

Final Report

Evidence-based education program to support increased vegetable consumption in children

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Project:

Evidence-based education program to support increased vegetable consumption in children (VG22005)

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Public summary

VegInfluencer was an innovative program with a clear mission: to empower child settings-based experts and health professionals with the knowledge, resources, and tools needed to boost children's acceptance and consumption of vegetables. This project built on the foundation laid by the VegKIT project and brought a fresh, engaging approach, placing growers (farmers) at the heart of educational efforts.

The primary objectives of VegInfluencer were to achieve widespread market penetration through the viral #VegInfluencer TikTok campaign, maximize exposure of available resources and to educate key target groups, including child settings-based experts, health professionals, families, and growers. The ultimate goal was to increase the awareness and utilisation of VegKIT resources and, most importantly, enhance children's vegetable intake.

In addition to the TikTok campaign which achieved unprecedented success in educating the community, engagement of key target groups was achieved through the following approaches:

- Attendance at relevant conferences.
- Attendance at events where children are the target audience.
- Restructuring of the VegKIT website to improve user experience.
- eDM newsletters sent to increase awareness of the VegInfluencer project and access to the VegKIT website.
- Refinement of existing and development of new resources.

Resources developed over the life of the project, including program and resource guides, information sheets, recipes, supporter toolkits, and social media packs, can be accessed at www.vegkit.com.au, categorized by the intended target audience.

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Keywords

Australian children, vegetables, vegetable intake, child-based professional, educator, teacher, child-care manager, health professional, dietitian, nutritionist, grower, farmer.

Introduction

Children's vegetable consumption has stagnated far below recommendations outlined in the Australian Dietary Guidelines¹. Consecutive health surveys demonstrate children are not consuming enough vegetables. In fact, only one in twenty Australian children are eating the recommended amount².

Establishing healthy eating patterns as a child, including adequate consumption of vegetables, is essential to forming good dietary habits that help prevent negative health outcomes during childhood and later in life.

A considerable amount of effort and funding was previously invested in the development of best-practice guidelines to increase children's vegetable consumption across various out-of-home settings including long day care, schools and healthcare. This project sought to utilise the learnings, expertise, resources and tools already developed (notably from VegKIT) to address the declining vegetable consumption in children by broadening dissemination while also developing complementary, innovative tools and resources.

Project lead Nutrition Australia and partner VEG Education were well placed to respond to the challenge to lift ailing vegetable consumption amongst Australian children given their long-standing history of working with these settings and extensive pre-existing stakeholder networks.

This project aligns with the following outcome / strategy from the Vegetable Industry Strategic Investment Plan 2022-26:

- Outcome 2: Demand creation: Demand creation supports the Australian vegetable industry to develop existing and future domestic and international markets.
- Strategy 4: Support vegetable product differentiation and initiate stakeholder education initiatives (e.g. health benefits).

The potential long-term impacts of this project include:

- Increased confidence and capacity of child settings-based experts and health professionals to promote vegetables.
- Increased child settings-based expert and health professional sector implementation of the evidence-based approaches to increasing children's vegetable consumption.
- Increased consumer (children and families) knowledge and confidence to consume vegetables.
- Vegetables will be positioned as an important component of a healthy diet in children.

References:

1. Australian Government Department of Health 2024, *Australian Dietary Guidelines Summary Book*, Australian Government Department of Health, viewed 05 July 2024, <https://www.eatforhealth.gov.au/sites/default/files/files/the_guidelines/n55a_australian_dietary_guidelines_summary_book.pdf>
2. Australian Bureau of Statistics 2022, *Dietary Behaviour*, ABS, viewed 05 July 2024, <<https://www.abs.gov.au/statistics/health/health-conditions-and-risks/dietary-behaviour/latest-release>>

Methodology

Nutrition Australia designed the project methodology to reach an audience of the key target groups. The methodology consisted of four phases over the twelve-month project period as outlined below:

- Phase 1: Project set up (month 0-1)
- Phase 2: Scoping and development (month 0-3)
- Phase 3: Implementation (month 3-11)
- Phase 4: Monitoring and evaluation (month 11-12)

Table 1. Detailed breakdown of each project phase and related activities.

Phase	Activity	Description
Phase 1: Project set up	Project reference group established, and terms of reference prepared in collaboration with Hort Innovation and the delivery partners of MT22006 and VG22003.	An initial meeting was facilitated by Hort Innovation on the 1 st of August 2023 with project leads from the delivery partners of MT22006 and VG22003.
	Risk register and M&E plan prepared.	Comprehensive project risk register and M&E plan prepared by the project team. Appendix 1, 2
Phase 2: Scoping and development	Report on program development, marketing and communications plan, digital strategy prepared.	A communications plan encompassing a social media strategy was developed by the project team. This included confirmation of audiences, identification of talent and video briefs for the social media campaign. Appendix 3
	Audience research conducted.	Baseline research of child settings-based experts and health professionals conducted to provide an understanding of their current knowledge related to how to increase vegetable intake as well as gather information on how these target groups prefer to receive education strategies. Appendix 4
Phase 3: Implementation	Launch event held.	Project leads and staff hosted project launch event with hosted project launch event with invited target audience at Velisha Farms. Appendix 5
	TikTok VegInfluencer campaign conducted.	TikTok campaign commenced December 2023 via @vegeducation TikTok page. Appendix 6
	Facebook Live sessions held.	Four 15-minute Facebook Live sessions designed to engage the target audience of child-setting cooks were held. Appendix 13
	VegInfluencer eDM Newsletter distributed.	A VegInfluencer eDM was distributed to Nutrition Australia and VEG Education mailing lists with the outcomes of raising awareness of

Phase	Activity	Description
		the project and driving traffic to the VegKIT site. Appendix 14
	Relevant conferences attended.	Project leads and staff attended Early Childhood Australia National Conference, Hort Connections and The Education Show National Conference, as well as The Little Food Festival, to engage with target audiences. Appendix 15
	New resources developed.	Existing VegKIT resources were refined, and new resources developed. Appendix 16-22
	VegKIT redevelopment / website enhancements completed.	Redevelopment of the VegKIT website to improve the user experience and promote the download of resources. Appendix 23
	Media coverage.	The VegInfluencer project was showcased in print and online media. Appendix 24
Phase 4: Monitoring and evaluation	Efficacy of project evaluated.	Efficacy of project has been evaluated in line with the M&E plan, including measurement and assessment of all activities such as web analytics, content downloads, share / spread of key messages and media coverage. Included in final report below.
	End of project stakeholder research completed.	The end of project survey was conducted with child settings-based experts and health professionals to understand the impact of the project on target audiences. Appendix 25
	Final report submitted.	Final report including key findings, outcomes and recommendations submitted to Hort Innovations 01 August 2024.

Outputs

Table 2. Output summary

Output	Listed in M&E Plan Y/N	Description	Detail
Risk register	Yes	Comprehensive project risk register and M&E plan prepared by the project team.	Appendix 1
Communications plan	Yes	A communications plan encompassing a social media strategy was developed by the project team.	Appendix 3
Audience research	Yes	Baseline research of child settings-based experts and health professionals was conducted and reported on.	Appendix 4
Launch day	Yes	Project leads and staff hosted project launch event with hosted project launch event with invited target audience at Velisha Farms.	Appendix 5
Suite of 105+ still photographs from farm, launch event and child focused settings to be utilized on social media, articles, website as required.	Yes	A folder containing still photographs captured throughout project has been created, with staff pictured signing Hort Innovation Talent Release Forms.	Appendix 27
TikTok & Instagram Campaign including 72 activations per month for 5 months with vegetable focused posts including VegKIT highlights, VegInfluencer videos, infographics and other relevant content. This will also include paid boosts to TikTok to generate maximum engagement with target audiences.	Yes	The Veg Influencer TikTok campaign has been completed, with key learnings identified in data report supplied by Heaton Digital. Link to VegInfluencer TikTok Campaign.	Appendix 6-12
4 x (15minute) Facebook Live sessions which demonstrate quick and easy recipe ideas for child setting focused menus by chef / culinary nutritionist.	Yes	4 x Facebook Live sessions were held throughout the project with a target audience of child settings-based cooks.	Appendix 13
VegInfluencer newsletter (to be embedded in eDMs) sent to VegKIT and NA subscribers.	Yes	eDM newsletter distributed to VegKIT mailing list as well as new subscribers from the VegInfluencer project.	Appendix 14
5 x digital factsheets / infographics for utilization with practical strategies for health/child settings-based professionals.	Yes	14 scalable recipes, 3 information sheets and 2 sets of social media infographics were developed throughout the project. These can be accessed directly from the VegKIT website: Long Day Care Resources	Appendix 16-20

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Output	Listed in M&E Plan Y/N	Description	Detail
		OSHC & Schools Resources Health Professionals Resources	
Health / child settings-based professional toolkit to be uploaded to the VegKIT website.	Yes	Toolkit designed for Health Professionals was developed and uploaded to the VegKIT website: Health Professionals Toolkit	Appendix 21
A grower's toolkit to support the promotion of the project and their farms into their local communities.	Yes	Toolkit designed for Growers was developed and uploaded to the VegKIT website: Growers Toolkit	Appendix 22
Newsletter articles in AUSVEG 'Australian Grower'.	Yes	Article included in AUSVEG Australian Grower Summer 18 th December, 2023.	Appendix 24, Page 2
Media coverage.	Yes	Article covering Launch Day – Wyndham Star AUSVEG Australian Grower Article LinkedIn Post – Jemma O’Hanlon LinkedIn Post – AUSVEG Instagram Post – Veg Education Instagram Post – Nutrition Australia Kiddipedia Article	Appendix 24
Attendance at 3 x Conferences (breakfast session, trade display, conference presentation etc.) at relevant health professional or child settings-based professional conferences.	Yes	The Early Childhood Australia Conference attended 2023. Little Food Festival attended 2024. Hort Connections attended 2024. The Education Show attended 2024.	Appendix 15
Reporting to Hort Innovation about website reach/engagement.	Yes	Reach & engagement data has been exported, showing the growth in access to the VegKIT site since the commencement of the VegInfluencer project.	Appendix 26
Changes to the VegKIT site map, page content, images etc to encourage uptake by end users of the VegInfluencer program, as required.	Yes	Following variations to the project agreement, further changes to site map were made.	Appendix 23
Embedding of the project profile within other campaigns the project team are involved in. For	Yes	During Nutrition Australia’s “Try for 5” campaign, CEO Lucinda Hancock attended the Veg Influencer Launch	Appendix 5

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Output	Listed in M&E Plan Y/N	Description	Detail
example Tryfor5 – NA’s National Nutrition Week campaign – inspires all Australians to eat more vegetables – social media campaign, new and engaging website annually, access to recipe collection, live cooking events, virtual farm tours, resources, veg tips and hacks.		event which provided opportunity for cross promotion of these projects.	
End of project audience research	Yes	The end of project survey was conducted with child settings-based experts and health professionals and reported on.	Appendix 25

Outcomes

Table 3. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
Intermediate Outcome: Target groups develop positive perceptions of vegetable promotion.	Outcome 2: Demand creation Demand creation supports the Australian vegetable industry to develop existing and future domestic and international markets. Strategy 4: Support vegetable product differentiation and initiate stakeholder education initiatives (e.g. health benefits).	Target audience of education sector, health professionals, growers and families were engaged throughout project via online and in person events and eDM newsletters. Detailed in Appendix 5, 6, 13, 14, 15.	The Veg Influencer project goals and methods were presented to 20 attendees from the education, healthcare, consumers and growers' sectors at the VegInfluencer Launch Day in October 2023. The VegInfluencer TikTok campaign reached over 480,000 views . 2,718 participants viewed the VegInfluencer Facebook Live events during February-April 2024. The VegInfluencer eDM was shared with over 8,000 recipients , with the average open rates (28.5%) and click rates (2.5%) higher than the average of similar eDMs (24.0%, 2.2%), indicating interest in the project and outcomes. 600+ children and their families were engaged with meaningful conversations around vegetable intake at the Little Food Festival. Attendees at The Early Childhood Australia National Conference, Hort Connections and The Education Show were directed to the VegKIT website for resources suitable for their setting.
Intermediate Outcome: Target groups have a suite of relevant and evidence based VegKIT resources to share and distribute in their settings.	Outcome 2: Demand creation Demand creation supports the Australian vegetable industry to develop existing and future domestic and international	Existing VegKIT resources remain on the VegKIT website. Some existing resources have been enhanced. New digital factsheets and infographics were	The VegKIT website received total of 4,902 views from January 2024-June 2024. 860 resources were downloaded from the VegKIT website in this time frame.

