

Final Report

Phenomenom resources

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Delivery partner:

Edible Adventure Productions

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MT21018

Project:

Phenomenom resources (MT21018)

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Public summary

The objective of project is to impart the latest fresh produce R&D information to children for the each of the Australian Melon, Raspberry/Blackberry, Citrus and Avocado industries. Phenomenom is a suite of free digital teaching resources that increases positive exposure to Australian horticulture products by embedding vegetables, fruits, nuts and seeds across primary school subject areas of Science and Technology, English, the Arts, Health and Physical Education, Maths and Humanities.

The scope of this project includes investing industry-specific educational materials for primary and lower secondary year levels. This will be achieved through the creation of four new animated podcast episodes and supporting downloadable PDF resources. The materials are free to access and available for viewing and download on the Phenomenom website (phenomenom.com.au). An additional project output involves reporting on the impact of a targeted digital social media adoption program using ABC Education communications channels.

Research on past Phenomenom projects has identified the materials are helping to positively shift perceptions, to create conversation and to influence the type and variety of vegetables, fruits, nuts and seeds consumed in the home environment, with a benefit-cost ratio of 3.30 (MT18011). The format, length and content of the new materials created for this project are informed by the results of attitudinal and behaviour change research conducted for past Phenomenom projects (VG16018, MT18015 & ST19041).

Methodology

Edible Adventures Productions (EAP) worked collaboratively with Hort Innovation representatives through a resource production funnel involving the creation of topics, scripts, voiceover recordings, storyboards, asset development, animation, sound design and resource design. For the launch, a targeted digital social media adoption program spotlighting the new resources will use ABC Education channels. ABC Education houses the largest and most trusted collection of online teaching resources for primary and secondary educators with a combined audience of over 150,000 teachers. The aim is to drive/ track usage among teachers over a 4-to-6-week period and will commence in mid-April 2024 to avoid NAPLAN and ensure high visibility among teachers as they plan their Term 2 teaching materials.

Key outcomes

- School-aged children will have an increased openness to consuming Australian melons, raspberries/blackberries, citrus and avocados and request that their parents or caregivers add them to their normal diets.
- Teachers will have greater access to curriculum aligned resources promoting Australian melons, raspberries/blackberries, citrus and avocados across primary and secondary year levels. They will also recommend Phenomenom and Nomcast to their colleagues.
- Parents and caregivers will be more likely to purchase and consume Australian melons, raspberries/blackberries, citrus and avocados.
- For industry, a fostered link with Australian melons, raspberries/blackberries, citrus and avocados between the classroom and home environments and a demonstrated Return On Investment (ROI) for new and existing Phenomenom resources through targeted communications to teachers accessing the ABC Education portal.

Recommendations to the industry for future education initiatives

Findings from past research has shown Phenomenom to be an effective, widely adopted program that will help to positively shift perceptions of vegetables, fruits, nuts and seeds among children aged 8-12. Recommendations include:

- Curriculum updates to the entire suite of resources to align with the revised Australian Curriculum.
- Merge Phenomenom and Nomcast resources under a single umbrella brand that more explicitly communicates the benefits of the program to teachers – potentially through a Hort-wide centralised education platform.
- Continued exploration of opportunities to collaborate with ABC Education in the communication of the Phenomenom and Nomcast resources and continuing to add Nomcast resource packs with funding from Hort Innovation funds.

Keywords

Citrus; melon; raspberry; blackberry; avocado; Phenomenom; Nomcast; education; vegetables; children; health; teaching resource; nutrition; Australian curriculum; schools; kids; vegetable consumption; digital resources; education resources

Introduction

This aim of this project is to educate school-aged children about Australian melons, raspberries/blackberries, citrus and avocados using the Phenomenom and Nomcast programs, through the development of investing industry-specific materials for primary and lower secondary year levels.

