

How to transform what children eat

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How to prevent obesity?

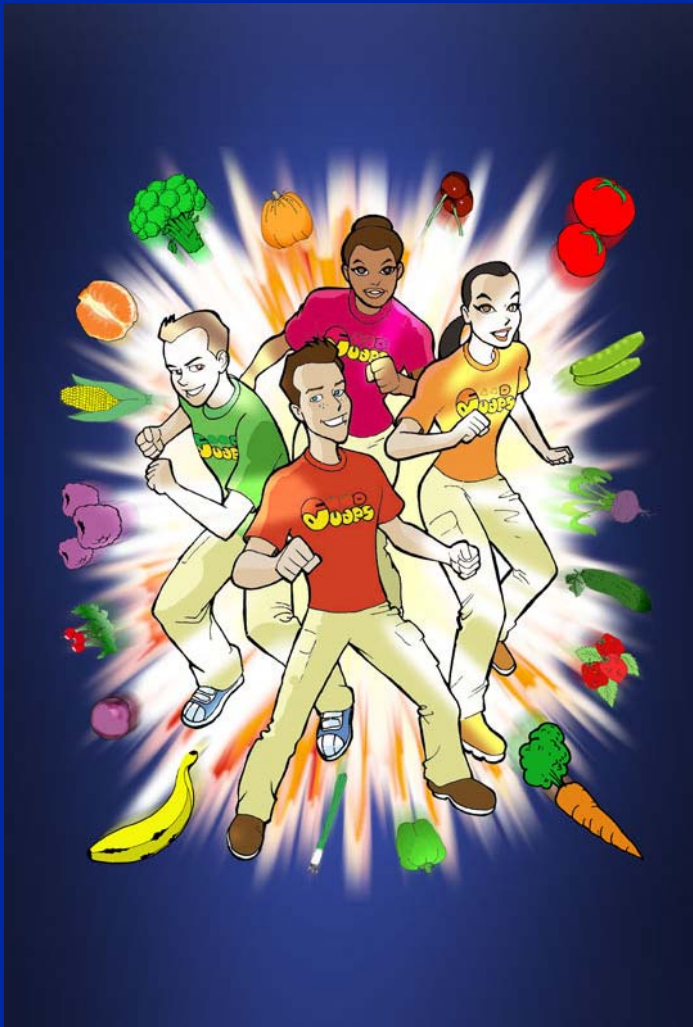


Change childrens' eating habits and physical activity

Need a Programme that really works

- that makes contact with childrens' psychology**
- that is evidence based/evaluated**
- that actually changes behaviour**