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	<p>markets.</p> <p>Strategy 4: Support vegetable product differentiation and initiate stakeholder education initiatives (e.g. health benefits).</p>	<p>developed and uploaded to the VegKIT website.</p> <p>The VegKIT website was enhanced to improve user experience and increase usage (downloads). This placed the VegKIT website in prime position as a 'one stop shop' for professionals within the target groups to access resources to increase vegetable consumption in children.</p> <p>Detailed in Appendix 16, 17, 18, 19, 20, 21, 22, 23, 26.</p>	
<p>End of Project Outcome: Target groups have increased confidence and capacity to promote vegetables.</p>	<p>Outcome 2: Demand creation Demand creation supports the Australian vegetable industry to develop existing and future domestic and international markets.</p> <p>Strategy 4: Support vegetable product differentiation and initiate stakeholder education initiatives (e.g. health benefits).</p>	<p>Knowledge and awareness of the problem (declining vegetable intake in children) has been improved through the VegInfluencer TikTok campaign which had unprecedented reach in target groups, as well as conference attendance, Facebook Live sessions and eDM distribution.</p> <p>Detailed in Appendix 6, 7, 8, 9, 10, 11, 12, 13, 14, 15.</p> <p>Awareness and usage of resources available to target groups has increased as a direct result of the project as determined in end of project stakeholder research and number of website views and resource downloads. These resources are designed to increase confidence of those in child-based settings to increase vegetable intake in children.</p> <p>Detailed in Appendix 25, 26.</p>	<p>The VegInfluencer TikTok campaign reached over 480,000 views. 2,718 participants viewed the VegInfluencer Facebook Live events during February-April 2024.</p> <p>The VegInfluencer eDM was shared with over 8,000 recipients, with higher than average open and click rates, indicating interest in the project and outcomes.</p> <p>The VegKIT website received total of 4,902 views from January 2024-June 2024. 860 resources were downloaded from the VegKIT website in this time frame.</p>

Monitoring and evaluation

Five key evaluation questions were posed in the Monitoring and Evaluation plan to measure overall success of the project. To what extent each key evaluation was achieved has been outlined below.

Table 4. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
To what extent has the VegInfluencer program supported target groups (health professionals and professionals working in childcare settings, growers, families) to promote vegetables in their settings?	<p>A key objective of the VegInfluencer project was to improve accessibility for the target audience to the VegKIT resources, which are designed to be easy to implement (therefore increasing the target audience's confidence to use them for their purpose of promoting vegetables in their settings).</p> <p>Target groups were supported to promote vegetables in their settings through accessing and implementing evidence-based resources housed on the VegKIT website. This was achieved using eDMs (targeting those who had signed up for VegKIT / VegInfluencer newsletters), the VegInfluencer TikTok campaign (targeting education professionals, healthcare providers and growers who are made up of a younger audience and likely to access social media) and Facebook Live sessions (targeting child based-settings cooks through private groups).</p> <p>Figure 1 shows a comparison of the target group's confidence to contribute to the increase of vegetable intake in children as a result of accessing VegInfluencer / VegKIT resources. This shows that confidence of respondents to contribute to the increase of vegetable intake increased overall after accessing VegInfluencer / VegKIT resources.</p>	Ongoing maintenance and promotion of the VegKIT website to target settings as an evidence-based resource 'hub'.

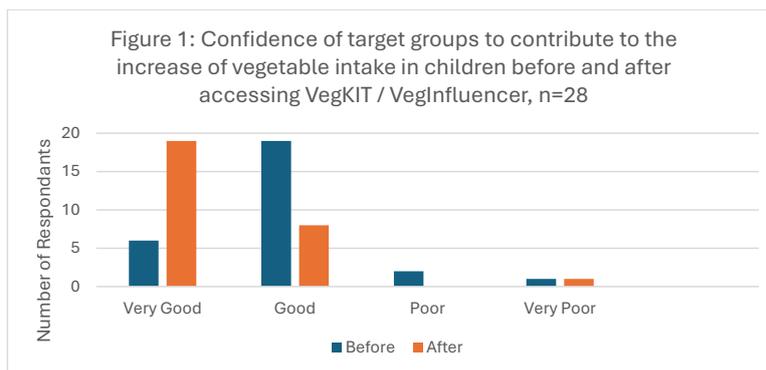


Figure 1: Confidence of target groups to contribute to the increase of vegetable intake in children before accessing VegInfluencer / VegKIT resources compared to after accessing the resources. n = 28.

Key Evaluation Question	Project performance	Continuous improvement opportunities
To what extent did the target groups find the VegKIT and VegInfluencer materials (videos and resources) to be relevant to promote vegetables in their settings?	<p>89% of respondents in the end of project survey agreed or strongly agreed that they would recommend the VegKIT website to other professionals in their setting, indicating they believe resources housed on the website to be relevant to achieve the goal of promoting vegetables in their settings.</p> <p>Figure 2 shows the number of survey respondents who would recommend the VegKIT website to other professionals in their setting.</p>	Ongoing maintenance and promotion of the VegKIT website to target settings as an evidence-based resource 'hub'.

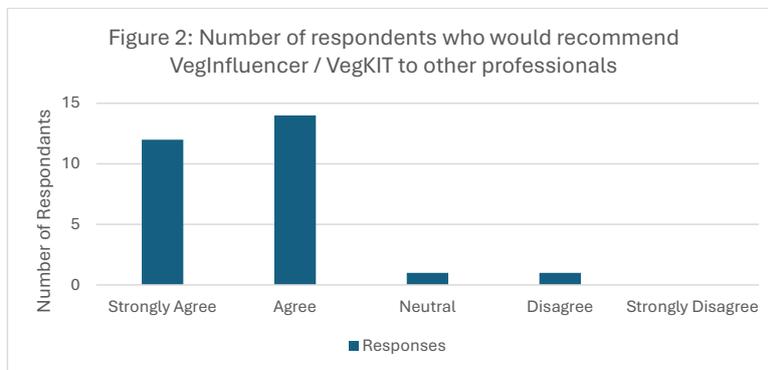


Figure 2: Number of target audience surveyed who would recommend resources to other professionals in their setting. n = 28.

Key Evaluation Question	Project performance	Continuous improvement opportunities
To what extent has the VegInfluencer program been successful in engaging target groups?	<p>Target groups were engaged through Facebook Live sessions, eDMs and in person event attendance as listed below, in addition to the main focus which was the VegInfluencer TikTok campaign.</p> <p>Hundreds of thousands of TikTok users have been reached, with an overall sentiment of positivity and a community feel.</p> <p>At the time of writing, over 900,000 views from paid advertising alone have been achieved. This number will increase to over 1 million views with the distribution of all paid advertising spend.</p>	<p>If this project was to be repeated or extended, an increased spend on the TikTok campaign would ensure target groups were continuously engaged.</p> <p>The existing TikTok campaign could include a call to action to encourage the engaged audience to register for the VegInfluencer newsletter, download and distribute resources from the VegKIT website.</p>
To what extent has the format of the program activities	A significant goal of the VegInfluencer project was to increase awareness of the VegKIT website and resources housed there, and in turn increase usage of the resources	Future projects could leverage off the success of the VegInfluencer social media

<p>such as conference attendance, Facebook Live sessions and resources been successful in supporting the target groups to uptake the VegInfluencer program?</p>	<p>as measured by website views and resource downloads. The following activities saw significant engagement with target audiences, boosting awareness of the resources as well as access which is shown in the number of website views and resource downloads, particularly over the final 6 months of the project. Spikes in website views also coincide with key events of the project as follows:</p> <p>Facebook Live sessions saw an audience of 2,718 participants in the target group of child settings-based cooks gain awareness of the VegInfluencer project and VegKIT resources.</p> <p>eDMs saw an audience of over 8,000 captivated recipients receive updates on the project. A large spike in VegKIT website traffic in January 2024 was attributed to the first eDM send date which included a call to action to visit the website.</p> <p>Conference attendance reached target groups and saw valuable conversations which supported target groups such as those in child-based settings (The Early Childhood Australia National Conference, The Education Show), growers (Hort Connections), and, most impactfully, children themselves and their families (The Little Food Festival) to access the VegInfluencer project and VegKIT website.</p> <p>The VegInfluencer TikTok campaign reached over 480,000 views.</p>	<p>campaigns and build on lessons learnt throughout the project including resourcing required to maintain and further develop the VegKIT site, utilization of clear CTAs within social media campaigns and utilization of sought after resources such as recipes. Further learnings specific to the social media campaigns include the type of content that resonates with viewers and best ways to reach our target audiences; a combination of TikTok videos, eDMs, and online events (Facebook Lives).</p> <p>Future attendance at events including or similar to The Little Food Festival, which align with the project's goals, would further support families to increase vegetable intake in children at a community / grassroots level.</p>
<p>Is the material being rolled out according to planned timelines?</p>	<p>All activities were rolled out on time.</p>	<p>N/A</p>

Recommendations

A number of key learnings and recommendations have arisen from the delivery of the 'VegInfluencer' project. These have been outlined below.

Summary of Learnings:

1. Resourcing is required to maintain the VegKIT website and to develop new resources.
2. Recipes are highly sought after; in particular scalable recipes from a credible source.
3. Social media can be valuable in engaging the target audience but requires a clear call to action and ongoing communications and engagement activities.
4. Newsletter eDMs are effective in increasing website traffic when a relevant call to action is included.
5. Children and families should be engaged and events that do so are beneficial as they place the child at the centre of conversations.

A continuation of the VegInfluencer TikTok campaign and extension activities should continue in order to further grow the awareness and knowledge of stakeholders. Recommendations for a project extension include:

1. Ongoing resourcing to maintain the VegKIT website.

The VegKIT website is recognized as an evidence-based hub of resources for child-based settings professionals, health professionals, growers, and families. To sustain this status, resourcing to complete maintenance of the website is required.

