



Eat Your Fruits and Veggies!

JANUARY 21, 2020

1:30 PM – 2:00 PM

PROFESSIONAL STANDARDS LEARNING CODES: 1110, 1120, 1150



Overview

1. Importance of Fruit and Vegetable Consumption
2. Current and Recommended Fruit/Veggie Intake Levels
3. Strategies to Increase Fruit and Vegetable Consumption

Ask yourself!

What strategies do you currently implement to promote fruit and vegetable consumption?

Jot down your answers!

Ask yourself!

How do you assess the effectiveness of these strategies?

Again, write down what comes to mind!

Importance of Fruit and Vegetable Consumption

Importance of Fruit and Vegetable Consumption

Benefits of Increased Consumption

- Improved health
- Optimized nutrient intake
- Reduced food waste

Importance of Fruit and Vegetable Consumption

Benefits of Increased Consumption

- Improved health



- Decreased risk of obesity
- Decreased risk of chronic disease
 - Cardiovascular disease
 - Cancer
 - Diabetes
 - Crohn's disease
- Improved immunity

Importance of Fruit and Vegetable Consumption

Benefits of Increased Consumption

- Optimized nutrient intake



Kale



Per 2 cups: 66 calories

- **Water** – 84% by weight
- **Fiber** – 2.6 grams
- **Vitamins**
 - ✓ Vitamin A (412% DV); Vitamin C (268% DV); Vitamin K (1368% DV); Thiamin, Riboflavin, and Folate (10% DV); Niacin (6% DV); Vitamin B6 (18% DV)
- **Minerals**
 - ✓ Manganese (52% DV); Calcium and Potassium (18% DV); Iron (12% DV); Magnesium (11% DV); Copper (20% DV); Potassium (18% DV), Phosphorus (8% DV)
- **Phytochemicals**
 - ✓ Glucosinolates, lutein, zeaxanthin, flavonoids

Blueberries



Per 1 cup: 84 calories

- **Water** – 84% by weight
- **Fiber** – 3.6 grams
- **Vitamins**
 - ✓ Vitamin K (36% DV); Vitamin C (24% DV)
- **Minerals**
 - ✓ Manganese (25% DV)
- **Phytochemicals**
 - ✓ Anthocyanidins, flavonoids, resveratrol, anthocyanins, ellagic acids

Cookie



Per 1 cookie: 78 calories

- **Water** – 0% by weight
- **Fiber** – 0 grams
- **Vitamins**
 - ✓ None with >2% DV
- **Minerals**
 - ✓ None with >5% DV
- **Phytochemicals**
 - ✓ None

Importance of Fruit and Vegetable Consumption

Benefits of Increased Consumption

- Reduced food waste



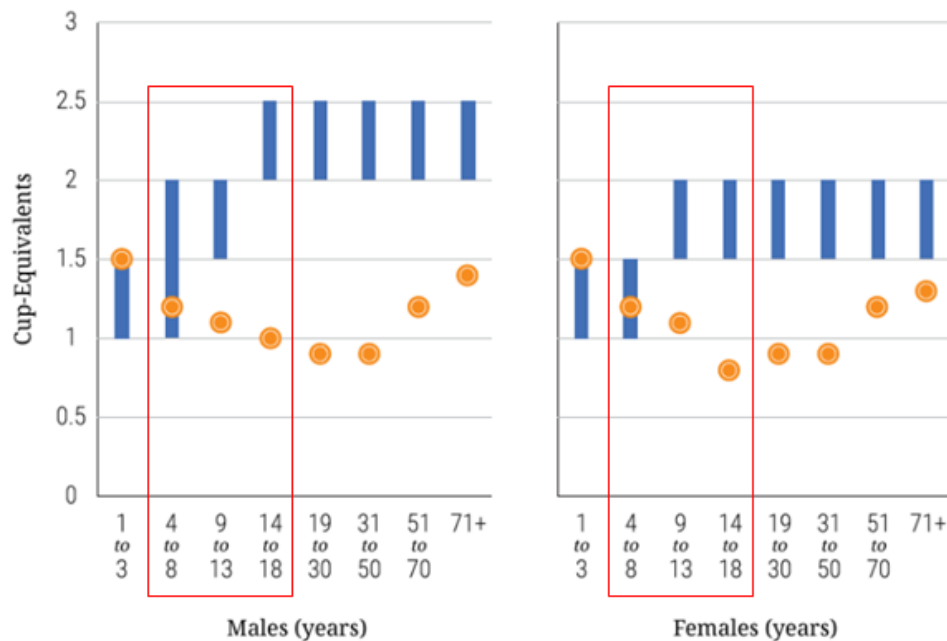
- Better management of energy and resources
- Cost savings due to avoiding additional costs of disposal
- Reduced methane emissions from landfills and a lower carbon footprint

