

Example Local Authority Evaluation Report

Sensitive identifiable information such as school names has been removed in the following report in order to comply with GDPR



Evaluation Report September 2013 – July 2014









Table Of Contents



About Food Dudes

Food Dudes is a unique award-winning approach to healthy eating for children that combines leading behavioural science techniques with fun activities to deliver outcomes that are unrivalled by any other scheme available. The programmes produce major and lasting increases in children's fruit and vegetable consumption and a reduction in junk food consumption.





Food Dudes is run by a team of leading academics from Psychology and Health Nutrition backgrounds and the design of the programmes is underpinned by over 20 years of rigorous research that is used to continually inform the design and delivery of the schemes.

The programmes are currently run in primary schools, special schools across the UK and Ireland (and also in other countries). Approximately 700,000 children have participated. Food Dudes programmes have won many awards both in the UK and Internationally.

Summary

Food Dudes Healthy Eating Programmes in XXXXXXX



This report provides a summary of the outcomes for the 26 Full Force in primary schools, the two Full Force in special schools, the 36 Next Generation in primary schools that were completed in the 2013-2014 academic year.

Food Dudes Full Force Programme in Primary Schools

- Delivered to 26 primary schools and repeated in two special schools.
- All classes participated in the 16 day Intensive Phase designed to change their eating behaviours. This included Food Dudes movies, repeated tasting of fruit and vegetables and rewards.
- The whole school participated in the Dining Experience to maintain their new eating behaviours. This included
 an improvement of the layout and presentation of fruit and vegetables, training of Food Dudes Coaches to
 support the healthy eating culture and a system of rewards to encourage children to increase consumption of
 fruit and vegetables.

Food Dudes Next Generation Programme in Primary Schools

- Delivered to 36 Primary Schools that have participated in Food Dudes in previous years to introduce the new pupil intake to the Food Dudes culture.
- Reception classes participated in the 16 day Intensive Phase designed to change their eating behaviours.
- Whole school participated in the Dining Experience to maintain their new eating behaviours.



Primary Schools Results



The Food Dudes Full Force and Next Generation Programmes were evaluated through:

- Food consumption Record Cards and online data recorded by teachers.
- Programme questionnaires completed 4 months after the programme was begun, by parents, teachers and lunchtime supervisors of children receiving the Food Dudes Programme.

Programme was effective

The online data indicated that by the end of the Intensive Phase:

Full Force Programme

93% of children ate provided fruit89% of children ate provided vegetables

Next Generation Programme

94% of children ate provided fruit88% of children ate provided vegetables

Children changed their eating at school

Four months after the Programme begun, teachers estimated that over the whole school day:

Children now ate up to an average of **1.6 extra portions** of **fruit and vegetables** every day.

Reduced their consumption of foods high in fat and sugar by 1.6 portion.

Primary Schools Results



Children changed their eating habits at home

90% of parents reported an increase in their child's fruit and vegetable consumption at home.

Children's consumption of **fruit and vegetables** increased by **2 portions** per day at home.

Parents reported that their child's consumption of **foods high in fat and sugar** decreased by **1 portion** per day at home.

Popular with Parents

96% of parents thought that the Food Dudes programme should be **introduced to all Primary Schools**.

Popular with Teachers

85% of teachers reported the Food Dudes programme had a **positive impact** on the eating habits of children in their class.

Primary Schools Results



Families changed their eating habits

83% of parents reported an increase in their family's fruit and vegetable consumption.

Parents reported that family members' **fruit and vegetable** consumption increased by **1.8 portions** per day.

Parents reported that family members' consumption of **foods high in fat and sugar** decreased by **1.1 portion** per day.

Teachers changed their eating habits

78% of teachers reported an increase in their own fruit and vegetable consumption.

Teachers reported that their own **fruit and vegetable** consumption increased by **1.6 portions** per day.

Teachers reported that their own consumption of **foods high in fat and sugar** decreased by **0.9 portion** per day.

Selection of Feedback



Parent – Primary School

"My son now eats raw veg which he would not do before. He eats his green superfood and leaves behind his chocolate bar; result! Thank you."