2. Maintenance of existing resources and development of a new suite of resources, tools and educational recipes.

As this project highlighted the desire within target groups for recipes that meet the Australian Dietary Guidelines and are accepted by children, a focus of future projects should be to leverage this need to create opportunities to provide the following health messaging to stakeholders along with recipes, among other suitable resources:

- The urgency of increasing vegetable intake in children,
- How to increase vegetable intake in children every day.
- And how to scale and tailor a recipe for different settings or situations.

3. Continuation of communications and engagement strategy leveraging off successes of this project, specifically:

- A 12-month TikTok campaign leveraging off the original VegInfluencer project which will ultimately create significant exposure, awareness and engagement for the vegetable industry.

Note the focus of future social media campaigns should be on awareness. A focus should also be placed on other aspects of the project which contributed to increased website traffic and social media campaigns could investigate potential methods to move followers from social media to these other aspects. An example would be to register for eDMs as, coming from well-known and credible brands within these settings (Nutrition Australia and Veg Education), this was incredibly effective in directing the target audience to the website (increasing website traffic).

- Paid advertising which would exponentially grow views and engagement throughout the campaign.
- eDMs to a growing database to achieve increased awareness of the project and traffic to the VegKIT website.

4. Representation at The Little Food Festival, or similar events, to increase vegetable consumption in the family and community setting.

As events such as The Little Food Festival were effective in opening conversations with families and the broader community around vegetable intake, pique interest in the matter and then direct to the VegKIT website, future projects should consider attendance at similar events to reach children, families, and the broader community.

Intellectual property

Intellectual Property Register attached as Appendix 28.

Appendices

Appendix 1: Risk Register

Appendix 2: Monitoring & Evaluation Plan

Appendix 3: Communications Plan

Appendix 4: Baseline Audience Research

Appendix 5: Launch Event Report

Appendix 6: TikTok Campaign Report

Appendix 7: Heaton Digital TikTok Report Month 1

Appendix 8: Heaton Digital TikTok Report Month 2

Appendix 9: Heaton Digital TikTok Report Month 3

Appendix 10: Heaton Digital TikTok Report Month 4

Appendix 11: Heaton Digital TikTok Report Month 5

Appendix 12: Heaton Digital TikTok Paid Advertising Report

Appendix 13: Facebook Live Report

Appendix 14: eDM Report

Appendix 15: Conference Attendance Report

Appendix 16: Recipes

Appendix 17: Information Sheet: Program and resource guide

Appendix 18: Information Sheet: Plan for and commit to success

Appendix 19: Information Sheet: Engaging with families

Appendix 20: Social Media Pack

Appendix 21: Health Professionals Toolkit

Appendix 22: Growers Toolkit

Appendix 23: VegKIT Website Enhancements Report

Appendix 24: Media Coverage Report

Appendix 25: End of Project Stakeholder Research Report

Appendix 26: Website Engagement Report

Appendix 27: Suite of Still Photographs

Appendix 28: Intellectual Property Register



Summary report: Facebook Live Sessions

VG22005: Evidence-based education program to support increased vegetable consumption in children (#VegInfluencer)

4 x 15minute Facebook Live sessions designed to engage the target audience of Child Setting Cooks were delivered. These sessions were advertised to private childcare cook pages, demonstrated quick and easy recipe ideas for the child settings and addressed audience questions. The sessions were recorded and able to be viewed at a later date.

Facebook Lives

Live host, recipe & topics	Live date	Viewers
<ul style="list-style-type: none"> • Ruby Williams (APD) • San choy bow (including vegetarian option) • How centres can boost vegetable content of children's meals and snacks • How children can get involved • Including variety • Q&A 	Tuesday 20 th February 2024	600
<ul style="list-style-type: none"> • Catherine Velisha (Director Velisha Farms and Veg Education) & Jennifer McLaren (APD) • Broccolini dip • Quick, easy recipes • Using 'sad' looking vegetables • Snacking on vegetables • VegKIT resources • Q&A 	Thursday 7 th March 2024	795
<ul style="list-style-type: none"> • Ruby Williams (APD) • Carrot cake bliss balls • Keeping vegetables accessible for children to eat • How children can get involved • Nutrients required for children's development • Balanced snacks including vegetables • Q&A 	Tuesday 19 th March 2024	724
<ul style="list-style-type: none"> • Tess Leeder (Mum) & Jennifer McLaren (APD) • Sweet potato mini pizza • Making vegetables fun • Getting children to help in the kitchen and growing their confidence early • Allowing children to choose the vegetables they eat • Classroom activities • Q&A 	Monday 15 th April	599



Facebook Live Overview

The Facebook Live sessions were well received. Presenters had a range of backgrounds and brought widespread knowledge to the sessions, including:

- Ruby Williams, an Accredited Practising Dietitian experienced in social media engagement with a background in culinary nutrition.
- Catherine Velisha, Director of Velisha Farms and Veg Education.
- Jennifer McLaren, an Accredited Practising Dietitian with a background in nutrition for active children.
- Tess Leeder, a Mum working in nutrition.

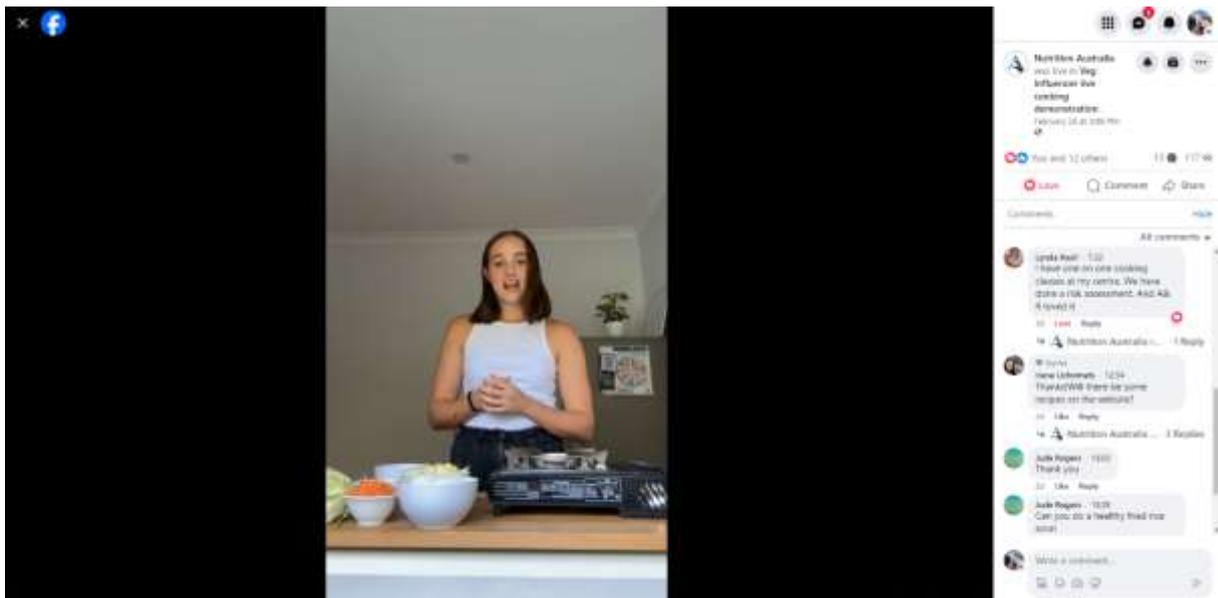
During the 15-minute interactive videos, simple recipes which were nutritionally suitable scalable for the early childhood setting were shared.

Questions and comments from the audience included:

- Where to find recipes.
- Centre specific rules for including children in food preparation as an activity.
- Requests for future recipes.
- Ingredient substitutions for allergies.

Key Learnings:

- This has been a valuable way to share key messages of the project to the intended audience (early learning professionals, in particular cooks).
- Using Facebook Live as a platform effectively reached the target audience and gave the opportunity for questions to be answered in real time. In addition to this, the recording of the session allowed a much larger audience to be reached.
- Advertising sessions as part of a 'series' increased the number of attendees.





Summary report: VegInfluencer Newsletter

VG22005: Evidence-based education program to support increased vegetable consumption in children (#VegInfluencer)

The VegInfluencer Newsletter is shared via eDM with the VegKIT eDM database as well as new subscribers (8,859 total recipients as of July 2024), with the goals of expanding the reach of the project and driving traffic to vegkit.com.au.

VegInfluencer eDMs saw above average open rates (average of 28.5% as compared to an average of 24.0% for similar eDMs) and click rates (2.5% as compared to an average of 2.2% for similar eDMs). These rates show interest in the project and links shared within emails to subscribers such as the VegKIT website and VegInfluencer TikTok campaign.

eDMs

eDM topics	Send Date	eDM recipients	eDM opens	eDM clicks
<ul style="list-style-type: none"> Welcome to Veg Influencer About the project About the VegKIT website Launch Day Summary ECA Summary CTA: follow us on TikTok 	January 2024	8,204	2,890 (35.2%)	498 (6.1%)
<ul style="list-style-type: none"> New ABS data Keep an eye out for new resources coming soon CTA: follow us on TikTok 	February 2024	9,186	2,029 (22.1%)	167 (1.8%)
<ul style="list-style-type: none"> Facebook Live events coming up! CTA: join our events 	March 2024	9,108	2,179 (23.9%)	139 (1.5%)
<ul style="list-style-type: none"> Final Facebook Live event coming up! CTA: join our events 	April 2024	9,047	2,030 (22.4%)	115 (1.3%)
<ul style="list-style-type: none"> New toolkits available CTA: make use of our new toolkits for HCP and growers and share with your colleagues 	May 2024	8,915	2,561 (28.7%)	235 (2.6%)
<ul style="list-style-type: none"> VegInfluencer survey Conference update CTA: complete our project survey 	June 2024	8,458	3,315 (39.2%)	119 (1.4%)



Veg Influencer eDM 1:



[View this email in your browser](#)

Welcome to #VegInfluencer

Getting children to increase their vegetable intake can be challenging. That's why Nutrition Australia and Veg Education have partnered to present **#VegInfluencer**

#VegInfluencer is an innovative program designed to help you give our children a veg-tastic start to life. We're here to empower everyone within children's education and health and wellbeing (that's you!) to help kids eat more veg through the use of the amazing [VegKIT](#) resources.



We're here to make it easy and accessible.

[VegKIT](#) takes a **community-minded approach** to fostering a love of

vegetables. The website contains hundreds of easy-to-use resources including:

- setting specific **best practice guidelines for designing and implementing initiatives** to increase children’s vegetable intake
- relevant **supporting tools and materials**
- an **online [registry](#) of evidence-based initiatives** and reliable dietary advice for maternal, infant and early childhood years.



What we've been up to



LAUNCH - It was veg-tastic to have so many passionate childcare, healthcare and vegetable industry professionals join us for our launch day at Velisha Farms. Attendees learned about the program, experienced an amazing cooking demonstration by Alex from Cornersmith, and enjoyed a veg-filled lunch before wrapping up with a farm tour.