Fruit and Vegetable Intake

Current and Recommended Levels

Fruit and Vegetable Intake

Current and Recommended Levels



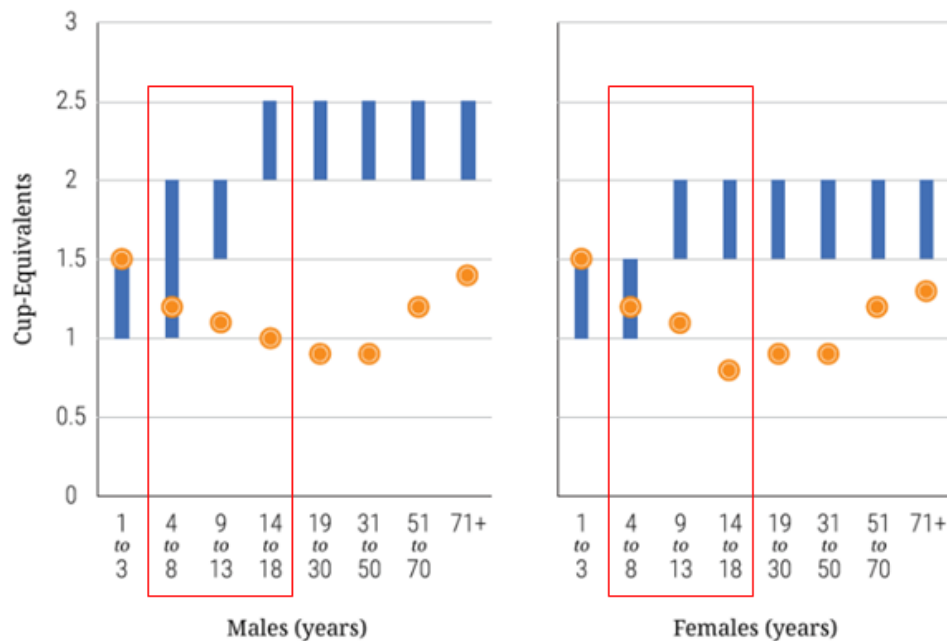
Average Daily
Fruit Intake
Compared to
Recommended
Intake