"I thought it was fantastic. My child was hesitant about trying certain vegetables at home, however at school they were willing to try. It has also encouraged me to send more vegetables in the boxes provided for lunch."

"The kids have started to eat fruit which me, as a parent, could not get them to eat. They have realized how nice some fruit and veg are also. It is a great idea. It has also made us, as a family, cut down on junk and eat more fruit. Thumbs up! Keep it up!"

Parent

"I just could not get my son to eat his five-a-day, and all thanks to Food Dudes Programme he is starting to eat more."

Lunchtime Supervisor

"It has encouraged children to try what they would not try at home. A lot of children now realise that they like most fruit and vegetables."

Teacher

"Myself and the children have really enjoyed taking part in the Food Dudes. The children have brought their energy boxes in every week for our picnics, it has been really positive. Parents have also commented on how positive they have found Food Dudes."

Conclusion



In summary, these results show that food environments in schools and homes improved after the introduction of the Food Dudes Full Force, Next Generation, benefiting the children and also many of the adults.

Overall, results based on teachers' data collection and parental reports all show that children were eating a large amount of fruit and vegetables and that their consumption improved substantially because of the Food Dudes Programmes. From parental and teachers' reports, we also found that children ate substantially fewer unhealthy high fat and sugar snacks. This was the case at school and at home, and the positive effects transferred to their parents, to their families, and even many of their teachers.

We have also recorded comments and feedback from parents, teachers and lunchtime supervisors that are overwhelmingly positive. These are presented at the end of this report. All these results are very impressive and illustrate the commitment from Primary Schools in XXXXXXXX, their pupils and parents to the Food Dudes Programmes and to leading healthier lifestyles.

XXXX XXXXXX would like to acknowledge the exceptional support that we have received from XXXXXXX Council, school staff, and caterers. Naturally, we would also like to thank all participating children and their parents for their enthusiasm, engagement and support.









Introduction and Overview



Food Dudes Healthy Eating Programmes in XXXXXXX: Introduction

The Food Dudes journey in XXXXXXX began in September 2011 with 17 primary schools, including two special schools, participating in Food Dudes Full Force Programme. In September 2012, XXXXXXX embarked upon a step change in delivery and secured funding for a further 33 new schools, including one special school, to participate in Food Dudes Full Force Programme. In addition, 12 schools participated in the Next Generation Programme.

In the 2013-2014 academic year, Food Dudes has delivered the Full Force Programme to 26 primary schools and Full Force was repeated in two Special Schools, 36 Next Generation Programmes.



The main aim of the Food Dudes Programmes in XXXXXXX primary schools is to increase children's daily consumption of fruit and vegetables and to reduce their intake of sugary and fatty foods (e.g., cakes, chocolate, biscuits, crisps).

This final report provides a summary of the outcomes for schools that started the Programme from September to July 2014.



Primary schools unable to take part in 2013/14

Several schools in XXXXX were offered the Next Generation or Food Dudes Full Force Programme but were unable to participate in 2013/14. Reasons included having competing priorities because of being in Special Measures with Ofsted, not enough staff because of long term sickness or going through significant change with a new head teacher for example.

Food Dudes in Primary Schools: Programme Overview



The Food Dudes Programme is a highly effective, evidence based behaviour change intervention teaching children to eat and enjoy fruit and vegetables and to limit their intake of foods high in fat and sugar. It applies leading behavioural science and fun to improve children's eating habits using 3 key psychological principles (Role Modelling, Rewards and Repeated Tasting) and consists of two phases:



- •Each day, children watch movies or receive emails from the Food Dudes, who are healthy eating superheroes in battle with General Junk and the Junk Punks.
- •Children earn prizes for tasting and eating both a portion of fruit and vegetables (F&V).
- •Children are provided with 4 different pairs of F&V over the 16 days.
- •Home packs encourage increase in fruit and vegetable consumption away from school.

Maintenance Phase: The rest of the academic year

- •Children are given orange and green boxes in which they can bring fruit and vegetables to school. They are encouraged to try and eat F&V at lunchtime.
- •The Food Dudes Dining Experience starts in the dining hall.
- •Packed lunch and school meal children earn ticks on their Food Dudes cards whenever they eat a portion of F&V to progress through levels and earn prizes.