ECA CONFERENCE - The Early Childhood Australia National Conference in Adelaide attracts thousands of attendees each year. We held an exhibition booth where our team had the opportunity to meet those who work with children every day and enjoy many interesting conversations.





Veg-tastic things to come

Keep your eyes peeled for *#VegInfluencer* updates in 2024, including **NEW** resources for educators, teachers, centre management, cooks, healthcare professionals and families to support our children to eat more veg.

Anyone with the opportunity to impact children can be a *#VegInfluencer*.

**#VegInfluencers
are on TikTok!**



Follow us

@vegeducationau



This project has been funded by Hort Innovation using the vegetable research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

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VegInfluencer eDM 2:



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DID YOU KNOW

Only 1 in 20 Australian children are eating the recommended serves of vegetables...

Data released by the ABS in December confirmed only 4.6% Australian children meet vegetable recommendations! (1) We have an opportunity to shift these statistics and so do you.





Anyone with the opportunity to impact children can be a #VegInfluencer and have a positive impact their health. Join us to help make a change!

Follow us on TikTok for Veg-tastic tips and inspiration

Our **#VegInfluencers** have been sharing their favourite tips to help kids eat more veggies. Follow us on TikTok to see them in action! Join in by sharing your own tips or share ours with your friends and family to spread the word.

**#VegInfluencers
are on TikTok!**



**Follow us
@vegeducationau**



Visit [VegKIT.com.au](https://www.vegkit.com.au) for all things veg.

NEW resources coming soon

We recommend keeping the skin on your vegetables, but keep your eyes peeled for new and exciting resources to hit [VegKIT](https://www.vegkit.com.au) in the coming months. From checklists for those in Early Childhood Education & Care to recipes and fact sheets for Schools, Health Care Professionals and Families, there are resources, tips and tools for everyone.

Check out www.vegkit.com.au





**Hort
Innovation**

**Nutrition
Australia**



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1. <https://www.abs.gov.au/statistics/economy/price-indexes-and-inflation/consumer-price-index-australia/latest-release#data-downloads>

**Hort
Innovation** **VEGETABLE
FUND**

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VegInfluencer eDM 3:



[View this email in your browser](#)

Did you know only? 1 in 20 children eat the recommended servings of vegetables!

We're calling all long day care center cooks and childcare professionals to help us shift this statistic and become a Veg Influencer!

We're delivering a series of [FREE Facebook Live](#) cooking demonstrations and information sessions to help you discover different ways to encourage children to eat more vegetables. And you're invited!

What's on the menu?

During session TWO we'll be creating delicious broccolini dip and sticks. It's the perfect quick, easy and affordable snack solution to upping kids' veg intake!

We'll also share strategies for getting kids to eat more vegetables, such as creative preparation methods, engaging games and smart veggie swaps based on what you have available.

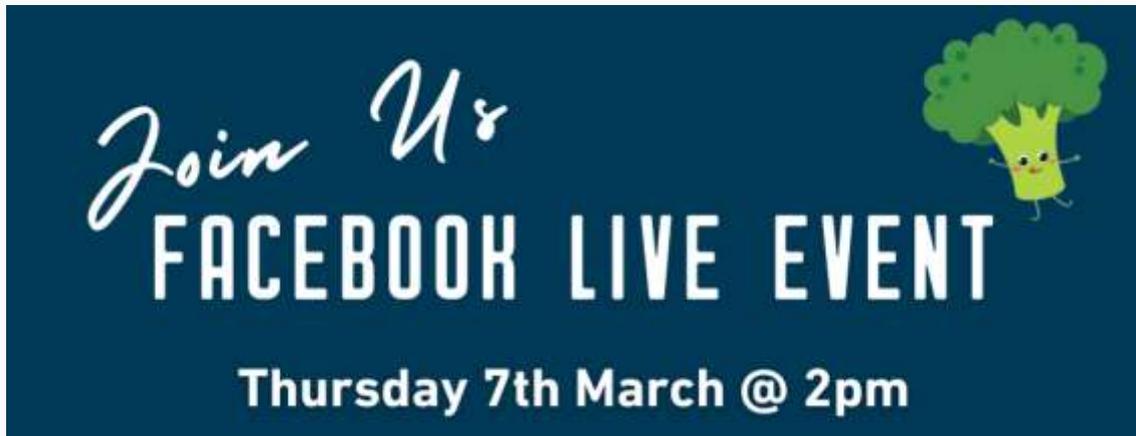
You'll learn all about Veg Influencer – our innovative new program with resources specifically designed for educators, teachers, center management, cooks, healthcare professionals, and families. Plus, there will be a Q&A session with our Accredited Practising Dietitian.

Hosted by Catherine Velisha, director of Veg Education & Velisha Farms, and Jennifer McLaren, Accredited Practising Dietitian at Nutrition Australia.

Join us on Thursday, March 7th, at 2 PM AEDT.



Anyone with the opportunity to impact children can be a #VegInfluencer.



Join Us
FACEBOOK LIVE EVENT
Thursday 7th March @ 2pm

[Click here to attend](#)



On the menu:

- Broccolini Dip
- Veggie swaps and preparation tips
- Q&A with an Accredited Practicing Dietitian

BE A
VEG  *influencer*
#veginfluencer
nutritionaustralia.org.au | veg.education.org.au | hortinnovation.org

We know that getting children to increase their vegetable intake can be challenging - which is why Nutrition Australia and Veg Education have partnered to present #VegInfluencer - an innovative new program with resources specifically designed for educators, teachers, centre management, cooks, healthcare professionals and families.

[Visit VegKit.com.au for resources, information and more](http://VegKit.com.au)



Follow us on TikTok for daily tips and inspiration [@vegeducationau](https://www.tiktok.com/@vegeducationau)

Anyone with the opportunity to impact children can be a [#VegInfluencer](https://www.tiktok.com/#VegInfluencer).



This project has been funded by Hort Innovation using the vegetable research and development levy and funds from the Australian Government. For more information on the fund and strategic levy investment visit horticulture.com.au

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VegInfluencer eDM 4:



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Join us for our FINAL **FREE Facebook Live** cooking demonstration and information session on MONDAY 15th April at 2pm where we'll help you discover different ways to encourage children to eat more vegetables.

What's on the menu?

Everybody loves pizzas! During our final session we will create fun veggie mini pizzas using sweet potatoes and [Carisma potatoes](#). This is an exciting way to get the kids in the kitchen and a recipe that can be scaled up for childcare centres! We'll also share strategies for getting kids to eat more vegetables, such as creative preparation methods, engaging games and smart veggie swaps based on what you have available.

You'll learn all about the innovative Veg Influencer resources specifically designed for educators, teachers, center management, cooks, healthcare professionals, and families.

Plus, there will be plenty of time for a Q&A session.

We're calling all long day care center cooks and childcare professionals to help us shift this statistic and become a Veg Influencer!



Join Us

FACEBOOK LIVE EVENT

Monday 15th April @ 2pm



[Click here to attend](#)

VEG  influencer

[Visit VegKit.com.au](http://VegKit.com.au) for resources, information and more

Follow us on TikTok for daily tips and inspiration [@vegeducationau](https://www.tiktok.com/@vegeducationau)

Anyone with the opportunity to impact children can be a [#VegInfluencer](https://www.tiktok.com/hashtag/VegInfluencer).



heatondigital



Hort
Innovation VEGETABLE
FUND

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VegInfluencer eDM 5:



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Alarming Decline: Fewer Children Than Ever Are Eating Enough Vegetables!

Help us give kids a healthier future by joining #VegInfluencer

Supporter Kits for Health Professionals and Growers are now available. Containing everything from social media posts to NEW resources – ready for you to download and use straight away.

[Download Health Professionals Supporter Kit](#)

[Download Growers Supporter Kit](#)

Why we need your help?!

Results from consecutive Australian Health Surveys show children are not consuming enough vegetables. Health Professionals and Growers



are in a unique position to help influence and change this.

Our Supporter Kit makes it easy to become a #VegInfluencer with unique social media posts and a variety of resources including posters, handouts and much more. Download it today and join the #VegInfluencer movement.

Visit VegKIT.com.au for more

FACT - only 1 in 20 (4.6%) of children in Australia aged 2-17 years of age eat the recommended amount .



Visit VegKIT.com.au to view all available resources.



VegKIT

Have you heard?
You're a #VegInfluencer

Little eyes are on **you**.
 Let's give them a **veg-tastic** start to life!



BE A VEG influencer
 #veginfluencer
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Hort Innovation Nutrition Australia VEG EDUCATION

Hort Innovation **Nutrition Australia** **VEG EDUCATION**

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VegInfluencer eDM 6:



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We need your feedback.

**Share how VegInfluencer has helped you
for your chance to WIN!**

We need your opinion to help us to continue to improve.
Complete our quick survey before Sunday 30th June to go into
the draw to win a \$50 gift voucher.

[Complete the survey here](#)

What we've been up to...



HORT CONNECTIONS -

We were thrilled to attend Hort Connections during the first week of June. We enjoyed so many interesting conversations with fantastic growers from across Australia and meeting new industry professionals.



Coming soon...



THE EDUCATION SHOW -

We're excited to be attending The Education Show at The Melbourne Convention and Exhibition Centre this Friday 14th and Saturday 15th of June. We look forward to seeing any educators at the conference to talking all things kids and veg! Will you be there?



Don't forget to visit VegKIT.com.au to access our exciting new resources and recipes.



Have you heard?
You're a #VegInfluencer

Little eyes are on you.
Let's give them a veg-tastic start to life!

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Summary report: Conferences

VG22005: Evidence-based education program to support increased vegetable consumption in children (#Veginfluencer)

Aim of conference attendance: to engage with some of the key target audiences to encourage uptake of resources, utilisation of the VegKIT website and to support health and child-settings based professionals to encouraged increased vegetable intake

Conferences

Date	Conference	Audience	Location	Reach
4 th -7 th October 2023	Early Childhood Australia National Conference	Early childhood education students, and early and mid-career educators	Adelaide	2,000 in person attendees 500 virtual attendees
10 th -11 th April 2024	Little Food Festival	Children and family members	Melbourne	10,000 in person attendees
3 rd -5 th June 2024	Hort Connections Conference	Horticulture industry members, farmers, supply chain members, and those interested in horticulture	Melbourne	4,200 in person attendees
14 th -16 th June 2024	The Education Show	K-12 classroom teachers, teacher librarians, IT coordinators, principals, and school leadership team	Melbourne	1,420 in person attendees



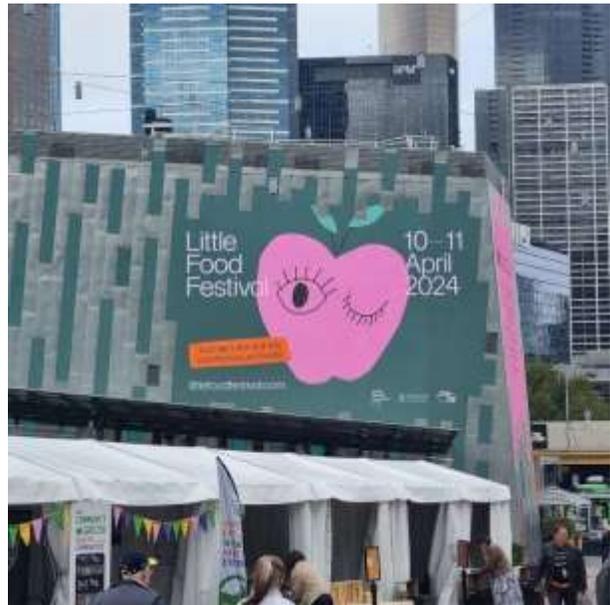
Early Childhood Australia National Conference

The project team exhibited at The Early Childhood National Conference in Adelaide from 4th-7th October 2023. The VegInfluencer stand was hosted by part of the project team; Amber Kelaart (Nutrition Australia), Catherine Velisha (Veg Education), Mark Pullman (Veg Education) and Ashley McCallum (Nutrition Australia). An A5 card was developed with a QR code which linked attendees to the VegKIT website so they could download the relevant resources for their centre. The booth was set up with child and vegetable focused posters and a TV with a reel about growing vegetables and engaging children in eating vegetables. A conversation starter with attendees was a selection of cuddly soft vegetable toys that a number of attendees requested to purchase for their centre. A total of 153 leads were garnered and meaningful discussions had with delegates about the Veg Influencer project, vegetables, growers, messaging/strategies centres could use to increase vegetable intake in children under their care.