The Food Dudes



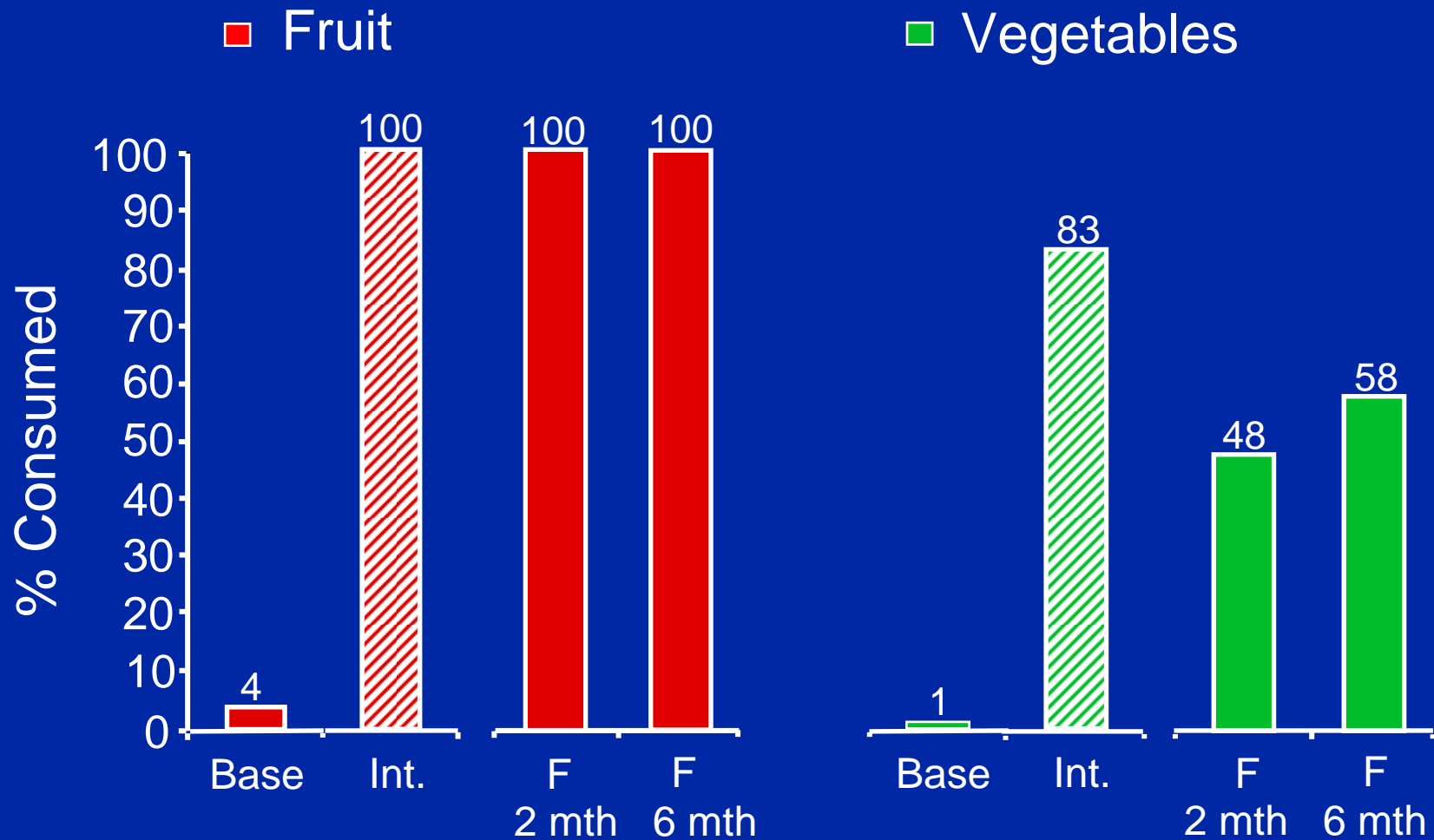
Intervention

- **‘Peer Modelling’ Videos:**
 - show cool older peers eating and enjoying fruit and vegetables
 - in battle with General Junk and his Junk Punks
- **Rewards:**
 - Food Dude stickers, pens, pencil cases etc.