Food Dudes Full Force is implemented in primary schools joining the Food Dudes Programme and all classes take part in the Intensive Phase and Maintenance Phase.

Next Generation is implemented each year thereafter with the new reception class intake participating in the Intensive Phase to introduce them to the Food Dudes culture, and the whole school continuing to take part in the Maintenance Phase.

14



Food Dudes Programmes Changes Implemented in 2013/14

The Food Dudes Programmes are constantly evolving and improving, based on feedback from schools, commissioners and our staff. Our dedicated research and development team works to design and pilot changes that produce more effective behaviour change. Last year, significant investments led to major improvements of the programmes implemented in the academic year 2013/14.

The following changes were implemented across Food Dudes schools in 2013/14:

- Rebranded and updated programmes.
- Addition of the new and innovative Dining Experience in Full Force and Next Generation Programmes.
- Updated media, including new movies resulting from the investment in child animation specialists, filmmakers and scriptwriters with experience of working with Disney and BBC.
- New materials, including digital rewards.
- More interactive and engaging website.
- Online data capture system replacing paper materials improving support for schools and quality assurance.





New for 2013/14: The Dining Experience



Over the past three years, Food Dudes have developed and piloted a set of nudges and behaviour change procedures that have been shown to enable children to make healthier eating choices in the dining room.

- Promoting healthier choices by behavioural cueing and labelling.
- Organising staff training including Food Dude Coaches.
- Branding the dining rooms with Food Dudes materials to cue the children's healthy choices.
- Introducing the level cards to encourage children to eat more fruit and vegetables.







The Dining Experience: Key features

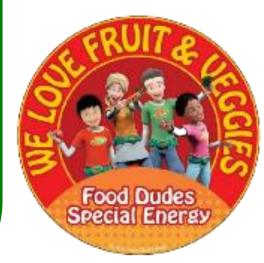
- Food Dudes branding: We used spikes and danglers next to the fruit, veg or meals with the
- Food Dudes Dish of the Day posters: Each day, the meal with the most fruit and veg was named 'Food Dudes Dish of the Day' and promoted.

most fruit and veg content.

- Position of food: Caterers were asked to display and serve fruit and vegetables first.
- Attractiveness: Fruit and vegetables were presented in an appealing way, e.g. they were served in small colourful portions.
- Positive behaviours from staff were encouraged:
 Positive prompts and smiles from staff are very important for encouraging healthy eating in children, e.g. "Do you want green beans, carrots or both?"
 "Try Charlie's Country Stew it gives extra energy to help with dancing."







The Dining Experience: Level Cards





During the Dining Experience, every pupil is given a card holder and their first level card.

- Food Dude Coaches staff and older children monitor the food eaten and encourage children to try and eat their fruit and veg.
- For every portion of fruit and vegetables eaten pupils receive a ✓. The more fruit and veg and salad eaten, the more ✓s they receive.
- Some composite dishes also received ✓s as they contain a portion of veg.
- Children redeem their completed cards in class and their teachers record this information online. There are additional rewards for children as they completed each of their level cards.



Food Dudes Healthy Eating Programmes in Primary Schools: Evaluation Overview





The effectiveness of the Programmes has been evaluated in several ways:

- For all children in the Full Force Programme and for the reception children in the Next Generation Programme, teachers were asked to record snack-time information by entering data into our online data capture system. The data were collected for the duration of the Intensive Phase of the Programme which lasted for 16 days.
- Once the data were recorded, we plotted the results for the final days of the Intensive Phase, for each school, and used them as feedback to motivate the schools to continue doing well into the Maintenance Phase of the programme.
- The graphs contained in the present report include all Primary Schools that followed the guidelines and entered
 the data into the online system. The great majority of the schools involved in the programme followed the
 guidelines successfully. Lindens Primary and Jane Lane Special School are two schools participating in the Full
 Force Programme for which we do not have data. This was also the case for six schools participating in the
 Next Generation Programme
- In all schools, we invited parents, teachers and lunchtime supervisors to provide their feedback 4 months after
 the Programme begun. In addition to general comments, we have collected their answers to a set of questions
 about effectiveness of the programme, transfer of its effects to the home environment, and the effects (if any)
 on participating children's parents and siblings. The responses to these programme questionnaires are
 included in this report.