Little Food Festival

The Little Food Festival was held in Federation Square from 10th-11th June 2024. Over 10,000 attendees visited the festival and project representatives (Amber Kelaart, Jennifer McLaren and Claudia Cuthbert-Blake from Nutrition Australia as well as Catherine Velisha and Jodie Calwell from Veg Education) created 'Veggie Faces' with 600+ children, holding meaningful conversations with the children and their families around vegetable intake. Children were able to take their veggie faces as a fun vegetable snack and families were supplied with the A5 card (including QR code) and encouraged to visit the VegKIT website for resources, further information and recipes.



Hort Connections

Hort Connections ran in Melbourne from 3rd-5th June 2024 and provided a fantastic opportunity for the project team to reach growers. iPads with QR codes directing attendees to the VegInfluencer Grower's Toolkit developed for the project proved to be a great conversation starter and environmentally friendly way for attendees to take information with them on the day.





The Education Show

The VegInfluencer stand at The Education Show was staffed by project representatives (Jennifer McLaren from Nutrition Australia and Catherine Velisha and Jodie Calwell from Veg Education) and was predominantly visited by primary and secondary school teachers. Once again, the soft toy vegetables proved to pull attention from attendees and sparked interesting conversations around vegetable intake in children. Many teachers discussed the constraints of the current curriculum they must follow and expressed that they would like the ability to integrate healthy eating practice within the classroom. Many also explained they are generally looking for resources they can send home. All who attended the VegInfluencer stand were directed to the VegKIT site (provided with A5 card (including QR code)); in particular the 'Program and Resource Guides' as well as the recipes.



Key Learnings

- The A5 card and QR code was an effective way to obtain attendees contact details and point them towards accessing the VegKIT website and resources.
- The soft toy vegetables were excellent ways to engage attendees and entice them to access the VegInfluencer booths.
- The booth location at our first conference (Early Childhood Australia National Conference) was out of the main arena so there was not as much passing traffic; it is important to book early to ensure prime positioning. Positioning at subsequent conferences was improved.
- Leads were added to the VegInfluencer eDM database to receive regular updates, including links to the VegInfluencer TikTok campaign and the VegKIT website.
- Little Food Festival had a widespread reach and the VegInfluencer team would encourage regular attendance at this event if the project was to extend.



A5 VegInfluencer Card

The graphic for the Veg Influencer Card features a light beige background with various cartoon vegetables. At the top left is a QR code. The word "VEG" is in large, bold, blue letters, with a broccoli character integrated into the letter 'G'. To its right, the word "influencer" is written in a black, cursive font. Below "VEG" is the text "JOIN THE VEGOLUTION!" in green. Further down is the heading "INFLUENCE CHILDREN TO LOVE VEG!" in bold black, followed by a paragraph of text and a website URL. The vegetables depicted include a carrot, radish, lettuce, potato, pumpkin, onion, eggplant, cucumber, tomato, corn, and carrot.

VEG influencer

JOIN THE VEGOLUTION!

INFLUENCE CHILDREN TO LOVE VEG!
Results from consecutive Australian Health Surveys show children are not consuming enough vegetables. In fact, only 6% of children aged 2-17 years of age eat the recommended amount. **Let's change that!**
Check out www.vegkit.com.au for resources

Tomato, Cheese & Spinach Scrolls with Veggie Sticks

INGREDIENTS

- 210g wholemeal self raising flour
- 150g Greek or natural yogurt
- 90g reduced fat tasty cheese, grated
- 60g tomato paste
- 60g baby spinach, steamed
- 120g cucumber, cut into sticks
- 120g capsicum, cut into sticks

METHOD

1. Preheat oven to 180°C and prepare baking trays.
2. In a mixing bowl, combine flour and yogurt to firm dough. It should come together into a ball with a bit of mixing.
3. Knead the dough for 5 minutes on a floured surface.
4. Roll dough into a rectangle until dough is approximately 0.5cm thick.
5. Spread the tomato paste over the dough and sprinkle the cheese and spinach over the dough, leaving about 4cm at one long edge.
6. Roll the dough up starting from one long edge.
7. Using a sharp knife, cut into 1cm thick slices
8. Place slices on baking trays. Bake in oven for 25-30 minutes or until golden.
9. Leave to cool before serving.
10. To serve, place scrolls on room platters with vegetables.

Serves 6

Spiced Chicken with Cauliflower & Pita

INGREDIENTS

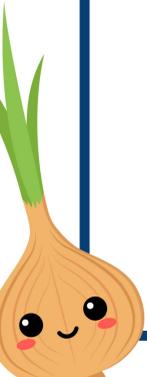
- 360g chicken thigh, cut in half lengthways
- VEGETARIAN OPTION: 360g canned chickpeas, drained and rinsed
- 6ml + 18ml olive oil
 - 6g ground cumin
 - 120g cherry tomatoes
 - 6g + 6g pepper
 - 120g cauliflower, blitzed in a food processor
 - 10g brown rice, cooked
 - 90g canned lentils, drained and rinsed
 - 12g sultanas or currants
 - 12g pepitas
 - 12g sunflower seeds
 - 6g fresh parsley, chopped
 - 6g fresh mint, chopped
 - 18g honey
 - 18ml lemon juice
 - 6g curry powder

Spiced Chicken with Cauliflower & Pita

METHOD

1. Preheat the oven to 200°C.
2. Rub the chicken or chickpeas in the oil in a bowl and season with black pepper and ground cumin. Place the chicken or chickpeas on oven baking trays, scatter tomatoes around them. Bake for 20 minutes or until golden brown and chicken is cooked. Cover with foil once cooked to keep warm. Slice chicken into bite size pieces and divide into serving bowls with the tomatoes.
3. Meanwhile, to make the salad, place the oil, pepper, honey, lemon juice and curry powder into a small bowl, whisk and set aside.
4. In a large bowl, place the grated cauliflower, brown rice, lentils, seeds, sultanas and herbs. Mix well and pour the dressing over and toss to coat.

Serves 6



Dinosaur dip and sticks

INGREDIENTS

- 270 g Broadbeans, cooked and podded
- 60 g ricotta cheese
- 20 mL olive oil
- 20 mL water
- 5 g mint
- 90 g carrot, cut into batons
- 90 g cucumber, cut into batons
- 210 g apple, cut into batons
- 90 g capsicum, cut into batons
- 150 g watermelon, cut into fingers

METHOD

1. Blend the broadbeans, ricotta cheese, olive oil, water and mint in a blender or in a food processor.
2. Arrange fruit and vegetable sticks on room platters and place the dip in the middle for children to dip into.
Encourage children to self serve.

Serves 6

Zucchini, carrot and banana cake & friends

INGREDIENTS

- 115 g wholemeal self raising flour
- 5 g bi-carbonate soda
- 5 g cinnamon, ground
- 5 g ginger, nutmeg or allspice
- 60 g extra virgin olive oil
- 30 g sugar
- 1 g eggs
- 60 g banana, mashed
- 60 g carrot, grated
- 60 g zucchini, grated
- 390 g Greek or natural yoghurt
- 60 g reduced fat tasty cheese, cut in pieces

METHOD

1. Preheat the oven to 180°C and line a loaf tin with baking paper.
2. Combine the flour, bi-carbonate soda, cinnamon and ginger in a bowl. In another bowl, whisk the oil and sugar together until light and fluffy, Add the eggs one at a time and whisk in. Whisk in the banana.
3. Stir in the carrot and zucchini. Fold the wet mixture into the dry mixture until combined.
4. Bake for 50-60 minutes until a skewer inserted in the middle comes out clean. Leave to cool before slicing.
5. Serve slices on room platter with yoghurt and cheese for child to self-serve.

Serves 6

Mediterranean Tray Bake

INGREDIENTS

- 5mL olive oil
- 150g zucchini, chopped
- 150g carrot, chopped
- 240g potatoes, chopped
- 60g capsicum, chopped
- 5g cumin, ground
- 5g paprika
- 5g oregano, dried
- 180g couscous
- 120g Greek or natural yoghurt
- 30g cucumber, grated
- 5g mint, dried or fresh
- 510g canned chickpeas, drained and rinsed

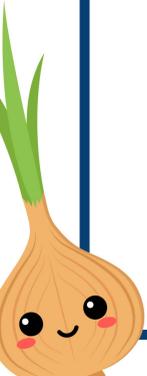


Mediterranean Tray Bake

METHOD

1. Preheat the oven to 200°C.
2. Rub the chicken or chickpeas in the oil in a bowl and season with black pepper and ground cumin. Place the chicken or chickpeas on oven baking trays, scatter tomatoes around them. Bake for 20 minutes or until golden brown and chicken is cooked. Cover with foil once cooked to keep warm. Slice chicken into bite size pieces and divide into serving bowls with the tomatoes.
3. Meanwhile, to make the salad, place the oil, pepper, honey, lemon juice and curry powder into a small bowl, whisk and set aside.
4. In a large bowl, place the grated cauliflower, brown rice, lentils, seeds, sultanas and herbs. Mix well and pour the dressing over and toss to coat.

