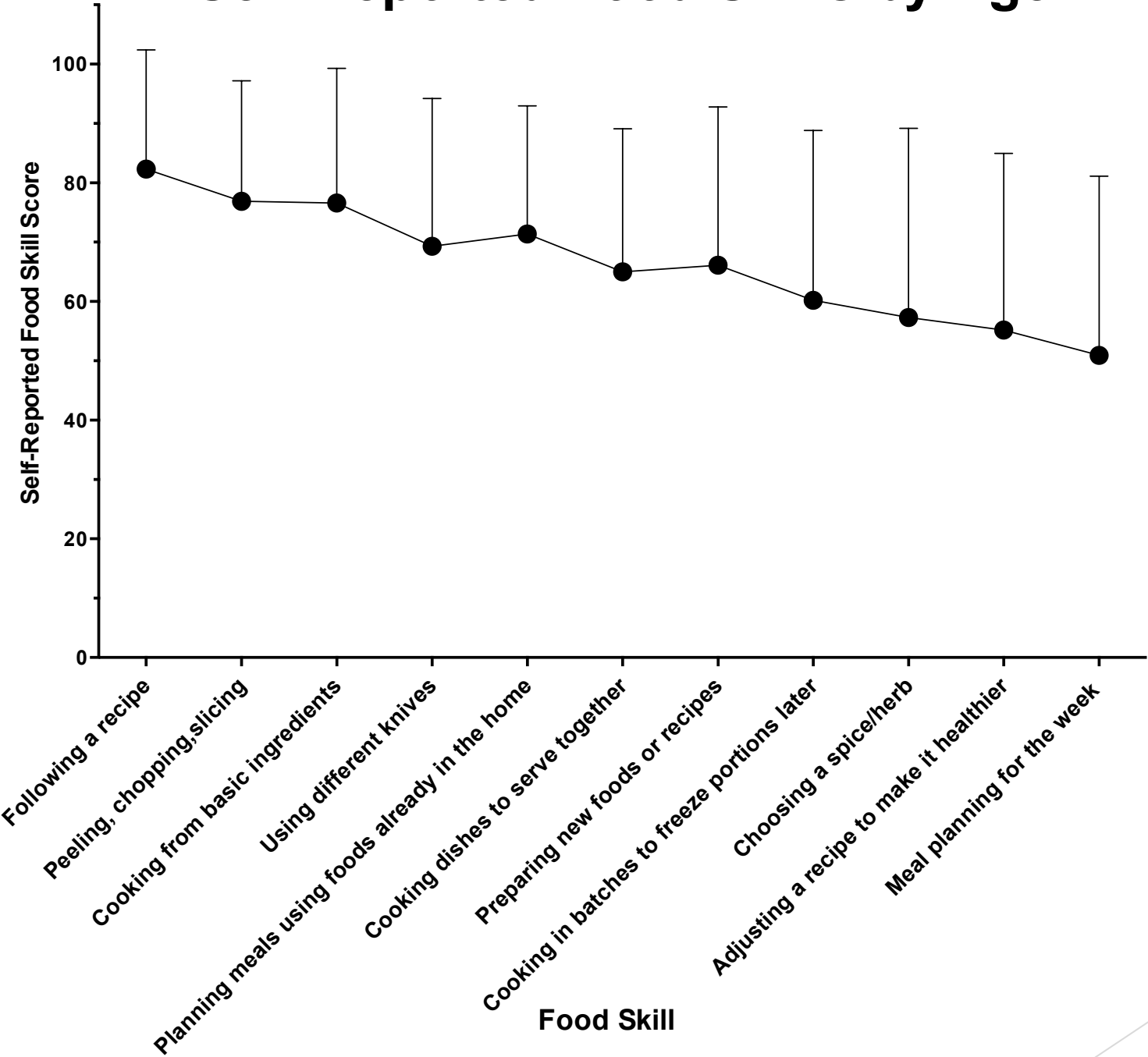


Self-Reported Food Skills by Sex

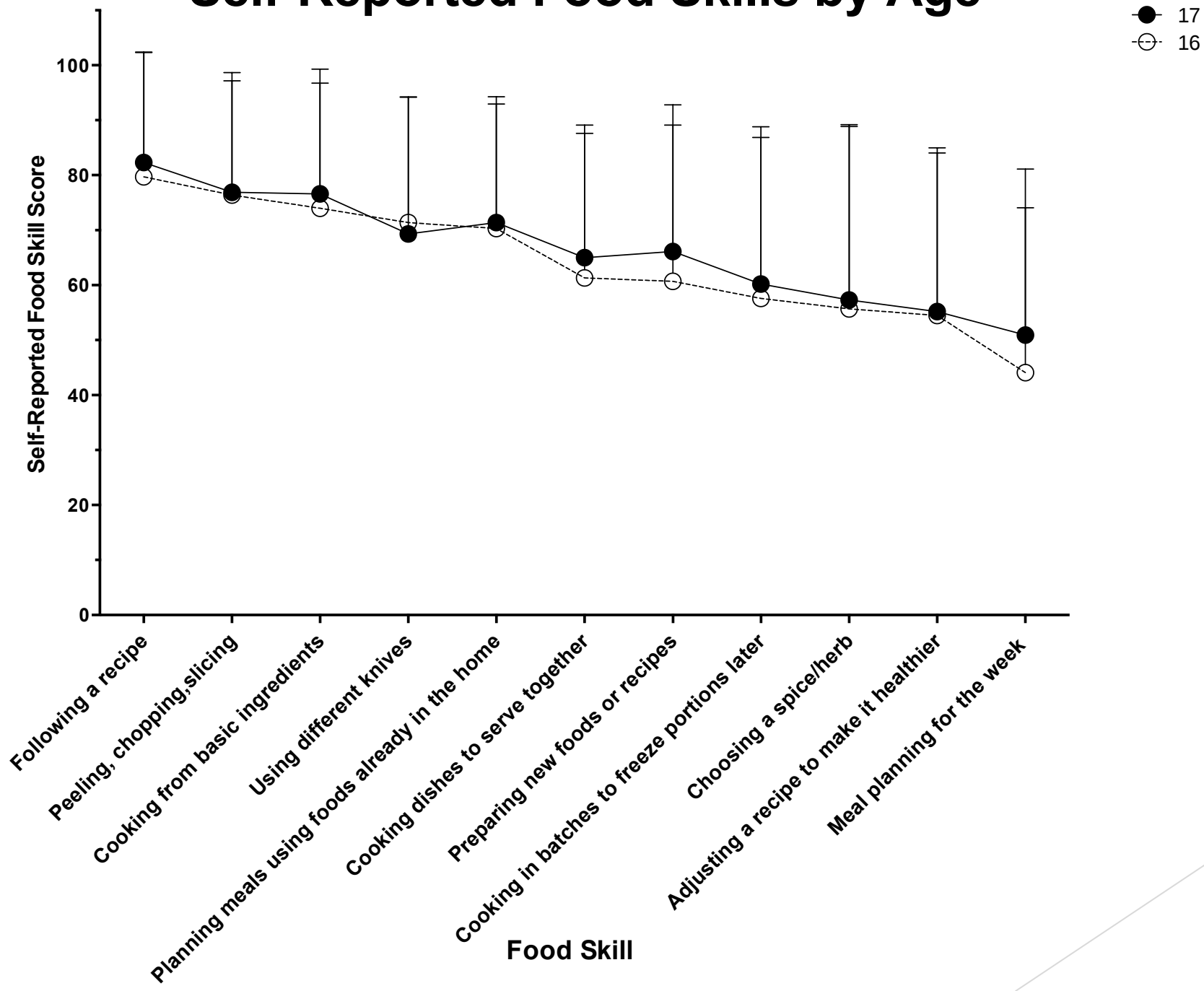