**Does the intervention work in children's
own homes?**

Home Based Study: 5-6 year old children

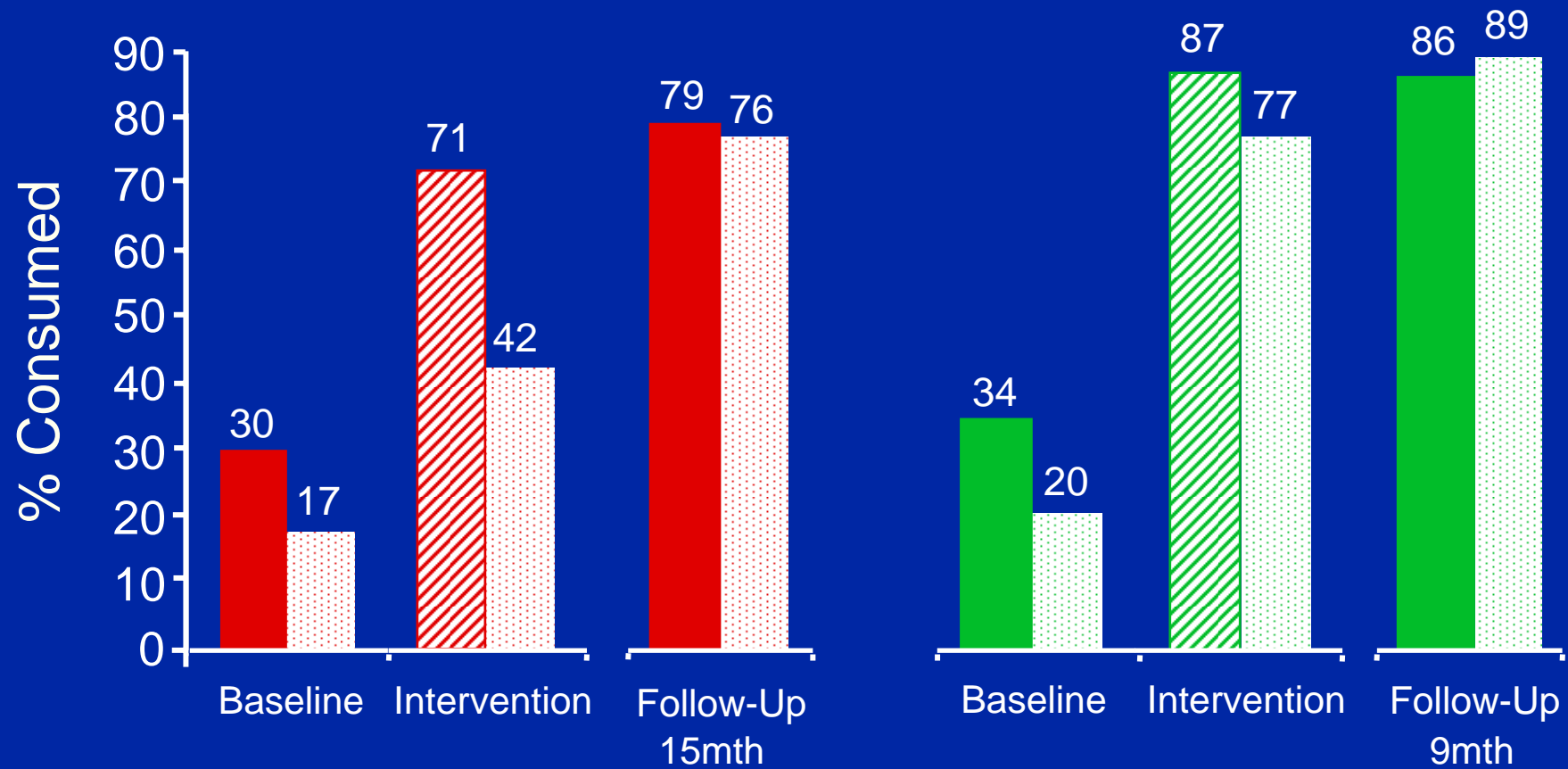


Does the intervention work for very young children in nursery settings?

Nursery Study: 2-4 year olds

■ Fruit-Snacktime
■ Fruit-Lunchtime

■ Veg-Snacktime
■ Veg-Lunchtime



Does the intervention work across whole schools for children 4-11 years old?