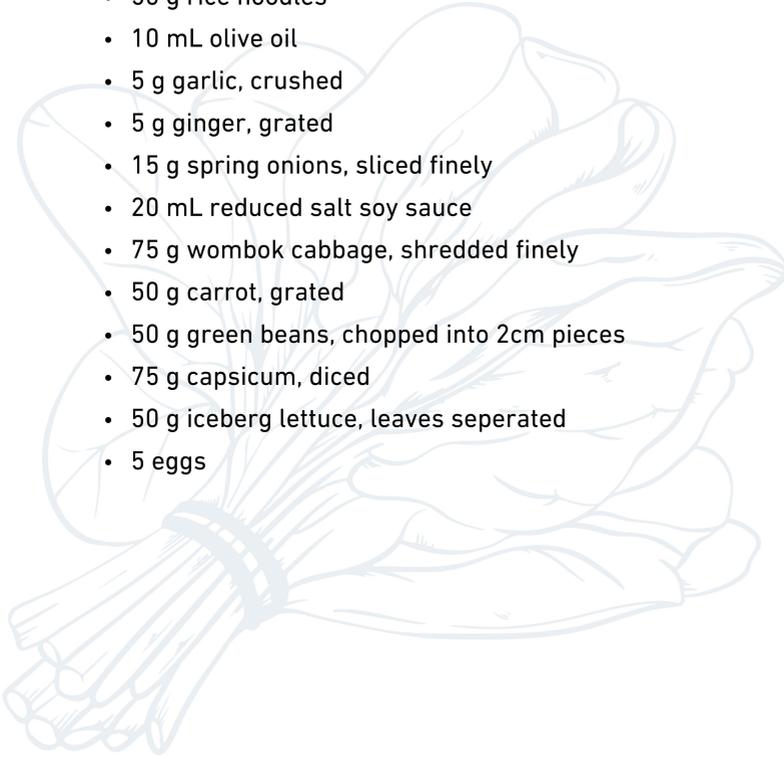
Serves 6



Egg San Choy Bau

INGREDIENTS

- 50 g rice noodles
- 10 mL olive oil
- 5 g garlic, crushed
- 5 g ginger, grated
- 15 g spring onions, sliced finely
- 20 mL reduced salt soy sauce
- 75 g wombok cabbage, shredded finely
- 50 g carrot, grated
- 50 g green beans, chopped into 2cm pieces
- 75 g capsicum, diced
- 50 g iceberg lettuce, leaves seperated
- 5 eggs

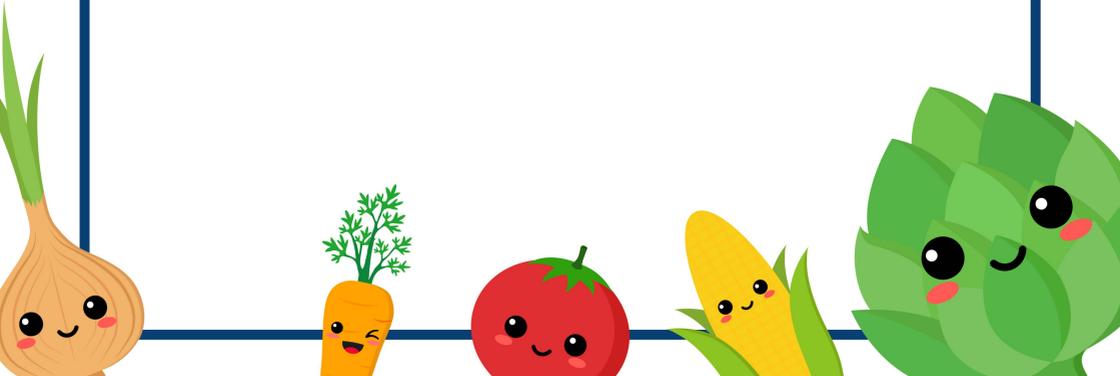


Egg San Choy Bau

METHOD

1. Cook rice noodles according to packet instructions.
2. Heat a wok or frying pan over a medium to high heat. Add oil, garlic, ginger and spring onions. Cook for 30 seconds or until fragrant.
3. Add egg. Stir-fry using a wooden spoon to scramble egg for 1-2 minutes or until all egg is cooked.
4. Add soy sauce. Stir and cook for 2 to 3 minutes or until sauce has thickened slightly.
5. Add diced vegetables. Stir and cook for 5 minutes, until tender.
6. Add cooked noodles to pan. Stir to mix.
7. To serve, put filling into lettuce cups. Allow children to scoop mixture into the lettuce, roll up to eat.

Serves 5



Pork San Choy Bau

INGREDIENTS

- 150 g rice noodles
- 10 mL olive oil
- 5 g garlic, crushed
- 5 g ginger, grated
- 15 g spring onions, sliced finely
- 250 g lean pork mince
- 20 mL reduced salt soy sauce
- 75 g wombok cabbage, shredded finely
- 50 g carrot, grated
- 50 g green beans, chopped into 2cm pieces
- 75 g capsicum, diced
- 50 g iceberg lettuce, leaves seperated

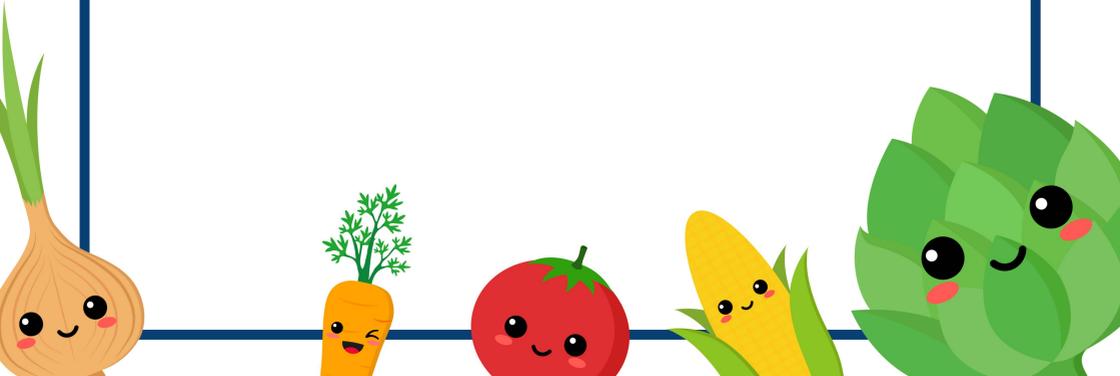


Pork San Choy Bau

METHOD

1. Cook rice noodles according to packet instructions.
2. Heat a wok or frying pan over a medium to high heat. Add oil, garlic, ginger and spring onions. Cook for 30 seconds or until fragrant.
3. Add mince. Stir-fry using a wooden spoon to break up lumps of meat for 5-6 minutes until all meat is browned.
4. Add soy sauce. Stir and cook for 2 to 3 minutes or until sauce has thickened slightly.
5. Add diced vegetables. Stir and cook for 5 minutes, until tender.
6. Add cooked noodles to pan. Stir to mix.
7. To serve, put filling into lettuce cups. Allow children to scoop mixture into the lettuce, roll up to eat.

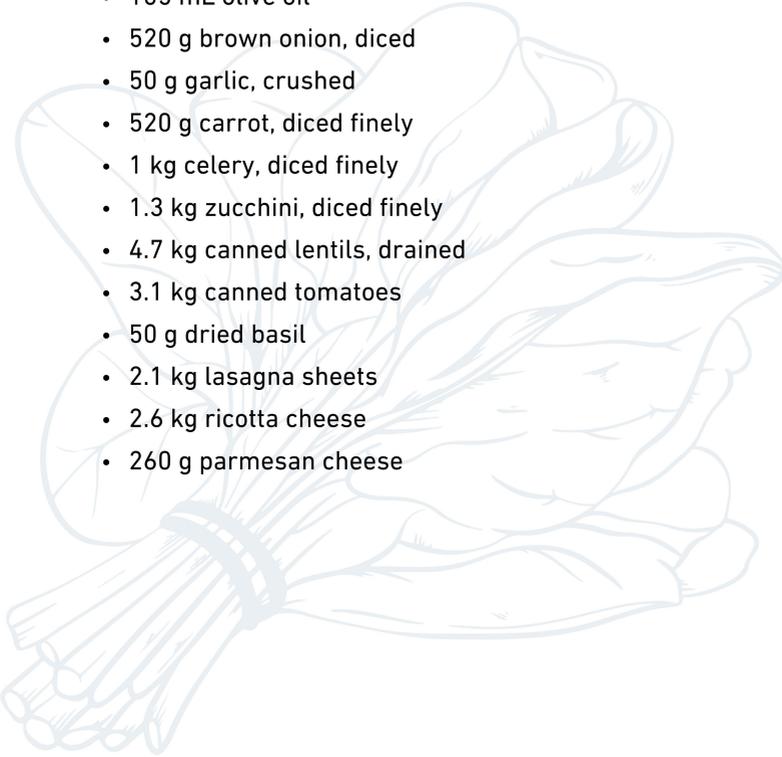
Serves 6



Veggie Lasagne

INGREDIENTS

- 105 mL olive oil
- 520 g brown onion, diced
- 50 g garlic, crushed
- 520 g carrot, diced finely
- 1 kg celery, diced finely
- 1.3 kg zucchini, diced finely
- 4.7 kg canned lentils, drained
- 3.1 kg canned tomatoes
- 50 g dried basil
- 2.1 kg lasagna sheets
- 2.6 kg ricotta cheese
- 260 g parmesan cheese

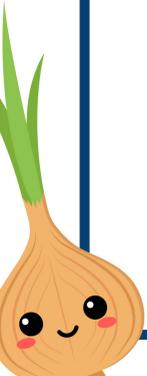


Veggie Lasagne

METHOD

1. Heat oil in a large pan over medium heat. Add onion, garlic, carrot, celery and zucchini. Cook, stirring for 8-10 minutes until vegetables soften. Add lentils and cook for another 5 minutes stirring frequently.
2. Add tomatoes, basil, oregano to pan. Reduce heat to medium-low. Simmer covered, stirring occasionally for at least 30 minutes or until the sauce has thickened.
3. While the sauce is simmering, preheat the oven to 200°C.
4. Place a small spread of lentil sauce on the base of a large baking dish.
5. Place lasagne sheets over the sauce in a single layer. Add a second layer of lentil sauce and half the ricotta cheese.
6. Continue layering lasagne sheets and lentil sauce, repeating until the dish is almost full. Finish with a layer of lentil sauce.
7. Top with remaining ricotta and sprinkle with parmesan cheese.
8. Bake in oven for 45 minutes to 1 hour, until cooked through and top is golden.
9. Cut into individual portions and serve on plates for each child.

Serves 50



Zucchini and Corn Fritters

INGREDIENTS

- 1 x 420g can of corn kernels
- 1 zucchini
- 2 cups plain flour
- 1 teaspoon baking powder
- 2 eggs, whisked
- 1 cup milk
- 1 tablespoon olive oil
- Greek yoghurt, to serve

METHOD

1. Drain can of corn kernels into a sieve and rinse under cold water. Set aside.
2. Grate the zucchini.
3. Add all ingredients except olive oil into a large bowl and mix until combined.
4. Heat olive oil in a frypan over medium-high heat. Pour 1/4 cup of the mixture into pan at a time to form a fritter.
5. Fry on each side for 2 minutes or until brown. Repeat with remaining mixture.
6. Serve with a dollop of Greek yoghurt

Serves 4

Sweet Potato Mini Pizzas

INGREDIENTS

- 1 large Carisma potato, sliced into 1cm-thick rounds
- 1 large sweet potato, sliced into 1cm-thick rounds
- 1 teaspoon olive oil
- 2 garlic cloves, finely chopped
- 1/2 cup no-added-salt tomato paste
- 1/2 small red onion, finely sliced
- 1/2 cup frozen corn kernels
- 8 small mushrooms, sliced
- 2 tablespoons chopped fresh flat-leaf parsley
- 1/2 cup grated reduced-fat mozzarella
- 16 cherry tomatoes, halved

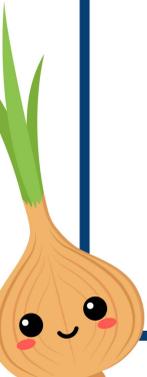


Sweet Potato Mini Pizzas

METHOD

1. Preheat the oven to 200°C. Line a large baking tray with baking paper. Evenly spread Carisma potato and sweet potato slices in a single layer on tray (don't use pointy ends). Drizzle with olive oil. Place slices in the oven and cook for 15 minutes until the potatoes start to soften. Remove and set aside to cool slightly.
2. Meanwhile, combine garlic and tomato paste in a bowl.
3. When potato bases are cool enough to handle, dollop a teaspoonful of tomato paste on each one, spreading evenly with back of the spoon. Layer onion, corn and mushrooms. Sprinkle over herbs and cheese. Finish mini pizzas with tomato halves.
4. Return to oven and cook for another 12 minutes, or until the cheese is melted and the bases are cooked through. Serve pizzas warm or at room temperature.