Self-Reported Food Skills by Age

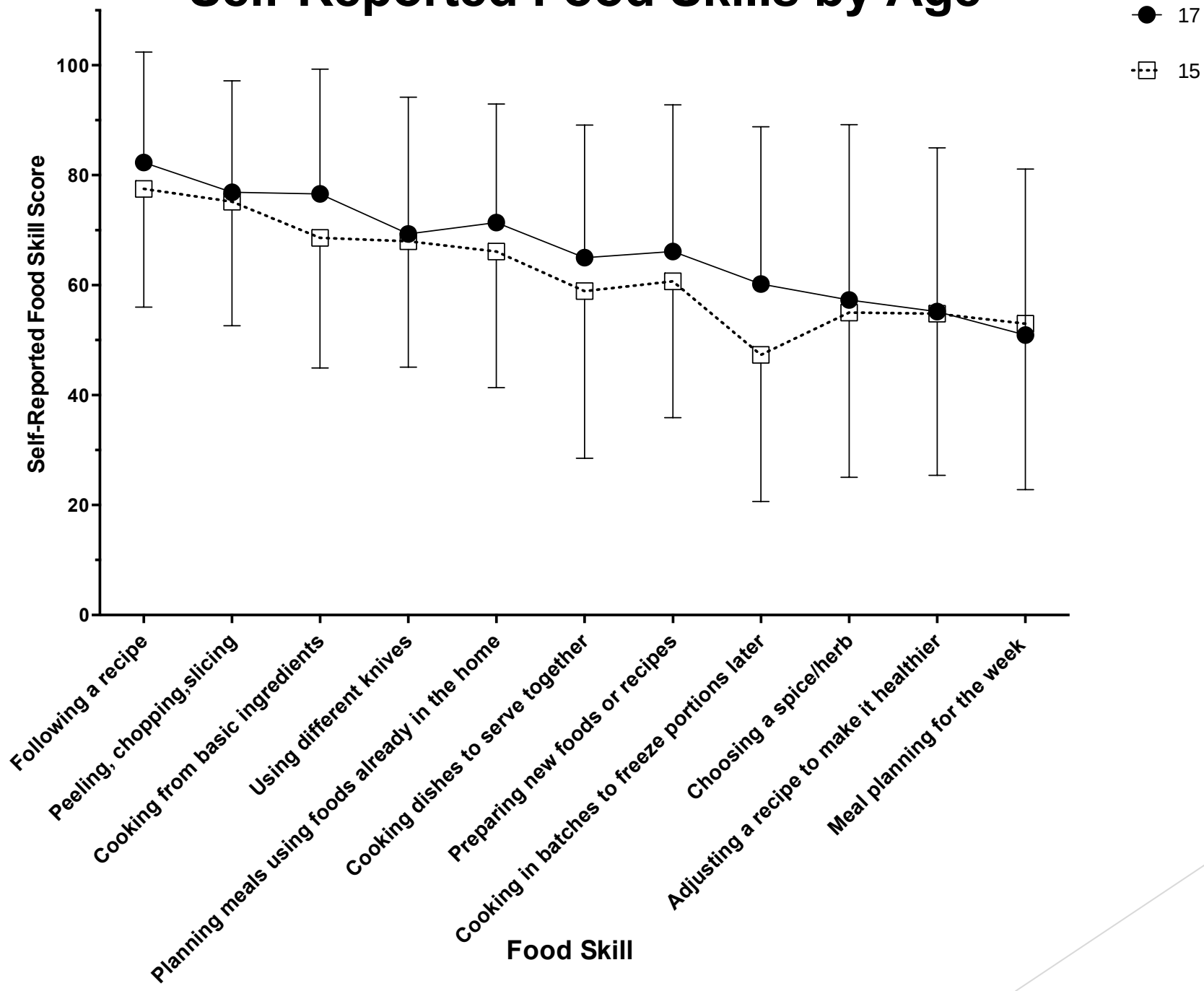