Phenomenom is a program that embeds education around Australian horticulture products across subject areas of Science and Technology, English, the Arts, Health and Physical Education (HPE), Maths and Humanities for children in Years 2-10. A free digital program, it is comprised of webisodes, podcast episodes, PDF curriculum resources, classroom materials and teacher guidebook. Teachers can access the resources on the dedicated website (www.phenomenom.com.au), ABC Education (<https://www.abc.net.au/education/digibooks/phenomenom-webisodes/101852904>) and children/ families the webisodes on YouTube and podcast platforms. Funded by the vegetable industry and released in 2018 (VG16018), the main aim of the program is to address low consumption rates of Australian horticulture products amongst children through education. Just 4.3% of children in Australia are meeting the Australian Dietary Guidelines for serves of vegetables¹.

Historically most school-based initiatives promoting food in schools have been heavily focused on the need to eat a healthy and balanced diet (refer to Appendix 2, VG16018 Final report). Despite teachers being strongly in favour of encouraging children to eat more vegetables (refer to Appendix 3, VG16018 Final report), they feel that there aren't enough resources and lack confidence in teaching about food and nutrition in the classroom (refer to Appendix 3, VG16018 Final report).

Phenomenom and Nomcast pioneer a new approach to food education that aims to increase positive exposure to Australian horticulture products amongst children, their teachers, parents and caregivers. It draws on research that shows avoiding explicit health messages works better with kids. Instead, it takes a curiosity-led approach by incorporating entertaining and fun audiovisual materials that facilitate opportunities for deeper learning through lesson plans and activities. Recent updates to the National Curriculum support the pioneering Phenomenom approach, with instructions to remove language that places a moral value on food (e.g. healthy/unhealthy, good/bad, occasional or sometimes food) and instead cultivate curiosity.

Phenomenom also removes barriers to teacher uptake including the need for training or requiring extra room in a curriculum that is often overcrowded.

The original program launched in May 2018 and drew national media coverage, was profiled as a top education innovation by Finnish organisation HunderED and won the 2018 Parents' Voice 'Fame' award for best healthy eating initiative. Originally a 25 springboard webisode and 50 PDF curriculum resource pack hosted on a dedicated website, the program has been enhanced and added to by the mushroom and onion industries (MT18015, VN20008) and as part of the Hort Innovation-wide The Good Mood Food campaign in 2020 (ST19041).

In the home environment, research has identified that Phenomenom is openly received by both parents and children as an engaging and insightful resource, helping to positively shift perceptions, to create conversation and to influence the type and variety of vegetables consumed. In the classroom, teachers report that they would use the webisode and Nomcast as classroom resources in the future and were highly likely to share the resource and recommend it to others. Students learnt something new after exposure & were specifically interested in learning about food & nutrition (Appendix 4, MT18015 Final report).

¹<https://www.abs.gov.au/statistics/health/health-conditions-and-risks/dietary-behaviour/latest-release>

Methodology

The methodology used for this project is similar to past projects and is supported by the findings of Clear Horizon's independent evaluation of past Phenomenom projects (Appendix 2, ST19041 Final report). The content of the outputs is refined to allow Hort Innovation and the project team to respond to the specific barriers of consumption associated with Australian melons, raspberries/blackberries, citrus and avocados, while ensuring that the education materials are effective at engaging the end target audiences of children, their teachers, parents and caregivers.

1. Resource production

Focus areas and topics

The aim of the content focus areas is to impart the latest fresh produce R&D information to children for each of the Australian Melon, Raspberry/Blackberry, Citrus and Avocado industries. These were compared against a gap analysis of existing Phenomenom resources at both subject and year levels and opportunities for resource improvement based on the results of past Phenomenom research reports (VG16018, MT18015 & ST19041).

Initial content brainstorm sessions involved Hort Innovation representatives and the core Edible Adventures Productions (EAP) team including Project Leader, Curriculum Specialist and script writer. Additional considerations for the content were to strike a balance between ensuring teachers would find the materials useful and students being open to consuming melons, raspberries/blackberries, citrus and avocados that extends beyond the classroom into the home environment.