Recommended Intake Ranges

Average Intake

Fruit and Vegetable Intake

Current and Recommended Levels

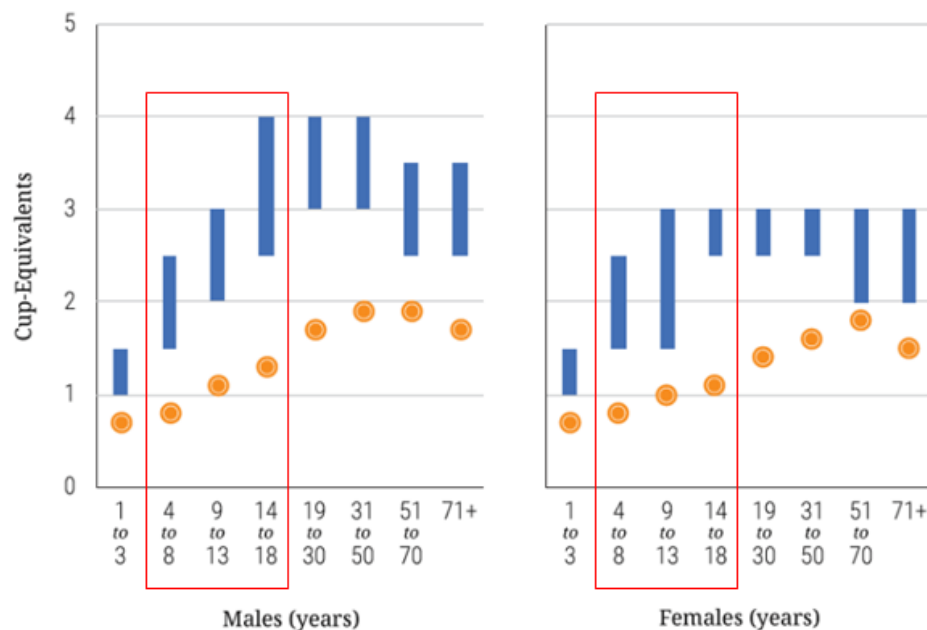


Average Daily
Fruit Intake
Compared to
Recommended
Intake

MOST ARE BELOW!

Fruit and Vegetable Intake

Current and Recommended Levels



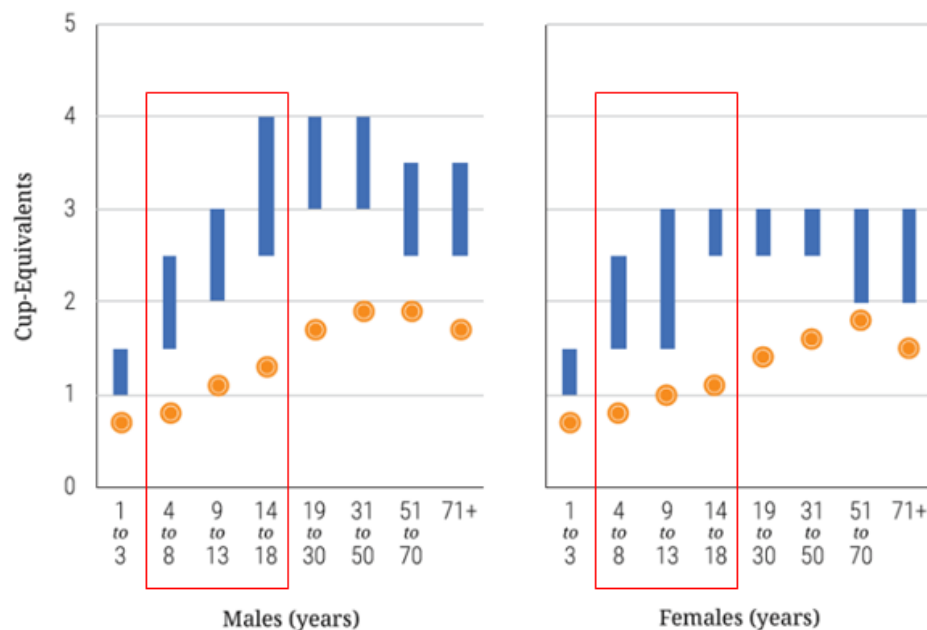
Average Daily
Vegetable Intake
Compared to
Recommended
Intake

Recommended Intake Ranges

Average Intake

Fruit and Vegetable Intake

Current and Recommended Levels



Average Daily
Vegetable Intake
Compared to
Recommended
Intake

ALL ARE BELOW!