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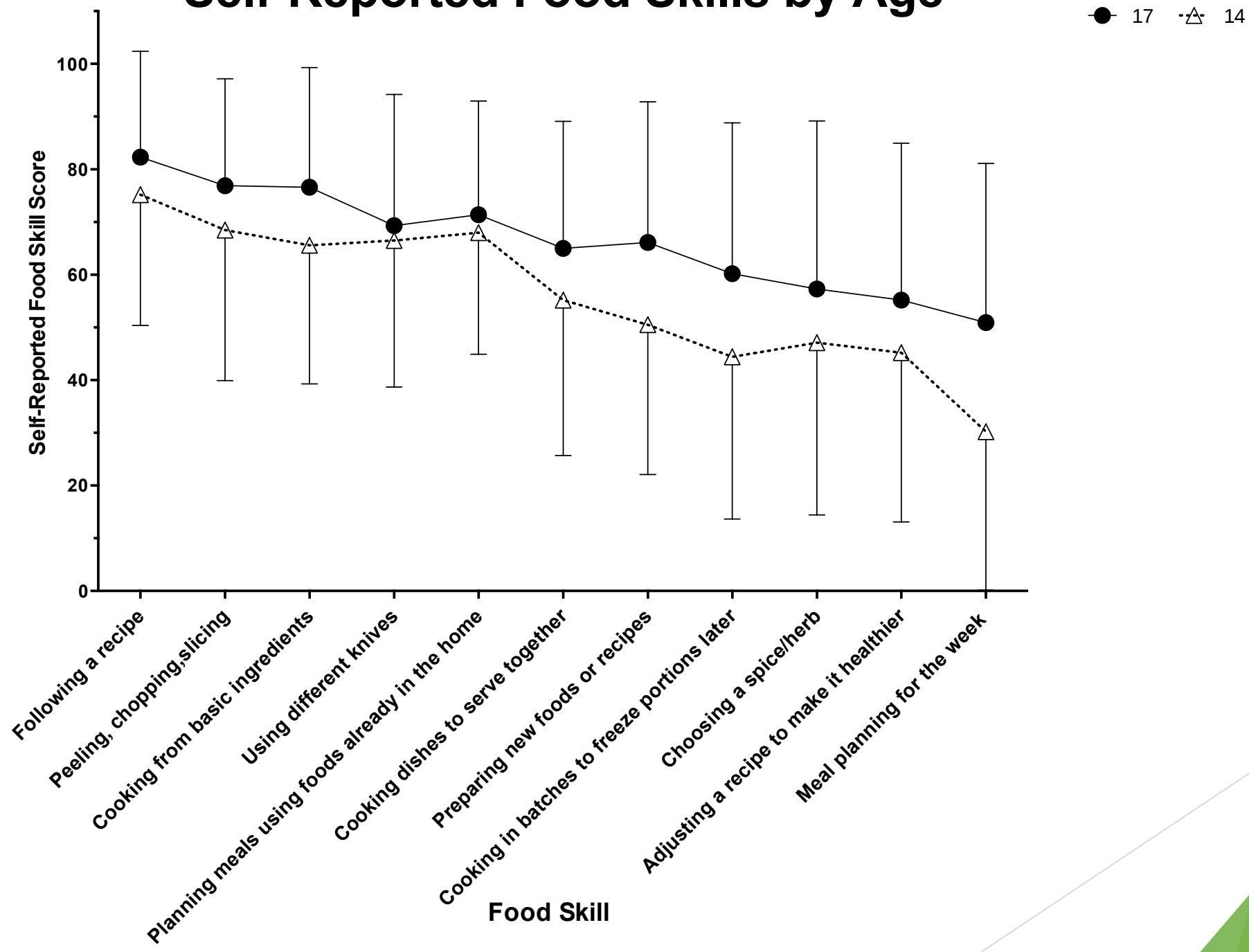
Self-Reported Food Skills by Age