Serves 8



Veg & Chicken Fried Rice

INGREDIENTS

- 1 cup rice
- 1/2 head of cauliflower, riced
- 2 carrots, diced
- 1/2 capsicum, diced
- 2/3 cup frozen peas
- 2/3 cup frozen corn
- 2 eggs, lightly whisked
- 2 chicken breasts (cooked and shredded)
- 2 tbsp soy sauce
- 2 tbsp olive oil
- 2 spring onions, thinly sliced

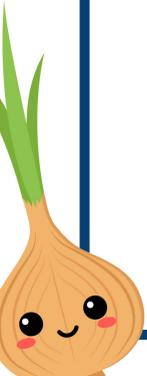


Veg & Chicken Fried Rice

METHOD

1. Prepare rice as per instructions and allow to cool. (Preferably prepare day before or morning of to allow rice to dry out).
2. To make cauliflower rice, chop cauliflower into chunks and place in a food processor and pulse until it resembles the texture of rice or alternatively grate cauliflower.
3. Heat olive oil in a wok or pan. Pour whisked eggs into the wok/pan to make an omelette and cook until egg is firm. Remove from wok/pan and set aside.
4. Add carrots, capsicum, peas and corn into wok/pan and cook for 2 minutes.
5. Add in cauliflower and chicken and cook for a further 1 minute.
6. Slice egg into thin slices. Add in egg, cooked rice and soy sauce and cook until rice is heated through (2-3 minutes).
7. Serve with sliced spring onions on top.

Serves 4



Carrot Cake Bliss Balls

INGREDIENTS

- 1 medium carrot, peeled, finely grated
- 1 cup rolled oats
- 1/3 cup walnuts, chopped
- 1 1/2 tablespoons nut butter
- 1 teaspoon cinnamon
- 1 teaspoon vanilla extract
- 125g pitted Medjool dates
- 1/2 cup shredded coconut

METHOD

1. Place carrots, walnuts and oats in a food processor and blitz until finely chopped
2. Add the nut butter, cinnamon and vanilla and pulse to combine
3. With the food processor running, gradually add dates until the mixture is well combined and comes together in a ball
4. Roll the mixture into 16 balls (about 1 tablespoon of mixture per ball)
5. Place the coconut on large plate, roll bliss balls to lightly coat
6. Store in an airtight container in the fridge

Serves 16

Green Pockets

Recipe provided by Cornersmith

INGREDIENTS

- 2 cups very thinly sliced green leaves (spinach, silverbeet, rocket, or grated broccoli)
- ⅓ cup finely chopped soft herbs (mint, dill, parsley)
- 200g cheese (ricotta, crumbled feta, grated haloumi, or mozzarella)
- ⅔ cup grated parmesan
- ½ teaspoon salt
- 100 ml olive oil
- Lemon wedges, to serve

SIMPLE YOGHURT DOUGH

- 1 tablespoon vegetable oil
- 1 teaspoon white wine vinegar
- 1 cup Greek-style yoghurt
- 2½ cups plain flour, plus extra for dusting
- 1 teaspoon bicarb soda

SPICED ONION (OPTIONAL)

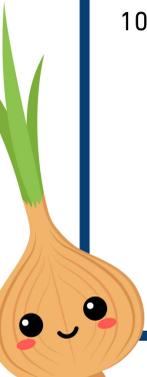
- ½ small onion, very finely diced
- 2 garlic cloves, minced
- ½ teaspoon ground cumin
- Pinch freshly cracked black pepper
- 1 teaspoon salt
- 2 teaspoons dried herbs, such as oregano, mint or basil

Green Pockets

METHOD

1. Combine the greens and herbs in a bowl.
2. In a separate bowl, combine the cheeses and salt.
3. **To make the spiced onion**, simply combine the ingredients in a small bowl and set aside.
4. **To make the yoghurt dough**, combine the oil, vinegar and yoghurt in a bowl and mix well. Sift in the flour and bicarb soda and mix with a wooden spoon until all the ingredients come together to form a dough.
5. Tip out onto a floured work surface and knead for 10 minutes or until very smooth. Divide the dough into eight balls and place under a damp tea towel.
6. Working with one ball of dough at a time, roll the dough into 15 cm (6 inch) circles.
7. **To assemble**, spread 2 tablespoons of the cheese mixture over half of each dough circle (or pita bread) and scatter 2–3 teaspoons of the spiced onion mixture (if using) on top.
8. Add $\frac{1}{2}$ cup of the greens and herb mixture, then fold the dough over to make a semicircle.
9. If using homemade dough, pinch the edges to seal. If using pita, wet your hands and dampen the outside of each pocket and seal as best as you can.
10. Heat the olive oil in a frying pan over medium heat.

Serves 8



Raw Cauliflower Salad

Recipe provided by Cornersmith

INGREDIENTS

- 1/2 cauliflower head
- 1 lemon, zested and juiced
- 2 tablespoons finely chopped preserved lemon (or use chopped olives or capers)
- 2 tablespoons chopped dill
- 1/2 teaspoon cumin
- 1/2 teaspoon sumac
- 1/2 teaspoon chilli flakes
- 1/2 teaspoon salt
- 60ml olive oil
- Handful chopped soft herbs (parsley, mint, coriander)

OPTIONAL ADD ONS

- Handful chopped toasted nuts or seeds
- Currants
- Pomegranate seeds
- Roasted or pickled grapes

METHOD

1. Coarsely grate cauliflower and place in a large mixing bowl.
2. Add lemon zest, preserved lemon or substitute, ground cumin, sumac, chilli flakes and salt and gently mix.
3. Drizzle with olive oil and lemon juice and chopped herbs.
4. We recommend adding at least one of the add ons for extra flavour and texture!

Sauteed Cauliflower Stems & Leaves

Recipe provided by Cornersmith

INGREDIENTS

- Leaves and stem of 1 cauliflower
- 3-4 tablespoons olive oil
- 2 garlic cloves, finely chopped
- ½ teaspoon salt
- 1 teaspoon caraway seeds
- 2 teaspoons mustard seeds

METHOD

1. Chop leaves and stem into 2-3cm pieces.
2. Heat oil in a large frying pan over medium heat.
3. Add in leaves and stems and sauté for 5 minutes, then add garlic, salt and caraway seeds.
4. Sauté for 10 minutes or until the stems are starting to soften.
5. Add mustard seeds and sauté for another 5 minutes.



We all know that eating more vegetables is good for us and for the children in our care. Here are some useful resources to help you support your children's learning, foster their enjoyment of vegetables and positively impact their overall health and wellbeing. Some are national, whilst others are designed to meet state-based guidelines.

VegKIT

was a \$4 million, five year national project that aimed to increase the vegetable intake of Australian children and provides a collection of practical tools, resources and interventions for education and healthcare professionals and families.

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For more information: <http://heas.health.vic.gov.au>

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For more information: <https://phenomenom.com.au/>

Taste and Learn

is an evidence-based program developed by CSIRO for Australian primary schools that supports student learning and fosters enjoyment of vegetables to positively impact children's health and wellbeing.

Visit: <https://www.csiro.au/en/education/resources/teacher-resources/taste-and-learn>



We all know that eating more vegetables is good for us and for the children in our care. Here are some useful resources to help you support your children's learning, foster their enjoyment of vegetables and positively impact their overall health and wellbeing. Some are national, whilst others are designed to meet state-based guidelines.

Crunch n Sip

is a primary school nutrition program, developed to increase the amount of vegetables, fruits and water being consumed by Western Australian children.

Visit: <https://www.crunchandsip.com.au/>

Eat Smart Play Smart

is an eLearning course that will provide you with the knowledge, skills and resources to embed healthy eating and physical activity guidelines into your Out of School Hours Care (OSHC) service.

For more information: <https://esps.androgogic.com.au/>

Eat a Rainbow

is developed by Wellbeing SA and provides resources for early childhood educators to support children to explore new fruit and vegetables.

For more information: <https://www.wellbeingsa.sa.gov.au/our-work/healthy-places-people/healthy-food-nutrition/healthy-food-environments-hub/healthy-food-environments-in-schools>

Munch n Move

offers training and resources to educators working in NSW early childhood education and care services to implement a fun, play-based approach to supporting healthy eating and physical activity habits in young children.

For more information: <https://healthykids.nsw.gov.au/>

Healthy Kids Association

Provides a wide range of services that supports and assists school canteens to implement a healthy and profitable canteen strategy to positively impact the choices children make about food. Be sure to also check out their everyday healthy kids' recipes!

For more information: <https://healthy-kids.com.au>

SNAC

is a support site by Edith Cowan University in WA for early years' educators and childcare centres to support nutrition education. It hosts a range of resources such as fact sheets, recipes, videos, quizzes and discussion forums.

For more information: <https://snacwa.com.au/>



EARLY CHILDCARE: CHILDREN'S VEGETABLE INTAKE

PLAN FOR AND COMMIT TO SUCCESS

1. Identify a clear and specific goal.

Be specific. Decide which behaviour you want to target first! Eating behaviours can be divided into 3 simple types:

<p>Increasing serves Increasing the portion or amount of vegetables eaten at each meal.</p>	<p>Increasing frequency Increasing the number of times vegetables are eaten each day.</p>	<p>Increasing variety Increasing the number of different types of vegetables eaten each day.</p>
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Try reflecting with your team to find your goal. E.g. what is the easiest behaviour to change? What change/activity would most appeal to the children in our care? See below for examples of target behaviours to raise vegetable intake, increasing serves, frequency and variety.

Approaches	Increasing serves	Increasing frequency	Increasing variety
Target behaviour examples	Provide 1 serve (75g) of vegetables per child at lunch.	Present a side platter of vegetables with children's snacks.	Include two different types of vegetables in the lunch main meal.
	Include 1/2 serve (38g) of vegetables per child at snack times.	Ensure one snack per day contains vegetables.	Vary the preparation and presentation of vegetables within meals and snacks.