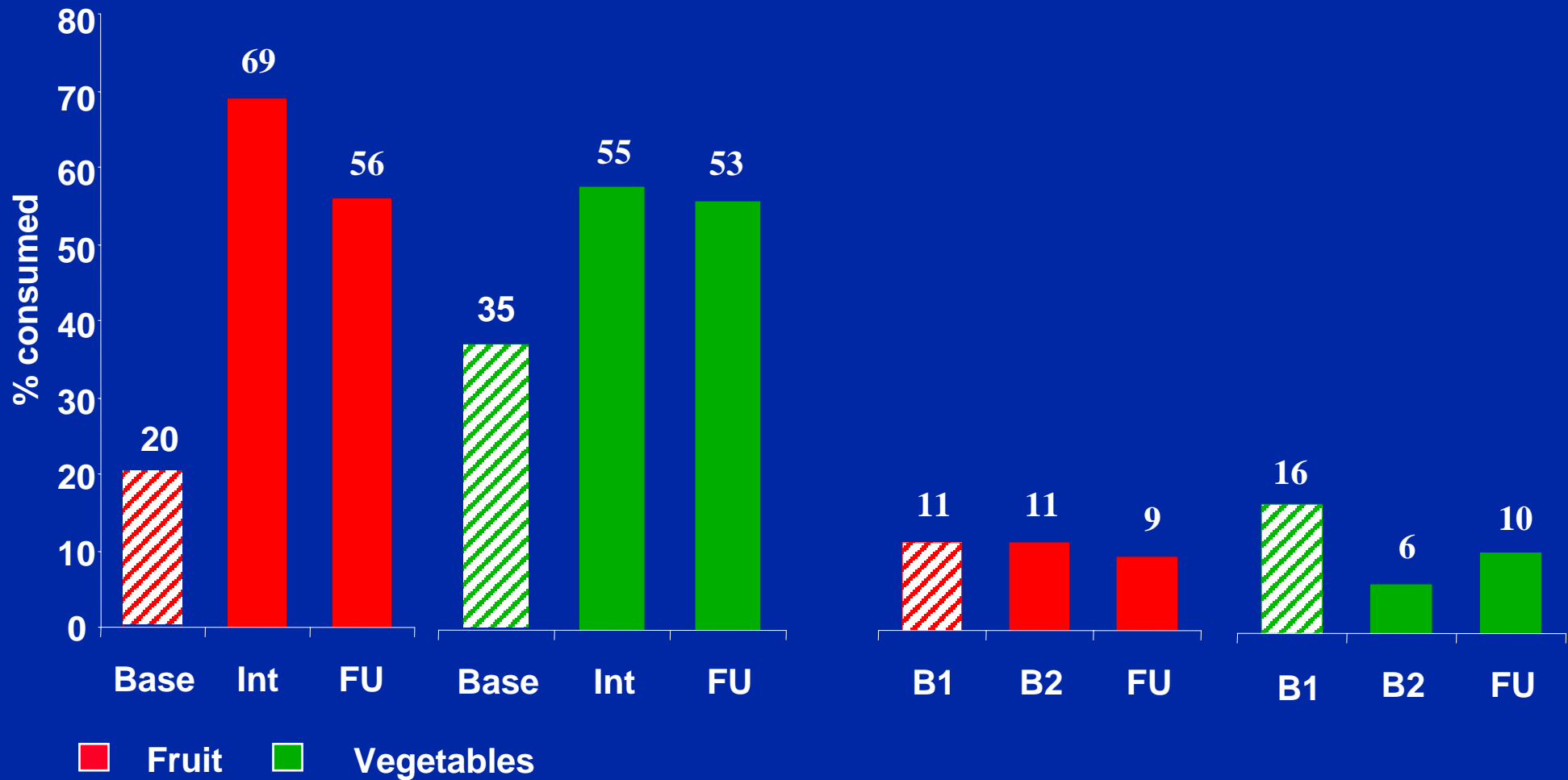


THE WHOLE SCHOOL PROGRAMME

Lunchtime

Brixton: Experimental

Stockwell: Control



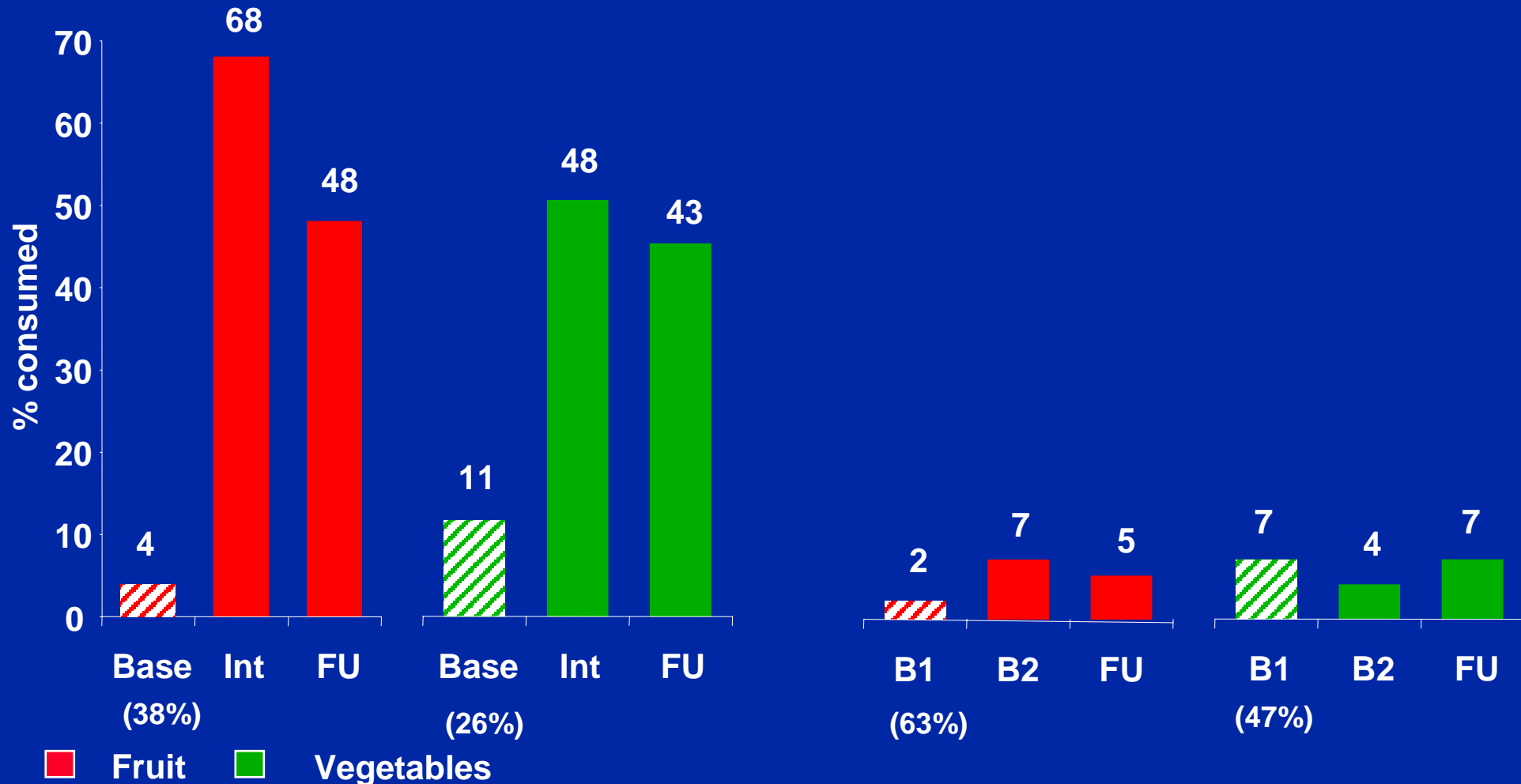
NB. Average daily portion weight presented = 83g of fruit and 60g of vegetables

**Does the programme work for those children
who habitually consume least fruit and vegetables
- the “poorest eaters”?**

Poorest Eaters

Brixton: Experimental

Stockwell: Control



NB. Average daily portion weight presented = 83g of fruit or 60g of vegetables

Summary Results

- **Large and long lasting changes in diet**
- **Biggest effects with poorest eaters**
- **Effects generalise from School to home**
 - **Home Pack Important**

Why the Intervention Works

- **Repeated Tasting** - children discover the intrinsically rewarding properties of fruit and vegetables
- **School Culture** - that strongly supports the eating of fruit and vegetables