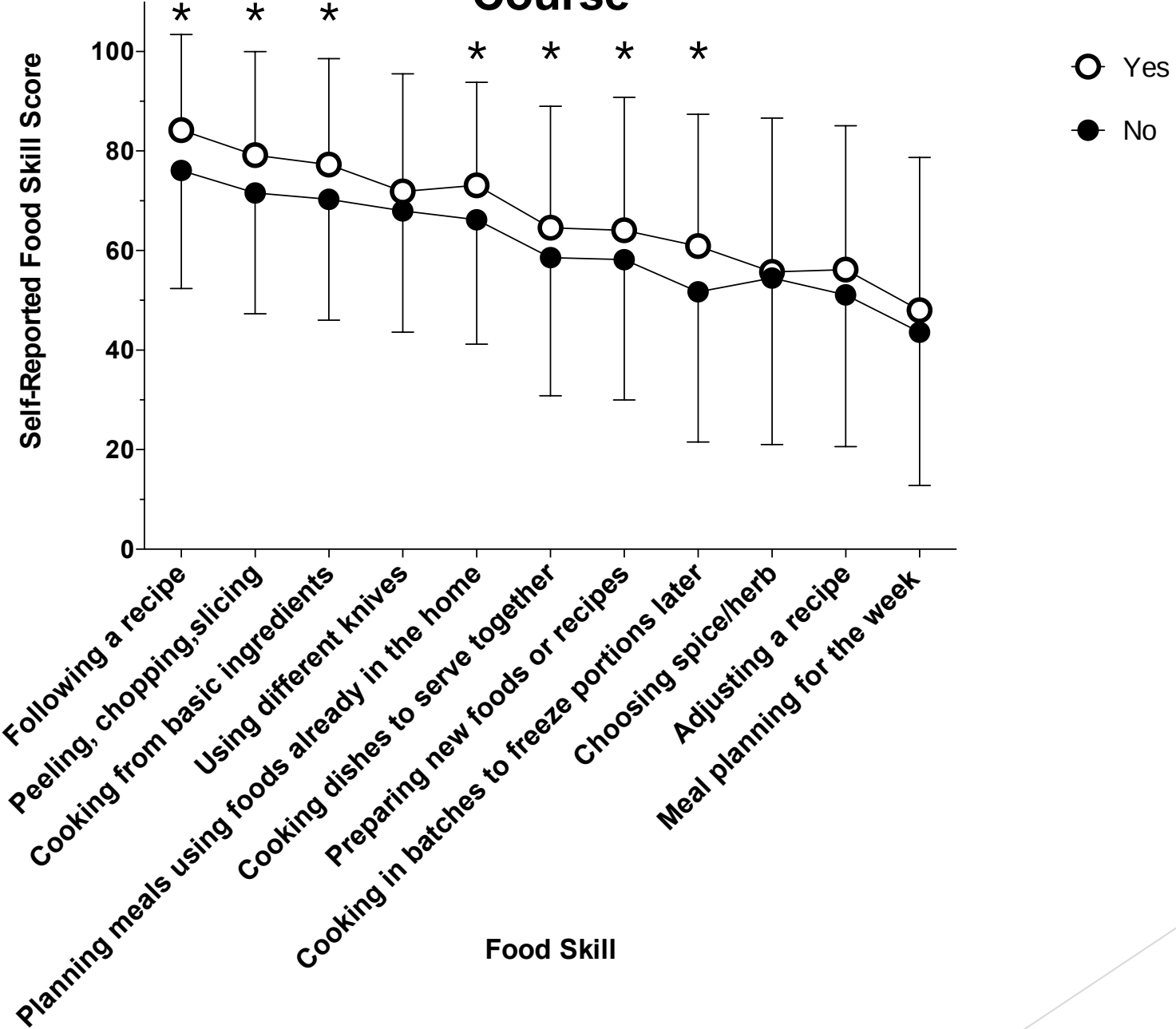
Self-Reported Food Skills by Age



Self-Reported Food Skills by Age



Self-Reported Food Skills by Taken Food and Nutrition Course



Process Evaluation



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Club

FRESH Oakridge Club

- ▶ 32 members; monthly meetings; 377 volunteer hours
- ▶ Assisted in creation and delivery of program
 - ▶ Interactive events and displays, 7' FRESH banner, on-line calendar, in-school announcements, social media content
- ▶ 13 completed day-long Food Handlers' Certification course at Brescia University College and passed exam
- ▶ 5 students and 4 teachers attended the 2015 Ontario Home Economics Association Conference (Toronto)

10 Interactive Displays

$n = 120 \pm 41$

Plinko



Food models



Food Groups



Sugar-Sweetened Beverages



Lunch Packing



Bean Day



Spice Day



Green Day



Green Day



7 Interactive Events

$n = 302 \pm 172$

Smoothie Day



Bean Brownie Day



Soup Day



Soup Day





Apple Day

Veggie Day



Veggie Day



Parfait Day



Wrap Day



Summative Evaluation

3 Focus Groups (n=24)

Positive feedback

- ▶ Prizes, food, interactive activities, peer-led
- ▶ Increased awareness; some behavior changes reported

Negative feedback

- ▶ Lineups; repetitive games
- ▶ Brochures / handouts not relevant / useful

Future

- ▶ Want to see program continue
- ▶ Need support of university student mentors

POST- **FRESH** Survey (n=311)

Participation and satisfaction

- ▶ 83% of students actively participated; 93% of those reported learning something about food & nutrition
- ▶ Level of learning correlated strongly with level of participation ($r=0.95$; $p<0.001$)