The PDF resources materials use the new Nomcast episodes as springboards for lessons and activities, with a specific focus on Science, HPE, English, Mathematics and Technologies for upper primary and lower secondary year levels. The plan for classroom material including themes, synopses and subject areas were all presented to Hort Innovation representatives for approval.

Episode 15: Melons

The sun is hot and the melon moon is rising in the sky. Melons are a symbol of summertime for many people, with the sweet smiles of watermelon or cool rockmelon and honeydew bites.

Subject areas: Years 4-6 arts, science and humanities.

Resource: Starting with an exploration of the colours, shapes, textures and taste of different types of melons. Then one of three Melon activity suggestions: a design based on the colours, shapes and textures of melons; a short talk, podcast or video to explain the science behind seedlessness; and ancient Egypt.

Episode 16: Citrus

Citrus peel is full of essential oils and nutrients, and we can use it in so many ways.

Subject areas: Years 7 & 8 science and technologies.

Resource: Exploring student experiences of citrus fruit, the lesson focusses on food waste and how citrus peel has a wide variety of uses. Activities include making a citrus oil and skin scrub, and an exploration of citrus chemistry in the lab.

Episode 17: Raspberries / Blackberries

Who's a berry and what's it all about?

Subject areas: Years 3-5 science and mathematics.

Resource: This lesson looks at the botanical science of aggregate fruits like raspberries and blackberries, as a way to open up extensions into geometry and a little artistic berry-blasting on the side.

Episode 18: Avocado

In 2017 the world was rocked by the latest media trend: memes about avocado on toast. But what makes a meme – and what makes it funny anyway?

Subject areas: Years 5-7 English.

Resource: This lesson looks into media literacy, social history and writing short silly stories about fruit'n veg.

Creative development

The simultaneous creation of scripted content together with the classroom materials is a key feature of the innovative Phenomenom methodology and maximises the potential for learning about Australian melons, raspberries/blackberries, citrus and avocado.

Research from past Phenomenom projects emphasises creative execution of the resource as key to capturing and retaining the attention of students (refer to VG16018 Final report Appendix 3). Other considerations from past research include the use of humour, music, clear topics, funny anecdotes and quizzes as effective devices to engage students. Scripts were developed in collaboration with Hort Innovation representatives and were approved prior to voiceover recording and animation.

Voiceover recording

The new Nomcast episodes are narrated by project lead, Alice Zaslavsky, a well-known broadcaster and author with a special interest in sparking curiosity in food among children. Additional character voices were voiced by a professional actor.

Animation

For the Nomcast episodes, character voices, narration and music were edited then storyboarded for Hort Innovation approval.

Sound design and engineering

Sound design followed the same style as previous animated Nomcast episodes. The theme music created for the original Nomcast series was re-used, and the sound design was created to maximise viewer and/ or listener engagement.

PDF resources

Four PDF resources (one supporting each contributing fund) were designed consisting of lesson plans and activities for teachers to provide their students. The format and design of the PDF resources follow the existing set of 67.

2. Delivery

The four new fund-specific materials are freely accessible across existing Phenomenom distribution platforms including website (all material), YouTube (animated Nomcasts) and Omny (audio only Nomcasts). The Nomcast episodes each have the following information attached in the description on the dedicated website (<https://www.phenomenom.com.au>):

- Short synopsis
- Episode credits
- PDF resource download
- Curriculum codes
- Closed captions for YouTube (to enhance accessibility)
- Cover artwork for YouTube (to enhance uptake)

The new materials will be available on ABC Education from mid-April 2024.

3. Launch

The materials created for this project are the first Phenomenom resources to be launched and disseminated using ABC

Education digital channels. ABC Education houses the largest and most trusted collection of online teaching resources for primary and secondary educators with a combined audience of over 150,000 subscribers across email and social channels.