XXXXXXXX Full Force Results





Full Force Programme

On the next page, Figure 1 shows the results for each school that took part in the Full Force Programme. This figure shows the mean percentage of children who chose to eat fruit (orange bars) and veg (green bars) at the midmorning snack-time at the end of the Intensive Phase. Results, based on record cards completed and on online data recorded by teachers in each class, show that a high percentage children consumed at least one portion of fruit and one portion of veg provided by the Food Dudes at the end of the Intensive Phase in all participating schools.

Overall 93% of children consumed fruit and 89% consumed vegetables

These results are impressive and illustrate the commitment from schools in XXXXXXX and their pupils to the Food Dudes Programme and to leading healthier lifestyles.



Full Force Programme: Results Across Individual Schools at the End of Intensive Phase of Food Dudes



Figure 1: Percentage of children consuming a portion of fruit and a portion of veg at mid-morning snack-time in 25 individual XXXXXXX schools that took part in the Food Dudes Full Force Programme

XXXXXXXX Next Generation Results



Next Generation Programme



Overall 94% of children consumed fruit and 88% consumed vegetables

These excellent results demonstrate the commitment from schools in XXXXXXX and their pupils to the Food Dudes Programme and mirror those achieved by older children in Full Force schools.

Next Generation Programme: Results Across Schools in Intensive Phase



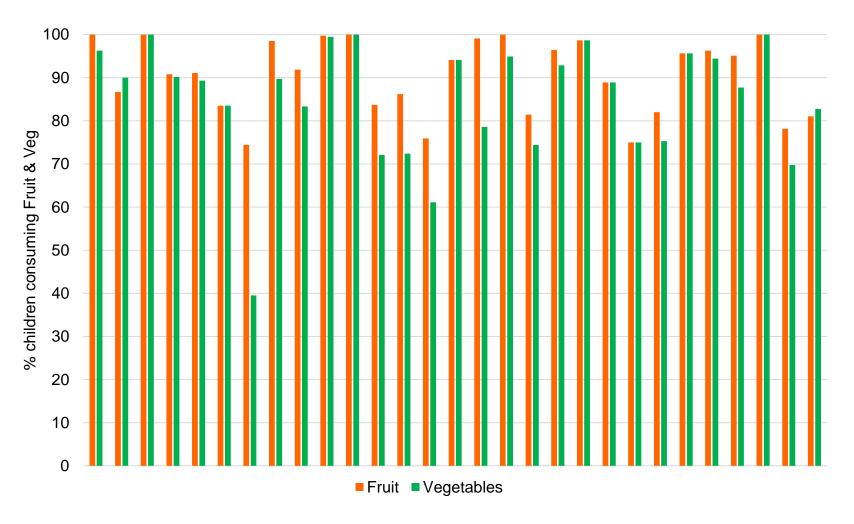


Figure 2: Percentage of children consuming fruit and veg at mid-morning snack-time in 29 individual XXXXXXX Reception classes that took part in the Food Dudes Next Generation Programme.

Primary School Programme Questionnaires

Parents

TE D

Programme Questionnaires: Overview



To assess the effectiveness of the Food Dudes Programme in primary schools in XXXXXXX, we issued programme questionnaires to parents, teachers and lunchtime supervisors. This was done in early March and June, after each school had been taking part in the Programme for four months or longer.

These questionnaires helped us to learn which part of the programme children liked the most, what teachers and parents thought was particularly effective and well received, and most importantly whether the eating habits of children and their families changed as the result of the programme.

The latter information allows us to estimate the effects that the Food Dudes programmes may have had in children's homes, and whether healthier eating was achieved outside of the school gates.

