



Crunch&Sip®

CASE STUDY

Here's why two schools decided to change their fruit break to Crunch&Sip



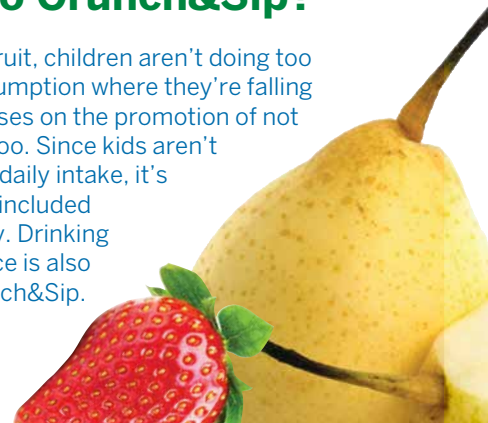
Both Belmont and Mullaway Public Schools had been doing fruit break for years before they officially decided to change to Crunch&Sip. Many schools wonder why they should bother changing their terminology when things work just fine as they are. But as Belmont and Mullaway discovered, Crunch&Sip is more than just a name.

What prompted the change from fruit break to Crunch&Sip?

Belmont PS: "We had been doing fruit break for many years, but it was in 2013 after a visit to the Live Life Well at School Conference that I thought changing to Crunch&Sip might reinvigorate the program," says Bridget Edwards, a support teacher at the school.

Mullaway PS: We wanted to increase the amount of vegetables being eaten and increase water consumption at the school which is something our old fruit break didn't focus on," says Kathy Gray, Assistant Principal.

When it comes to eating fruit, children aren't doing too badly. It's vegetable consumption where they're falling behind. Crunch&Sip focuses on the promotion of not just fruit, but vegetables too. Since kids aren't eating the recommended daily intake, it's important vegetables are included throughout the school day. Drinking water as the drink of choice is also encouraged through Crunch&Sip.



How did you announce the change?

Belmont PS: The school decided to host an exciting launch day to promote Crunch&Sip. We contacted the local supermarket and they helped supply the fruit and veg for the big day. We cut it up and put it all on kebab sticks so the children could see all the colours and how they could do it themselves. We created a traffic light theme to encourage different coloured fruits and vegetables to be tried and we let the kids wear green, red or yellow outfits to school. Plus, we started doing an award for the Crunch&Sip champion who is announced at assembly.

Mullaway PS: We had a week across the school where all the classes focused on their water intake. Students had to keep track of how much water they drank and fill in a worksheet where they recorded what they were drinking. Plus, we created the Mullaway Muncher and had a teacher dress up as a different vegetable each fortnight and deliver a variety of fruit and vegetables to classes to sample. Each class would discuss where they grow and what part is eaten and some completed artwork around the vegetables. Students even worked together to make fruit and veg faces which were put up around the school. This went for a whole term – the children were really keen to see what was on offer each time – there were no leftovers!

Each registered Crunch&Sip school will receive the Crunch&Sip resource folder that contains the implementation guide, classroom activities and other fact sheets. In addition, schools can order our parent brochures free of charge, which explain to parents what they can and can't pack for Crunch&Sip. A metal fence sign is available too.



Does everyone use the new name?

Belmont PS: We announced the new name to teachers, parents and students so they all use the new name now. We hung up the metal fence sign at the school to remind everyone about Crunch&Sip.

Mullaway PS: The name was changed from the beginning of the launch. Most people are used to the new name, but if we slip up the kids correct us!



Have the Crunch&Sip resources been helpful?

Belmont PS: Yes, we use the newsletter snippets in the newsletters that we send home to parents. Plus, we distributed the parent brochures that outline what parents can and cannot pack for Crunch&Sip.

Mullaway PS: We used the resources in class and in the newsletter as well as for Kindy orientation and will use them again in the future.

Healthy Kids Association produces a quarterly newsletter for Crunch&Sip schools. The newsletter contains links to case studies, snippets you can use for your school newsletter, and other interesting articles about children's nutrition and their fruit and veg consumption.

Have you seen a benefit to changing the name?

Belmont PS: Before we changed to Crunch&Sip only about 40 percent of the kids would bring something for fruit break. Now, with Crunch&Sip between 90 and 95% of kids bring something healthy to eat.

Mullaway PS: Now that we do Crunch&Sip there's a larger health benefit, as it's not just fruit, it's vegetables too. We were already promoting water intake, but the name gives you a friendly reminder each time you say it. Thanks to Crunch&Sip we see a lot more variety of fruit and veg being eaten right across the school.

Being a Crunch&Sip school means you're offered support and ideas to keep the program exciting and help encourage fruit and veg consumption throughout the school year.

Supported by the



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