The targeted digital social media adoption program aims to drive/ track usage among teachers over a 4-to-6-week period. The adoption program will commence in mid-April 2024 to avoid NAPLAN and ensure high visibility among teachers as they plan their Term 2 teaching materials. Early launch activities will feature the four industry specific episodes separately to highlight their benefits, including the subject and year levels. Once all four resources are launched, communications will highlight the benefits of the resources as a collection and draw attention to the existing library of Phenomenom and Nomcast resources. The episodes will be housed on the ABC Education platform, with external links to the resources hosted on the dedicated Phenomenom website (<https://www.phenomenom.com.au>).

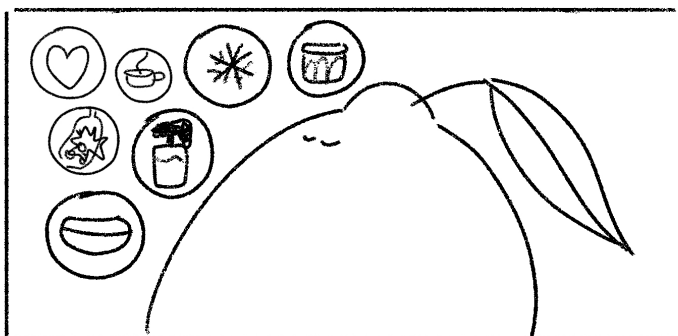


Image 1. Example storyboard for the Citrus episode

Results and discussion

The materials created for this project are publicly available but will not be launched until mid-April 2024, so it is too early to comment on their reach and effectiveness with the intended audiences (upper primary and lower secondary students, their teachers and caregivers).

Since the first Phenomenom project (VG16018), subsequent Phenomenom projects have benefited from a process of optimisation of the production processes, of the outputs and communication strategies. The animated Nomcast episodes, together with supporting PDF curriculum resource adopted for this project have previously been shown to be the most effective format for increasing the desire to try new vegetables, fruits, nuts and seeds (refer to ST19041 Final report).

Past projects have highlighted the need to reach a larger audience given that teachers are highly likely to use the resource weekly in their classrooms and share it with others after just a single exposure (refer to VG16018 Final report). Since 2018, Phenomenom resource usage has grown steadily with media coverage, education awards recognition, teacher professional development seminars, professional body recommendations (including the Australian Curriculum, Assessment and Reporting Authority - ACARA), platform recognition (YouTube Kids features, ABC Education) and word of mouth. That said, new Phenomenom materials often take months for growth to accelerate organically.

This is the first Phenomenom project that benefits from a closer association with ABC Education, the largest and most trusted resource provider for primary and secondary teachers in Australia. ABC Education in partnership with project lead Alice Zaslavsky, will be communicating the release of the 4 new fund-specific Nomcast resources to their 150,000 community online. If the association with ABC Education yields a significant increase in resource uptake, this enables new commodity-specific research to be disseminated with guaranteed uptake and as such, should be considered in any future R&D funding opportunities.

While the production processes for the creation of new Phenomenom materials are well-defined, in this project there were significant delays due to illness suffered by our regular illustrator/ animator. While the option of bringing on replacements was considered, it was agreed that maintaining the quality and consistency at the expense of speed was most important. One benefit of taking longer than expected, is that the launch will coincide with the optimal window during the school year for resource uptake - post NAPLAN, where teachers are relaxed and hungry for resources. Future projects will look to engage two or more illustrators/animators to avoid possible long delays due to illness or injury.

Outputs

The following outputs have been provided to Hort Innovation representatives and will be available for viewing on phenomenom.com.au:

Table 1. Output summary

Output	Description	Detail
4 x new Nomcast episodes plus 4 accompanying PDF resources	Four new Nomcast animated podcast episodes that highlights Australian melon (Episode 15), citrus (Episode 16), raspberry/blackberry (Episode 17) and avocado (Episode 18). The 4 x Nomcast episodes are designed to act as springboards for 4 x accompanying PDF resources for use by teachers linked to upper primary and lower secondary Science, HPE, English, Mathematics and Technologies Curriculum.	<p>Nomcast episodes are publicly available for viewing and/or listening on each episode page, Phenomenom YouTube channel and major podcast platforms with hosting on the Nomcast channel via Omny. Views, listens and analytics to be tracked using the YouTube Creator Studio and Omny platform.</p> <p>Episode 15: https://phenomenom.com.au/topic/super-humans/nomcast-episode-15-melons/</p> <p>Three Melons: Three Learning Activities: https://phenomenom.com.au/wp-content/uploads/Ph-Three-Melons.pdf</p> <p>Episode 16: https://phenomenom.com.au/topic/super-natural-science/nomcast-episode-16-citrus/</p> <p>Fabulous Food Waste: Citrus: https://phenomenom.com.au/wp-content/uploads/Ph-Citrus.pdf</p> <p>Episode 17: https://phenomenom.com.au/topic/super-humans/nomcast-episode-17-raspberry-blackberry/</p> <p>The World of Raspberry & Blackberry: https://phenomenom.com.au/wp-content/uploads/Ph-Raspberry-Blackberry.pdf</p> <p>Episode 18: https://phenomenom.com.au/topic/good-chat/nomcast-episode-18-avocado/</p> <p>Memojicado!: https://phenomenom.com.au/wp-content/uploads/Ph-Avocado.pdf</p> <p>Note: following the launch activities described below, the four episodes will also be available on ABC Education: https://www.abc.net.au/education/digibooks/phenomenom-nomcast/101852918</p>
Impact assessment report of these new and existing Phenomenom resources with teachers and children, using data gathered via the ABC Education online portal	Following launch activities utilising ABC Education communications channels including live Q&A with curriculum specialist and project lead and targeted digital program focusing on each of the 4 new episodes to drive/track and report on uptake, behaviour and usage among teachers	The launch activities have been slated to begin mid-April using ABC Education digital channels, this being the optimal time to launch resources for teachers following NAPLAN and still early enough in the school year to be integrated into lessons for terms 2, 3 and 4. ABC Education houses the largest and most trusted collection of resources for teachers, with a combined audience of over 150,000 teachers across digital communications channels. This section will be updated to include the findings of the impact assessment report in June 2024.