Parents' Programme Questionnaire Responses

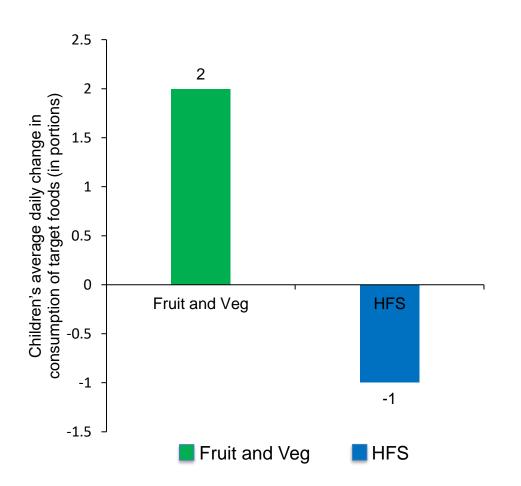




- 96% of parents agreed that it would be beneficial for the health of children if Food Dudes were introduced into all Primary Schools.
- 89% of parents reported that the Food Dudes programme had a positive impact on their child's eating behaviour.
- 69% of parents reported that their child has asked them to buy more fruit since the Food Dudes programme began.
- 50% of parents reported that their child has asked them to buy more vegetables since the Food Dudes programme began.

At Home: Changes in Children's Eating Habits





90% of parents reported their child ate more fruit and veg.

73% of parents reported their child ate fewer foods high in fat and sugar.

On average, parents reported that their child ate:

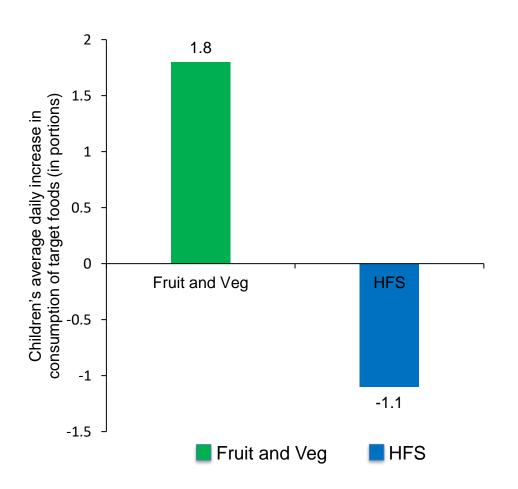
- 2 extra portions of fruit and veg
- 1 fewer portion of foods high in fat and sugar

as a result of the Food Dudes!

Figure 3. Average number of extra or reduced portions of fruit & veg, and foods high in fat and sugar (HFS) consumed by children after the Food Dudes programme, as reported by parents.

At Home: Changes in Family Members' Eating Habits





83% of parents reported their family members ate more fruit and veg.

66% of parents reported their family members ate fewer foods high in fat and sugar.

On average, parents reported that their family members ate:

- 1.8 extra portions of fruit and veg
- 1.1 fewer portion of foods high in fat and sugar

as a result of the Food Dudes!

Figure 4. Average number of extra or reduced portions of fruit, veg, and foods high in fat and sugar (HFS) consumed by family members after Food Dudes Programme, as reported by parents.

Primary School A Selection of Written Feedback from Parents



"This is a very good Programme. My children are more enthused to eat more fruits and vegetables. This should be in all schools."

"It has helped my child to eat fruit and consume less unhealthy snacks."

"My son now eats raw veg which he would not do before. He eats his green superfood and leaves behind his chocolate bar; result! Thank you."

"It was a good Programme because my son has since opted to try some vegetables he would normally not eat. And as for fruit, he eats a whole lot now."

"I thought it was fantastic. My child was hesitant about trying certain vegetables at home, however at school they were willing to try. It has also encouraged me to send more vegetables in the boxes provided for lunch."

"We were very pleased about the Programme. It opened the subject up for healthy eating and my son was pleased and introduced me to the Food Dudes. It made eating fruit and vegetables more interesting. In our house we now eat sweetcorn, broccoli and carrots thanks to the Food Dudes. Understanding nutrition is as important as adding numbers for us, and very important for a healthy life. Thank you."

Primary School A Selection of Written Feedback from Parents



"Really enjoyed trying new foods at school. Will now try more at home."

"My child already eats plenty of fruit and vegetables. The Programme has helped enforce how important they are in your diet, and made him ever more aware."

"As a family we eat very healthy already. However, I welcome the extra encouragement that has been given. My daughter no longer wants a chocolate treat "like the other kids" in her lunch box!"