Recommended Intake Ranges

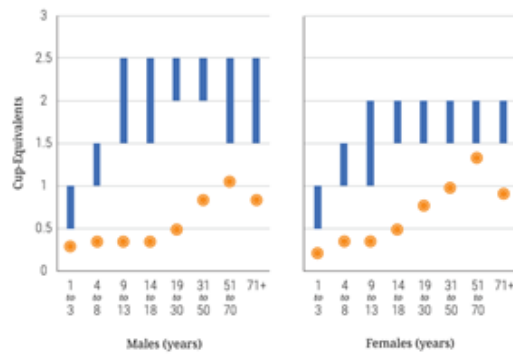
Average Intake

Fruit and Vegetable Intake

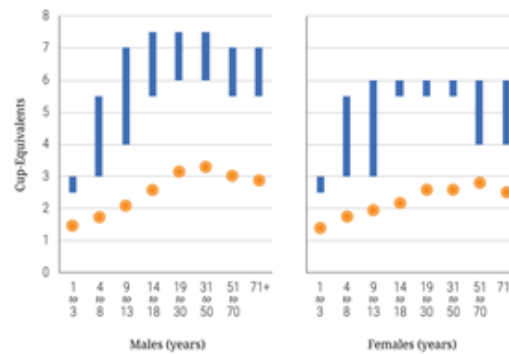
Current and Recommended Levels



Dark Green Vegetables



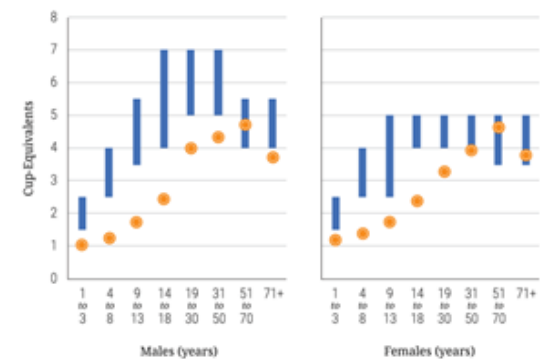
Red and Orange Vegetables



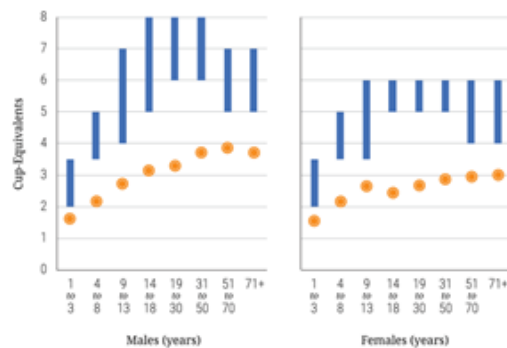
Average Weekly Vegetable Intake by Subgroup Compared to Recommended Intake



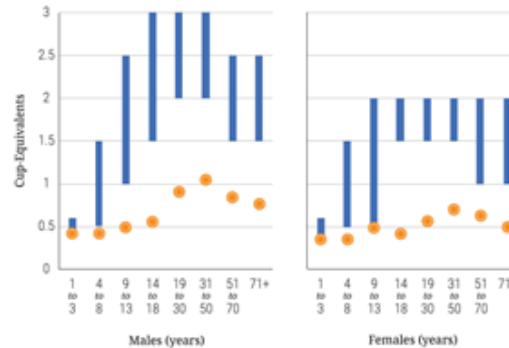
Other Vegetables



Starchy Vegetables



Legumes (Beans and Peas)