Evaluations and Take-Up of the Programme

Evaluations

England, Scotland, Wales, Ireland

Partial Roll-out

Scotland - all Glasgow primary schools

Major Roll-out of Full Programme

Ireland: 150 schools - 30,000 children

Funded by: European Commission
Department of Agriculture
Fresh Produce Ireland

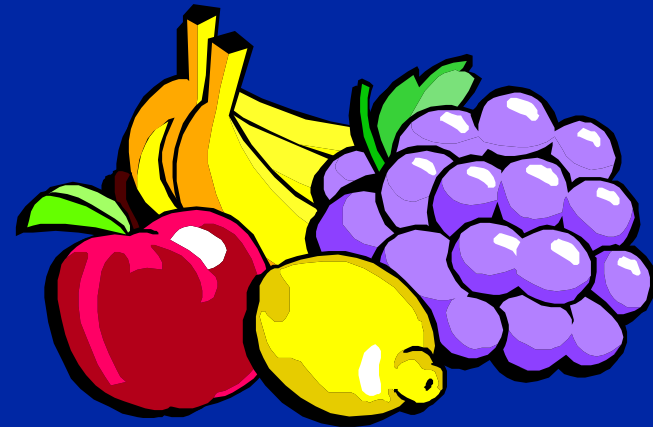


Physical Activity

Now applying Food Dudes principles to increase children's physical activity



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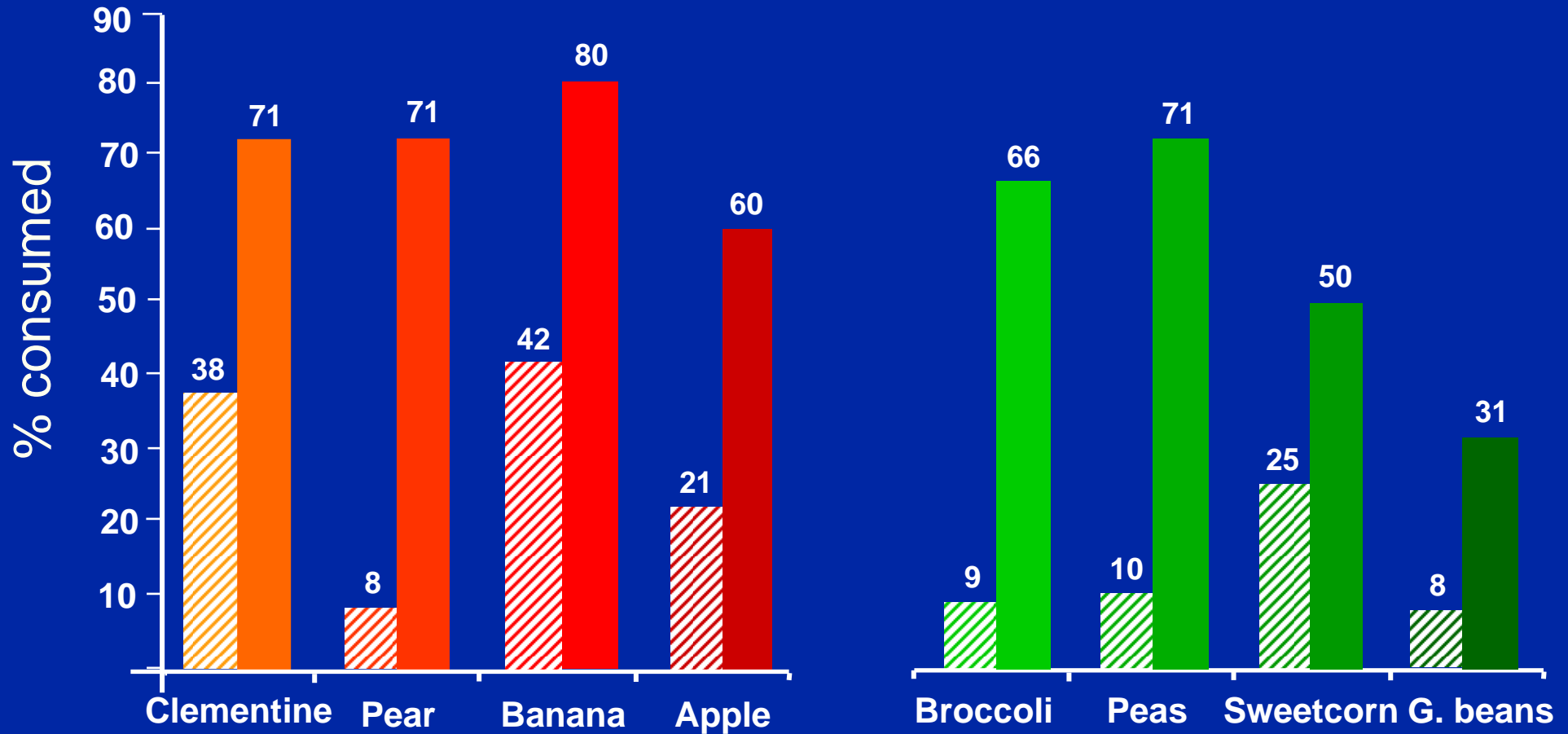


The Fit Food Dudes

The Future



Salford Lunchtime: Average Percentage Consumed Per Food Type



NB. Average daily portion weight presented = 83g of fruit or 60g of vegetables

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