"This Programme is really good. It's not only teaching students, but also teaching parents and other family members how to be a healthy person. That is helpful for everyone."

"I thought that it was a fantastic Programme that got my daughter very motivated to eat more fruit and veg. Thank you."

"The kids have started to eat fruit which me, as a parent, could not get them to eat. They have realized how nice some fruit and veg are also. It is a great idea. It has also made us, as a family, cut down on junk and eat more fruit. Thumbs up! Keep it up!"

Primary School Programme Questionnaires

Teachers

Teachers' Programme Questionnaire Responses



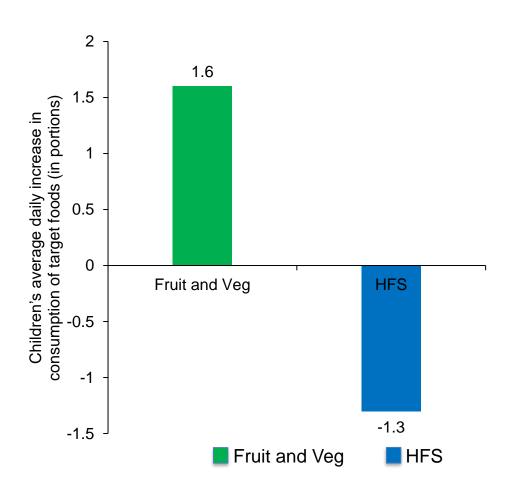


We received completed questionnaires from 35 teachers in the participating schools.

- 100% of teachers reported that children in their class enjoyed the Food Dudes programme.
- 85% of teachers reported that the Food Dudes programme has had a positive impact on the eating habits of the children in their class.
- 73% of teachers reported that they think it would be beneficial for the health of children if Food Dudes were introduced into all Primary Schools.

At School: Changes in Children's Eating Habits





91% of teachers reported that children ate more fruit and veg.

89% of teachers reported that children ate fewer foods high in fat and sugar.

On average, teachers reported that children ate:

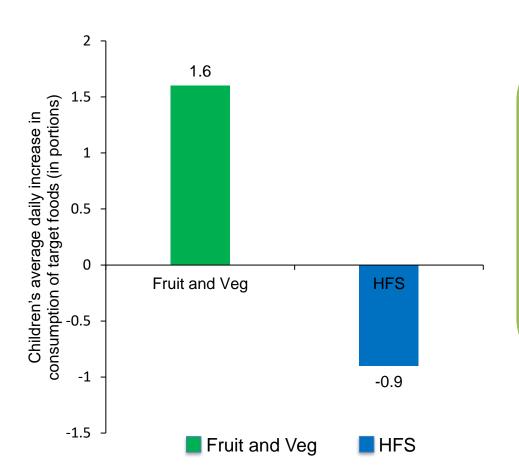
- 1.6 extra portions of fruit and veg
- 1.3 fewer portion of foods high in fat and sugar

as a result of the Food Dudes!

Figure 5. Average number of extra or reduced portions of fruit, vegetables, and foods high in fat and sugar (HFS) consumed by children after the Food Dudes programme, as reported by teachers.

Changes in Teachers' Eating Habits





78% of teachers reported that they ate more fruit and veg.

59% of teachers reported that they ate fewer foods high in fat and sugar.

On average, teachers reported that children ate:

- 1.6 extra portions of fruit and veg
- 0.9 fewer portion of foods high in fat and sugar

as a result of the Food Dudes!

Figure 6. Average number of extra or reduced portions of fruit, veg, and foods high in fat and sugar (HFS) consumed by teachers after the Food Dudes Programme.



Primary School A Selection of Written Feedback from Teachers

"The children enjoyed taking part and it was enjoyable watching them take part. We had lots of interesting discussions."

"This was a positive Programme for the children. Children's awareness has increased and some children that didn't eat any fruit or vegetables now eat a portion a day. Some children have finished their level 7 card for a while and have not been able to progress. It would be nice for them to do so as they have enjoyed their experience so far."

"Was very useful, got lots of information."

"The children thoroughly enjoyed Food Dudes."

"Excellent Programme, children really enjoyed it."