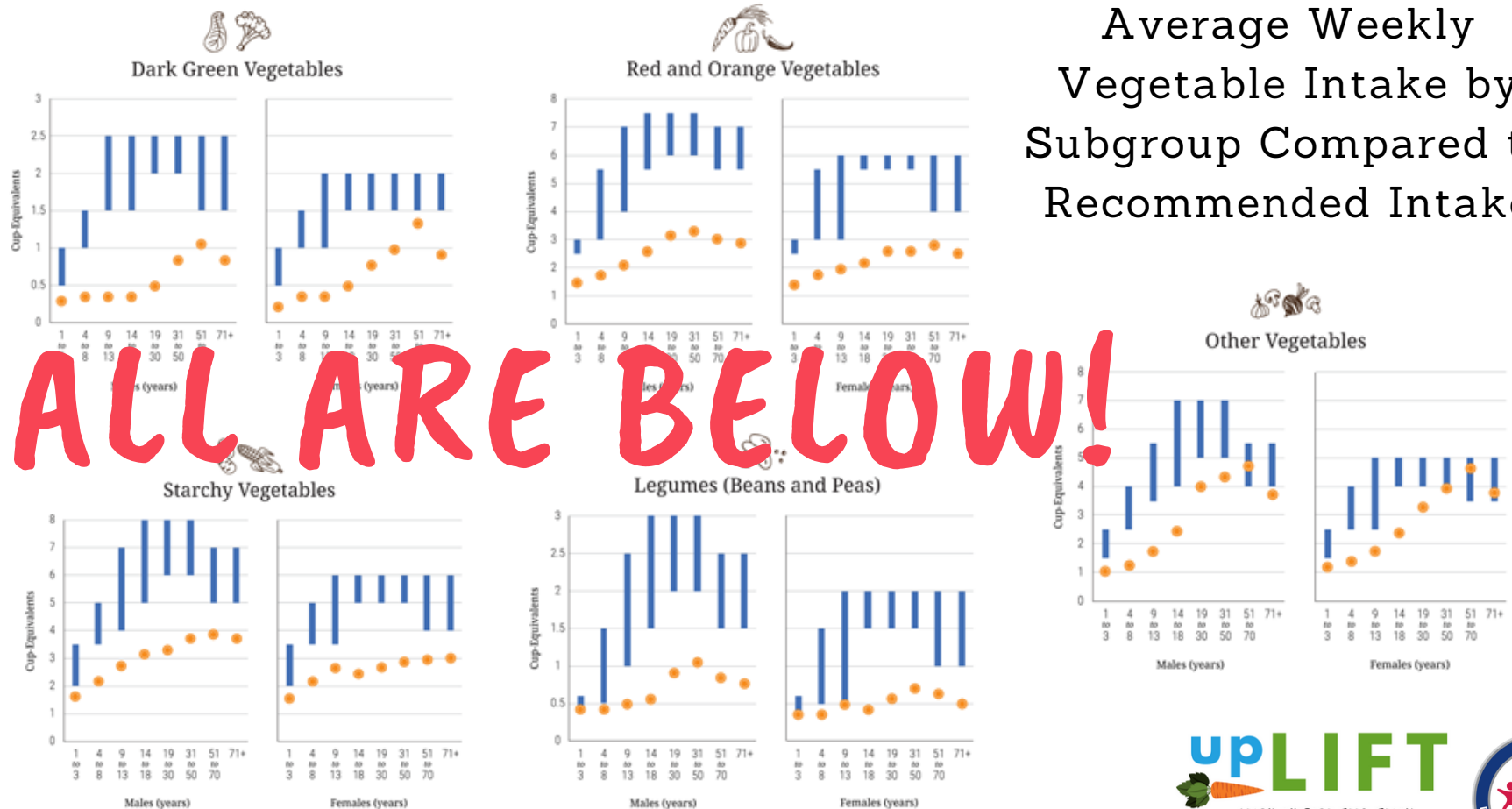
Recommended Intake Ranges

Average Intake

Fruit and Vegetable Intake

Current and Recommended Levels

Average Weekly
Vegetable Intake by
Subgroup Compared to
Recommended Intake



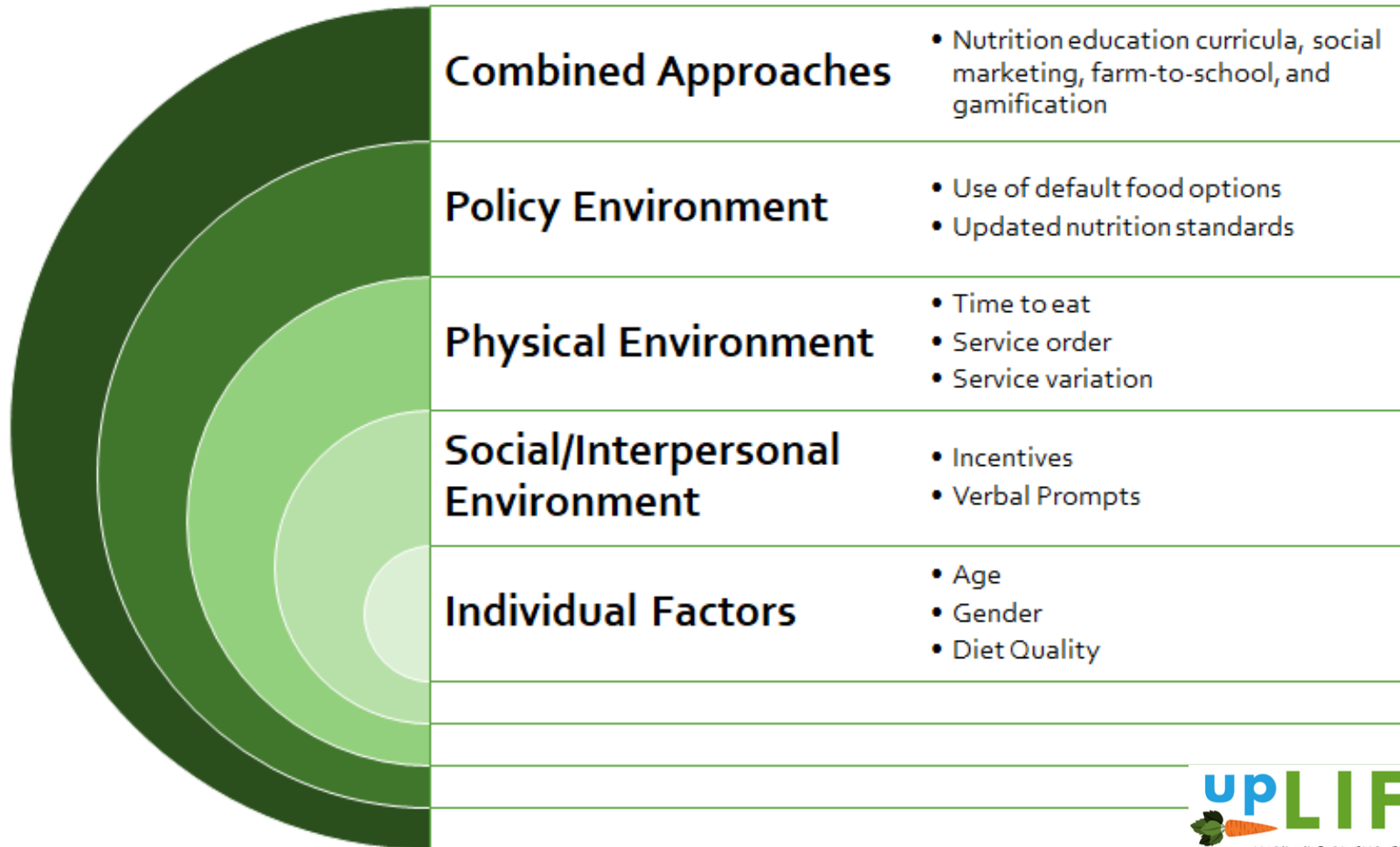
Recommended Intake Ranges

Average Intake

Strategies to Increase Fruit and Vegetable Intake

Strategies to Increase Fruit and Vegetable Intake

Socioecological Framework



Strategies to Increase Fruit and Vegetable Intake



Your Toolbox

Your Action	Estimated Increase in Intake per Student per Day
-------------	--------------------------------------------------

Strategies to Increase Fruit and Vegetable Intake

Individual Factors

- Age
- Gender
- Diet Quality



Increase

AGE: as grade level increases, FV consumption increases

LUNCH SOURCE: higher veggie HEI score for school meal vs home meal

Neutral

GENDER, TOTAL CALORIES



Decrease

Strategies to Increase Fruit and Vegetable Intake



New to Your Toolbox

Your Action	Estimated Increase in Intake per Student per Day
Continue to encourage students to eat school lunch	slight increase in veggies

Strategies to Increase Fruit and Vegetable Intake

Social/Interpersonal Environment

- Incentives
- Verbal Prompts



Increase

INCENTIVES: individual & group

VERBAL PROMPTS: 'Would you like fruit or juice?'

Neutral



Decrease



Webinar Series



Strategies to Increase Fruit and Vegetable Intake



New to Your Toolbox

Your Action	Estimated Increase in Intake per Student per Day
Train foodservice workers to prompt kids to take fruits and veggies	3.5x more likely to consume
Offer incentives to students on a consistent basis	1/4 cup fruit/veggies

Strategies to Increase Fruit and Vegetable Intake

Physical Environment

- Time to eat
- Service order
- Service variation



Increase

LUNCH PERIOD: greater than 25 mins to eat

SERVICE VARIATIONS: serving vegetable first, slicing fruit, family-style dining, variety of FV offered, portion size