Image 2. Nomcast episode page from website

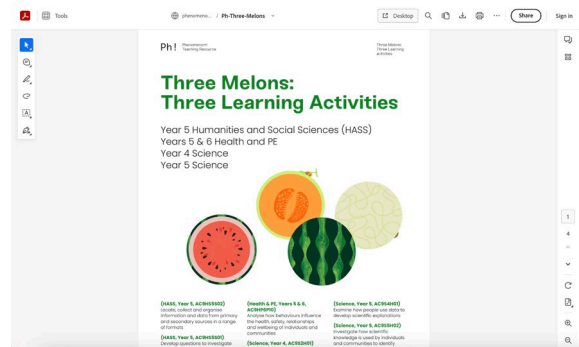


Image 3. PDF resource from website

Outcomes

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
Students have an increased awareness and exposure to Australian melons, raspberries/blackberries, citrus and avocados	SIP Outcome 1*: Demand. To broaden consumer awareness of Australian melons, raspberries/blackberries, citrus and avocados to increase consumption	Learn about the positive characteristics, nutritional benefits, and interesting features of Australian melons, raspberries/blackberries, citrus and avocados to increase consumption.	Outcome based on the results of past research into educational materials that use the same format (ST19041).
Students have increased openness to consuming more Australian melons, raspberries/blackberries, citrus and avocados	SIP Outcome 1*: Demand. To broaden consumer awareness of Australian melons, raspberries/blackberries, citrus and avocados to increase consumption	Stimulate student-led discussion with teachers, peers and caregivers about Australian melons, raspberries/blackberries, citrus and avocados and fostering a link and openness to consumption.	Past research: Students excited to try featured vegetables and fruits in the future after exposure to the resource (Appendix 1, ST19041 Final report).
Teachers have greater awareness and access to Australian curriculum aligned educational resources promoting Australian melons, raspberries/blackberries, citrus and avocados across primary and secondary year levels	SIP Outcome 1*: Demand. To broaden consumer awareness of Australian melons, raspberries/blackberries, citrus and avocados to increase consumption	The new episodes and resources created are freely available to teachers online via the Phenomenom website, and broadcast on ABC Education communication channels.	Past research: 76% of teachers indicated that they would be extremely likely to recommend Phenomenom as a teacher resource to their colleagues (Appendix 1, ST19041 Final report).
Parents and caregivers a positive changes in behaviour and intentions around purchasing and consuming Australian melons, raspberries/blackberries, citrus and avocados	SIP Outcome 1*: Demand. To broaden consumer awareness of Australian melons, raspberries/blackberries, citrus and avocados to increase consumption	Phenomenom has previously been shown to be an effective way to stimulate discussion about Australian horticulture products in the home environment, especially because it is designed to be listened to by children with their caregivers. Therefore the new materials could foster a shared willingness to try foods featuring Australian melons, raspberries/blackberries, citrus and avocados.	Past research: after watching a single Phenomenom episode, parents were more likely to purchase vegetables featuring in the episode (refer to Appendix 4, VG16018 Final report).
For industry, integration of Australian melons, raspberries/blackberries, citrus and avocados into classrooms and a fostered	SIP Outcome 1*: Demand. To broaden consumer awareness of Australian melons, raspberries/blackberries,	Phenomenom resources are seen as highly useful and trusted curriculum materials for teachers that lessen the load on a crowded curriculum.	Past research: Benefit-cost ratio of 3.30 (MT18011).

link to consumption at home for families	citrus and avocados to increase consumption	The high likelihood of usage in the classroom ensures that the value of the materials extends into the home environment to increase the frequency of consumption of Australian melons, raspberries/blackberries, citrus and avocados.	
For industry, a greater understanding of the impact of a targeted digital communication and adoption program on resource visibility and usage among the intended audiences	SIP Outcome 1*: Demand. To broaden consumer awareness of Australian melons, raspberries/blackberries, citrus and avocados to increase consumption	This project is the first to utilise ABC Education communications channels to broadcast the features and benefits of the lesson materials featuring Australian melons, raspberries/blackberries, citrus and avocados to over 100,000 Australian teachers.	Past Phenomenom projects have demonstrated a high likelihood of uptake after teacher exposure to the resource (Appendix 1, ST19041 Final report). Resource uptake for the four new teacher resources will be tracked against a targeted digital communication program specifically for Australian teachers and evidence will be updated in June 2024.

*The 4 investing funds share demand creation as SIP Outcome 1.

Monitoring and evaluation

This project adopts a similar program logic and methodology, found to be effective in past Phenomenom projects, to deliver the intended outcomes (Figure 1).