The Food Dudes Effects at Home Summary



Children

There were large increases in children's consumption of fruit and veg at home and substantial concomitant decreases in their consumption of foods high in fat and sugar.

Home

Most parents of children attending XXXXXXX schools reported that Food Dudes were effective in changing their own eating behaviours.

Overall, a great majority of parents were happy with the programme and all its components.

Family

The effects on family's consumption mirrored those seen for the children, with increases in eating of fruit and veg and decrease in eating foods high in fat and sugar.

Primary School Programme Questionnaires

Lunchtime Supervisors

Lunchtime Supervisors' Programme Questionnaire Responses



We received feedback from 15 Lunchtime Supervisors from the 6 schools

- 100% of lunchtime supervisors reported that they thought the Food Dudes Level Cards encouraged fruit consumption in children.
- 100% of lunchtime supervisors reported that they thought the Food Dudes Level Cards encouraged vegetable consumption in children
- 100% of lunchtime supervisors reported that Food Dudes has a positive impact on the eating habits of children in their school.
- 100% of lunchtime supervisors reported that they thought it would be beneficial for the health of children in the UK if Food Dudes were introduced into all primary schools.
- They reported that an average of 83% of children were choosing fruit and vegetables from school meals to eat at lunchtime every day.
- They reported that an average of 70% of children brought fruit and vegetables from home to eat at lunchtime every day.
- They estimated that an average of 79% of children used their Food Dudes boxes to bring fruit and vegetables from home.

A Selection of Written Feedback from Lunchtime Supervisors



"I think it was very positive. It's making many of the children eat a lot more healthier."

"Good training."

"Some of the children really enjoy finding out how many ticks they need until they get their prize."

"In general it's very good. All round the children really enjoy the Food Dudes and I see many children now bringing fruit and veg in their lunch boxes."

"Most children bring fruit and veg into school even on days when we don't stamp cards. Children all like getting the rewards."

"It has been very positive and encouraged many children to try different types of fruit and vegetables, that they would normally don't want to. Many children now eat a lot more healthily."

"It has encouraged children to try what they would not try at home. A lot of children now realise that they like most fruit and vegetables."

"I have noticed all the children now eat fruit and veg at lunchtimes and enjoy it."

"I think the Food Dudes Programme has had a positive impact on changing the eating habits of the children to eat more healthily."

Food Dudes in Pictures







Beautiful wall displays from XXXXXXX XXXXX Primary School







Fabulous snack-boxes from XXXXXXX XXXX XXXXX







Community event organised by Food Dudes at XXXXX XXXXX School

Food Dudes Programmes New for 2014/15



As part of the constant development and improvement of the Food Dudes Programme the following changes will be implemented across Food Dudes schools in 2014/15:

- Creation of a core "In School Team" consisting of the Head Teacher, In School Coordinator, Data Dude and Lead Caterer to further embed the Food Dudes programme within the school
- New "Data Dude" role in school to ensure quality and timely data are collected
- Modified transition between Intensive Phase and Maintenance Phase to greater influence the transfer of results to home
- Updated high quality rewards
- Stronger communication and relationships with parents and families
- Stronger communication and relationships with caterers
- Introduction of a Food Dudes School Accreditation Scheme
- Introduction of additional mechanisms, including curriculum links, to ensure the Food Dudes healthy eating culture school is fully embedded in the school.





Conclusion



Food Dudes Programmes in XXXXXXX have been very effective and well received in all Primary Schools.

The results were excellent for all Programmes with average consumption rates of 93% of children consuming fruit and 89% of children consuming vegetables for the Full Force Programme, 94% of children consuming fruit and 88% of children consuming vegetables the Next Generation Programme.

Food Dudes would like to acknowledge exceptional support, both procedural and financial, that we have received from XXXXXXX XXX, school staff, and caterers.

Naturally, we would also like to thank all participating children and their parents for their enthusiasm, engagement and support.

All of the evaluations thus far conducted in XXXXXXX show that Food Dudes Programmes bring about large and sustained improvements in children's eating habits. This has not been achieved by any other Programme currently available in the UK or the rest of Europe and puts XXXXXXXX in the forefront of developments in this key area of Public Health.