Neutral

PLATE SIZE, PAIRING WITH ENTRÉE, PRESENCE OF SALAD BAR, RECESS BEFORE LUNCH



Decrease

ACCESS TO A LA CARTE FOODS

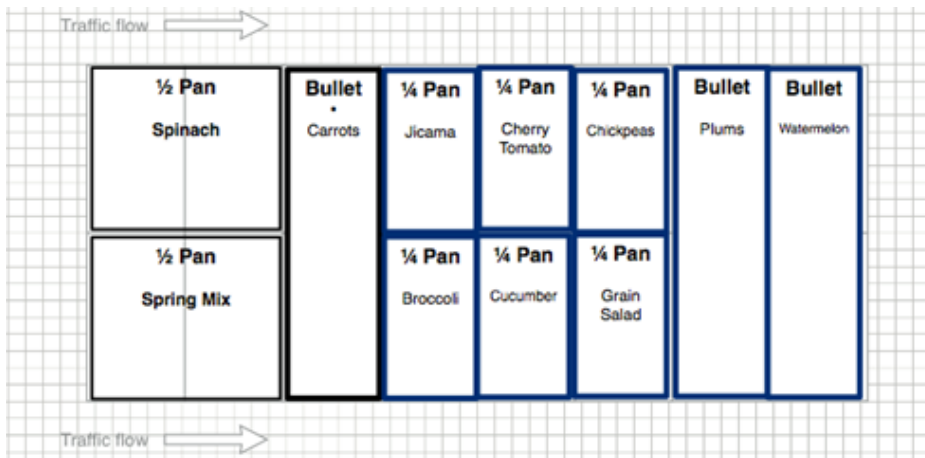
Strategies to Increase Fruit and Vegetable Intake

Physical Environment

- Time to eat
- Service order
- Service variation

Application!

Add a Salad Bar (Variety, Portion Size, & Serving Vegetables First)



Strategies to Increase Fruit and Vegetable Intake

Physical Environment

- Time to eat
- Service order
- Service variation

Application!

Buy equipment to make cutting fruit easier (Slicing Fruit)



Strategies to Increase Fruit and Vegetable Intake



New to Your Toolbox

Your Action	Estimated Increase in Intake per Student per Day
Work with your administrator to provide at least 25 min eating time (consider utilizing your Local Wellness Policy)	1/16 cup veggies
Provide vegetable samples for students while they wait in line	1/16 cup veggies (+309% students taking)
Serve more sliced fruit - invest in a fruit slicer or purchase pre-sliced from USDA foods	1/4 cup fruit
Aim to offer up to 7 varieties of fruits and vegetables each day (a salad bar makes this much easier!)	1/8 cup fruit/veggies
Limit a la carte offerings	slight increase in fruit/veggies
Consider hosting a family-style dining event	Increase in variety consumed and liking of certain veggies

Strategies to Increase Fruit and Vegetable Intake

Policy Environment

- Use of default food options
- Updated nutrition standards



Increase

REQUIRING KIDSTO TAKE F/V

HHFKA IMPLEMENTATION (5 studies)

Neutral



Decrease

HHFKA IMPLEMENTATION (2 studies)

Strategies to Increase Fruit and Vegetable Intake



New to Your Toolbox

Your Action	Estimated Increase in Intake per Student per Day
Continue to serve reimbursable meals	varies
Embrace the meal pattern	varies

Strategies to Increase Fruit and Vegetable Intake

Combined Approaches

- Nutrition education curricula, social marketing, farm-to-school, and gamification

FOOD DUDES PROGRAM

FRESH FRUIT AND VEGETABLE PROGRAM

NUTRITION EDUCATION/SOCIAL MARKETING

FARM-TO-SCHOOL

Increase

Neutral

Decrease

Strategies to Increase Fruit and Vegetable Intake

Combined Approaches

- Nutrition education curricula, social marketing, farm-to-school, and gamification

Application!

Food Dudes Program - <https://www.fooddudes.ie/>



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Webinar Series



Strategies to Increase Fruit and Vegetable Intake

Combined Approaches

- Nutrition education curricula, social marketing, farm-to-school, and gamification

Application!

FFVP - <http://www.azed.gov/hns/nslp/ffvp/>

FRESH

**FRUIT &
VEGETABLE**

PROGRAM

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Strategies to Increase Fruit and Vegetable Intake

Combined Approaches

- Nutrition education curricula, social marketing, farm-to-school, and gamification

Application!

Nutrition Education



Strategies to Increase Fruit and Vegetable Intake

Combined Approaches

- Nutrition education curricula, social marketing, farm-to-school, and gamification

Application!