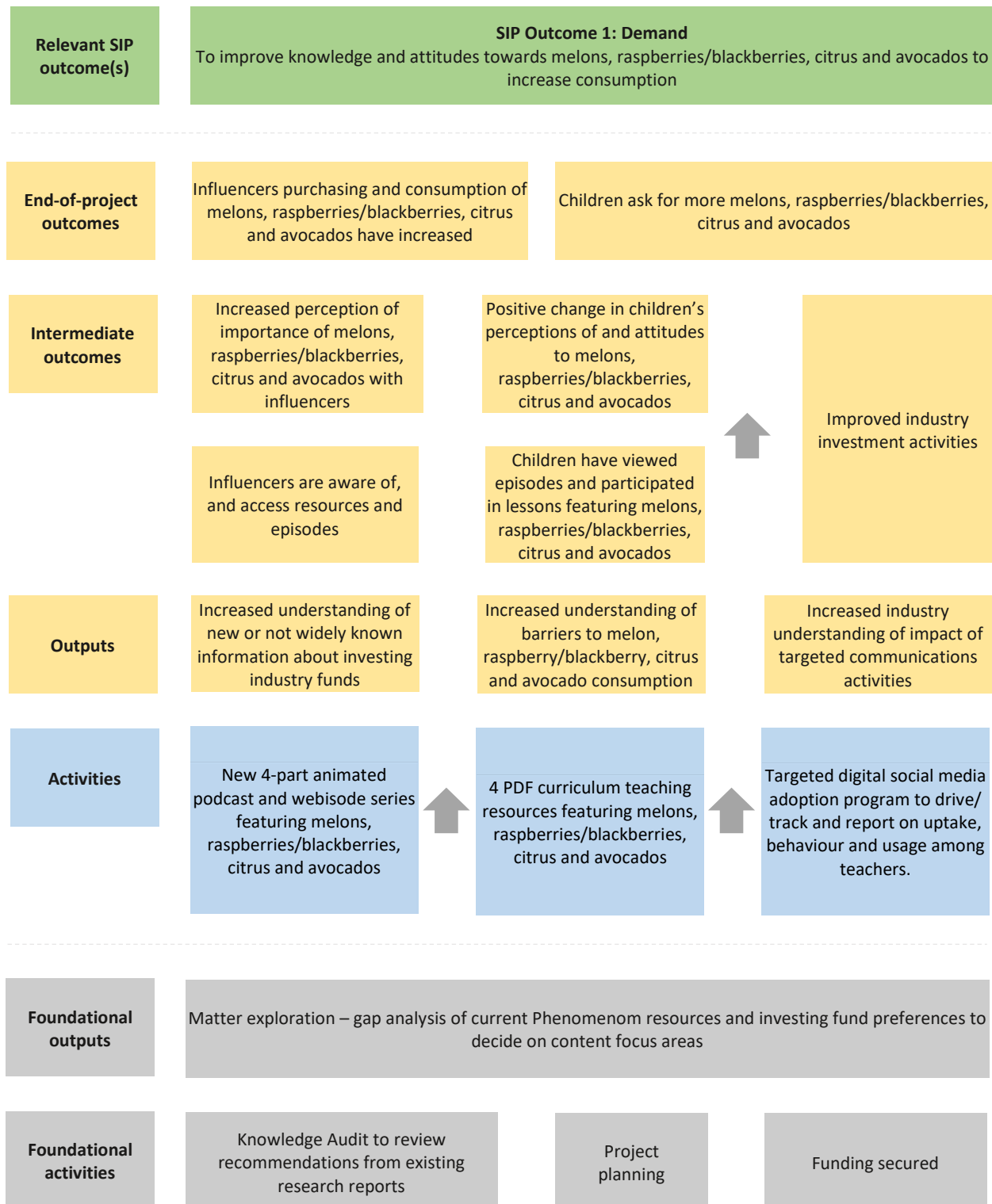


Figure 1: Program logic

Key measures of project performance are detailed in Table 3, however at the time of writing, the key outputs have not been launched publicly and project performance will be measured when this report is updated in June 2024. The launch is scheduled to take place in mid-April 2024.