- ▶ 71% satisfied program was peer-led

Increase in healthy food choices

- ▶ 41% said 'more' / 'much more'; 69% like tasting new foods

Food preparation

- ▶ 29% participate 'somewhat' / 'much more'

Conclusion

- ▶ **PROGRAM** *was successful & could be scaled up; however,*
 - ▶ It is still an extracurricular activity
 - ▶ Difficult to schedule around school calendar
 - ▶ Requires
 - ▶ Extensive planning and logistical support
 - ▶ A 'champion'
 - ▶ Sustainable funding (supplies, equipment, evaluation)
 - ▶ Administrative support
 - ▶ University student mentors
 - ▶ Training

Next Steps: Policy Level

▶ ***Mandatory Food & Nutrition education***

- ▶ Surveyed 104 FS teachers in 2013 re: proposal to amend *Local Food Act* to require FN education in every grade
- ▶ 96% supported this proposal
 - ▶ *Essential life skill; Would save millions in healthcare*
 - ▶ *Food & Nutrition courses should not be optional*
- ▶ 40% reported ↑ enrollment in FN classes (more males)
 - ▶ *Kids like to cook & want to do it; Find it relevant*
 - ▶ *↑ interest in health, nutrition, & food prep*

Next Steps: Policy Level

► *Challenges:*

- 42% do not have enough qualified teachers in their schools to teach evidence-based FN in every grade
 - *Unqualified teachers often assigned to these courses*
- 30% do not have enough resources/equipment
 - *Need funding, lower class caps, admin support*
- 2 years to implement (range: 0 to 10 years)
- Amendment to require FN education did not pass
- Many advocacy campaigns, but little coordination

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Food & Nutrition Education:

Program level?

Policy level?

Thank you