Farm to School



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Strategies to Increase Fruit and Vegetable Intake



New to Your Toolbox

Your Action	Estimated Increase in Intake per Student per Day
Operate the 'Food Dudes Program' at your site	1/4 cup fruit/veggies (during) 1/8 cup fruit/veggies (6 months after)
Apply for FFVP grant funds in the spring	1/3 cup fruit/veggies
Aim to offer nutrition education at least 1 time per week	varies
Participate in a Farm-to-School Program	1/4 cup fruit/veggies

Strategies to Increase Fruit and Vegetable Intake



Your Toolbox

Your Action	Estimated Increase in Intake per Student per Day
Continue to encourage students to eat school lunch	slight increase in veggies
Train foodservice workers to prompt kids to take fruits and veggies	3.5x more likely to consume
Offer incentives to students on a consistent basis	1/4 cup fruit/veggies
Work with your administrator to provide at least 25 min eating time (consider utilizing your Local Wellness Policy)	1/16 cup veggies
Provide vegetable samples for students while they wait in line	1/16 cup veggies (+309% students taking)
Serve more sliced fruit - invest in a fruit slicer or purchase pre-sliced from USDA foods	1/4 cup fruit
Aim to offer up to 7 varieties of fruits and vegetables each day (a salad bar makes this much easier!)	1/8 cup fruit/veggies

Your Action	Estimated Increase in Intake per Student per Day
Limit a la carte offerings	slight increase in fruit/veggies
Consider hosting a family-style dining event	Increase in variety consumed and liking of certain veggies
Continue to serve reimbursable meals	varies
Embrace the meal pattern	varies
Operate the 'Food Dudes Program' at your site	1/4 cup FV (during) 1/8 cup FV (6 months after)
Apply for FFVP grant funds in the spring	1/3 cup fruit/veggies
Aim to offer nutrition education at least 1 time per week	varies
Participate in a Farm-to-School Program	1/4 cup fruit/veggies

Strategies to Increase Fruit and Vegetable Intake

Key tips to remember...

- Consider interventions that are appropriate for your specific site
- Utilize interventions from different levels of the socioecological framework
- Engage all stakeholders
- Make your efforts sustainable

Next Steps

Make it happen!

- ☐ Choose your top 2 action items from the toolbox
- ☐ Develop a plan to implement each action item
- ☐ Put your plan into action
- ☐ Evaluate your efforts

Next Steps

Join us next month!

Standout Story: Whole Grains

February 18, 2020

1:30pm - 2:00pm

Serving whole grains can be challenging, from crediting whole grains made from scratch to procuring whole grain products that are acceptable to students. In this webinar, you will hear from Arizona school nutrition directors who have had success with serving whole grains.

Remember!



CONTEST!

LEAs who attend or watch recordings for every upLIFT webinar from August until March will automatically be entered into a contest to receive a FREE culinary training for their staff from the Blue Watermelon Project.



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Thank you!

Any questions?
Please type them into the chat bar now.

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Comprehension Check

Question #1

The benefits of fruit and vegetable consumption include:

- a. Improved health
- b. Optimized nutrient intake
- c. Reduced food waste in schools
- d. All of the above

Comprehension Check

Question #1

The benefits of fruit and vegetable consumption include:

- a. Improved health
- b. Optimized nutrient intake
- c. Reduced food waste in schools



d. All of the above

Comprehension Check

Question #2

Children ages 4-18 are meeting or exceeding the recommended intake levels for fruits and vegetables.

TRUE

FALSE

Comprehension Check

Question #2

Children ages 4-18 are meeting or exceeding the recommended intake levels for fruits and vegetables.

→ TRUE
FALSE

Comprehension Check

Question #3

Which of the following is NOT a key tip to remember when implementing strategies to increase fruit and vegetable consumption?

- a. Consider interventions that are appropriate for your specific site
- b. Utilize interventions from only one level of the socioecological framework
- c. Engage all stakeholders
- d. Make your efforts sustainable

Comprehension Check

Question #3

Which of the following is NOT a key tip to remember when implementing strategies to increase fruit and vegetable consumption?

- a. Consider interventions that are appropriate for your specific site
-  b. Utilize interventions from only one level of the socioecological framework
- c. Engage all stakeholders
- d. Make your efforts sustainable

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You have completed the [Recorded Webinar: Eat Your Fruits and Veggies!](#)

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- Learning Codes: 1130, 1310, 4160
- Length: 0.5 hour

Please Note:

- Attendees must document the amount of training hours indicated regardless of the amount of time it takes to complete it.

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- Learning Codes: 1130, 1310, 4160