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
<p>Effectiveness</p> <p>To what extent has the project achieved its expected outcomes?</p>	<p>The educational outputs created for the project fulfil the intended topic areas, format and executional considerations that have been shown to be effective in past Phenomenom projects. Furthermore, the impact assessment report due in June 2024 will understand the impact of coordinated digital communications to ABC Education’s online audience of Australian teachers searching for quality teaching resources.</p>	<p>Following the findings of the impact assessment report, investigate the potential for ongoing targeted communications of existing Phenomenom materials on ABC Education digital channels.</p>
<p>Effectiveness</p> <p>To what extent has the project improved knowledge and awareness of the role of Australian melons, raspberries/blackberries, citrus and avocados in a healthy diet?</p>	<p>The topic areas covered by the new episodes and PDF curriculum resources are explicitly linked to the role of Australian melons, raspberries/blackberries, citrus and avocados in a healthy diet and impart the latest fresh produce R&D information to children for the investing industry funds.</p>	<p>Follow-up research to gain further insights into how the refinement to content focus areas and execution have impacted resource uptake, attitudes and behaviour of the intended audiences.</p>
<p>Effectiveness</p> <p>To what extent have the project outputs been viewed and downloaded by intended beneficiaries?</p>	<p>Review after release of the materials in mid-April 2024 to provide accurate monitoring data. Monitoring data will be obtained from website and hosting platform analytics (ABC Education & Phenomenom website) and compared to past projects and comparable digital education resources in Australia. An impact assessment report of uptake following launch activities will be available in June 2024.</p>	<p>Review website analytics including views, listens and resource downloads in 6-12 months.</p>
<p>Legacy</p> <p>How sustainable are the outcomes of the project likely to be?</p>	<p>The new Nomcast series positions Australian melons, raspberries/blackberries, citrus and avocados as interesting, tasty and nutritionally beneficial. That narrative, when reinforced in other scenarios in their day-to-day lives, will likely ensure that the sustainability of demand for consumption will remain high.</p>	<p>Follow-up research to measure attitudes and behaviour towards Australian melons, raspberries/blackberries, citrus and avocados prior to, immediately following and 4-6 weeks after exposure to the resource.</p>
<p>Legacy</p> <p>What is the expected lifetime of the resources and their predicted usage?</p>	<p>Digital education resources enjoy a long life ranging from 10-20 years. Primary and secondary teachers tend to recycle high quality resources with each new cohort (refer to Appendix 3, VG16018 Final report) and word-of-mouth the most powerful and effective method of increasing usage. Based on Phenomenom website analytics, the resources will enjoy steady growth each year as more teachers are exposed to the materials.</p>	<p>The Australian curriculum codes for the teacher resources produced for this project align with the latest updates (November 2023).</p> <p>However the entire suite of Phenomenom PDF resources need to be reviewed and updated during 2024, or risk being out-of-date from late 2024 onwards.</p>

Recommendations

Findings from past research has shown Phenomenom to be an effective, widely adopted program that will help to positively shift perceptions of vegetables among children aged 8-12.

With the program enjoying a dedicated following of engaged teachers and expanding its reach and influence by featuring on ABC Education (the most trusted education platform in Australia), the following extension activities are recommended to maximise grower ROI:

- Curriculum updates to the entire past suite of resources. The Australian Curriculum was revised late in 2023 and the codes on the 67 existing PDF resources need to be updated. Bringing the existing set into line with the latest codes will allow professional teaching organisations to recommend them to their members. This enables teachers to preferentially adopt them into their classrooms. It is recommended that the revisions take place in the first half of 2024.
- Explore the potential to merge Phenomenom and Nomcast resources under a single umbrella brand that more explicitly communicates the benefits of the program to teachers.
- A Hort-wide centralised education platform to house Phenomenom and Nomcast resources together with other Hort-owned teacher resources.
- Continued exploration of opportunities to collaborate with ABC Education in the communication of the Phenomenom and Nomcast resources.
- Continuing to add Nomcast resource packs, similar in style and format to the project outputs through funding from Hort Innovation funds, to address the opportunity for more food and nutrition resources (nine in ten teachers surveyed as part of VG16018 want more food and nutrition resources).
- Professional development (PD) workshops targeting pre-service teachers and casual relief teachers (CRT). PD workshops have been recommended in past Phenomenom projects (Appendix 2, ST19041 Final report).

Other recommendations include:

- Future research to better understand any barriers to teacher uptake of Phenomenom resources.

Refereed scientific publications

None to report

References

- Australian Bureau of Statistics The National Health Survey (NHS) 2022 <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/dietary-behaviour/latest-release>
- VG13090: A Strategy to Address Consumption of Vegetables in Children, CSIRO.
- VG16018: Educational opportunities around the perception of, and aversion to, vegetables through digital media, Edible Adventures Productions.
- MT18015: Phenomenom extension project, Edible Adventures Productions.
- MT18011: Full impact assessment report: Educational opportunities around the perceptions and aversions to vegetables through digital media (VG16018), AgEconPlus.
- ST19041: Phenomenom – The Good Mood Food Module, Edible Adventures Productions.

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