2. Choose a practical, simple approach.

Keep it simple. Once you know what behaviour you want to change, identify how best to achieve your goal. Use the following prompts to reflect with your team:

- What is the most practical option?
- What is affordable and what do I have the resources to achieve?
- What approach will most likely engage the children in my care?
- What will deliver the best outcomes for the children in my care?

3. Plan for and commit to change.

Make a plan and commit to the change. Bring your team or colleagues together and brainstorm the following:

Why are we doing this? Why is it important? What is the overall goal and what steps needs to be undertaken? When do we put these steps in place? Where should the initiative and steps take place? Who is responsible? Who is the target audience? How do we measure our progress? How can we improve?

Write down your aim, action and implementation plan. Involve the staff across the centre and be sure to communicate your project through newsletters, charts and recognition of achievements!

Engaging with families

Engaging with families has the best results for increasing children's vegetable intake. It ensures consistent messages. It can also improve vegetable intake at home. Australian children currently eat 54-65% of their vegetables at dinner time, so increasing intake at this meal can have results.

Below are a few ideas on how to engage with families. VegKIT also offers a range of resources, such as posters, recipes and take-home activities, to help you engage with families at www.vegkit.com.au.

Ways to engage with families



Include information and tips in newsletters.



Share videos on how to have discussions with children about vegetables or how to create healthy lunchboxes.



Share children's interest in vegetable activities through service apps and social media.



Organise education sessions for families.



Exhibit displays and posters of vegetables.



Talk with families at pick-up time about how to add more vegetables to dinner.



Provide information about children's intake and exposure to vegetables in communication books.



Create a challenge for families e.g. parents try two new vegetables this week.



Provide families with the same posters, placemats and marketing materials used in the service.



Provide take-home activities families can do with their children.

SOCIAL MEDIA COPY

Use this copy or create your own

Post - What does a serve of veg look like?



Fewer children than ever are eating the recommended serve of veggies per day! But what does a serve look like? Swipe through to see.

How many serves should we be aiming for a day?

- Toddlers = 2 - 3 serves
- 2-3 years = 2.5 serves
- 4 - 8 years = 4.5 serves
- ages 9+ = aim for 5 serves of veg a day

Check out VegKIT.com.au for veg packed recipes, ideas and tips. Help little bodies and minds grow.



Post - 5 Easy veg based snack ideas



Fewer children than ever (only 1 in 20!) are eating the recommended serve of veggies per day!

Help little bodies and minds grow. Check out these 5 easy veg-based snack ideas that everybody will love.

Find the recipes and much more at VegKIT.com.au

Be a #veginfluencer today and give our kids the best start in life.

Follow and tag us at:

Use our hashtag:



[@vegeducationau](https://www.tiktok.com/@vegeducationau)

#veginfluencer



[@nutritionaustralia](https://www.instagram.com/nutritionaustralia)

[@veg.education](https://www.instagram.com/veg.education)



#VegInfluencer Social Media Tiles

VegKIT

5 Easy Veg Based Snack Ideas



Yummy!

Snack Ideas

Hort Innovation VEGITABLE FUND

The project has been funded by Hort Innovation using vegetable research and development levy funds and the Australian Government. For more information on the Hort and Food Growth Research and Development Fund visit hort.com.au

VegKIT

Veg Sticks & Pumpkin Dip



fresh!

Pumpkin Dip

VegKIT

Toasted Sweet Potato



Tasty!

Sweet Potato

VegKIT

Zucchini Slice



Gimme more!

Slice

VegKIT

Tomato Cheese Spinach Rolls



Delicious!

Spinach Rolls

VegKIT

Zucchini, Carrot Banana Cake



Savory!

Banana Cake

What does a serve of vegetables look like?



VegKIT

1 serve of vegetables could look like 75g or



1 cup of leafy salad or raw vegetables

It can also look like

1 serve of vegetables could look like

1/2 cup of legumes



1/2 cup of frozen vegetables



1/2 cup of cooked vegetables



1/2 cup of corn



It can also look like...

1 serve of vegetables could look like

1 medium tomato



a fist size portion



or 1/2 medium potato



VEG influencer

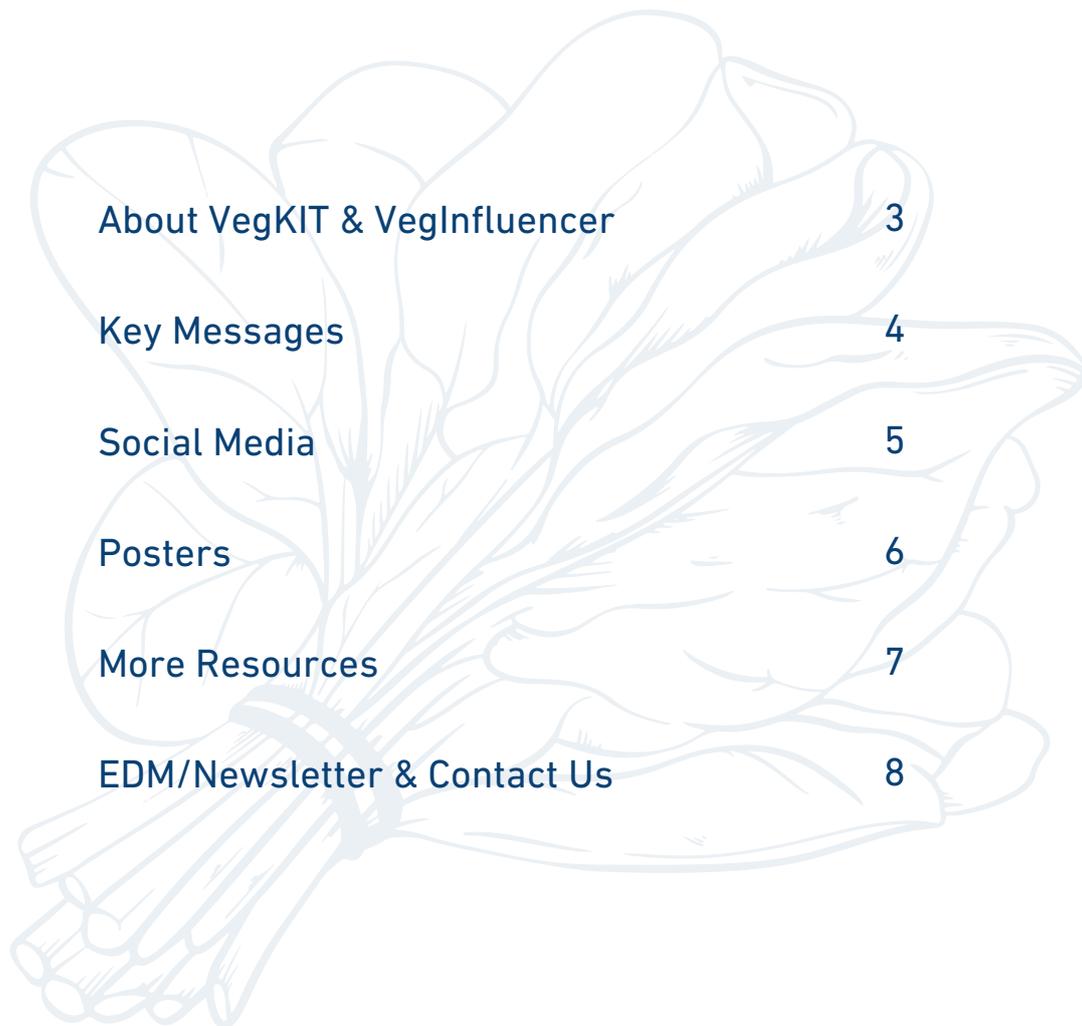
Supporter Kit

for health professionals



VEGKIT.COM.AU

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About VegKIT and VegInfluencer

Increase children's vegetable intake with VegKIT

VegKIT was a 5-year national project in partnership with CSIRO, Flinders University and Nutrition Australia to deliver an integrated approach to improving children's intake by engaging with government, industry and places where children learn and eat.

The VegKIT website houses many great tools and resources for healthcare professionals - check out www.vegkit.com.au.

VegInfluencer by Veg Education and Nutrition Australia, funded by Hort Innovation, is an innovative program designed to empower everyone within children's health and education to influence kids to eat more veg through the use of the VegKIT resources.

Check out our [TikTok page](#). 



KEY MESSAGES

Children are not consuming enough vegetables.

Results from consecutive Australian Health Surveys show children are not consuming enough vegetables.

1 in 20 (4.6%) of children in Australia aged 2-17 years of age eat the recommended amount of vegetables.

Healthcare professionals can help shift these stats.

Anyone who has an impact on what children eat can be a #VegInfluencer.

Healthcare professionals are uniquely positioned with expertise to assist caregivers in increasing the intake of vegetables in children.



VegKIT resources are free and easy to access.

VegKIT takes the hassle out of resource creation.

Find suitable resources such as posters, handouts and social media tiles for your practice at [VegKIT's Healthcare Professionals page](#).



SOCIAL MEDIA

Download our social tiles with copy and join the #VegInfluencer movement!

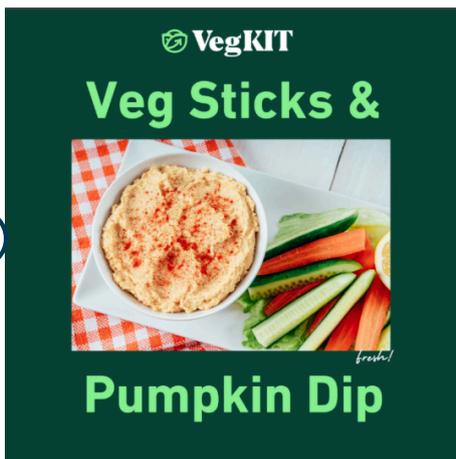
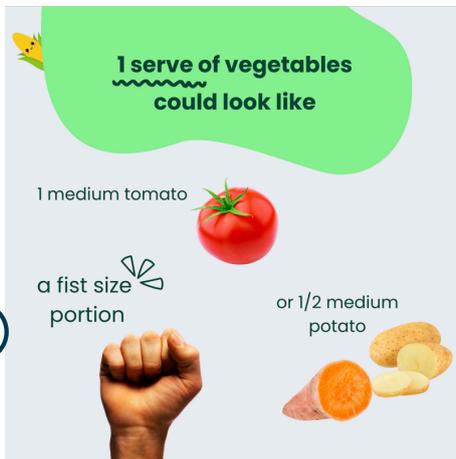
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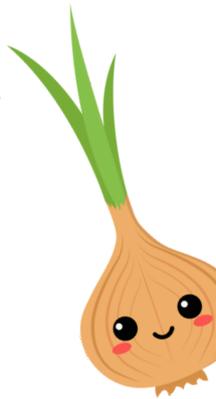
#veginfluencer



[Download here](#)

POSTERS

Print and display VegKIT posters in your office, staffroom, kitchen or hallway, or share with your patients.



Feeding advice to support young children to learn to eat and enjoy vegetables

VegKIT

The Issue?

- 6%** Only 6% of Australian children aged 2-17 years of age eat the recommended amount of vegetables.
- Poor acceptance of vegetables is a key reason for low intake.
- The first years of a child's life are critical in developing a liking of vegetables.
- There is opportunity to strengthen current feeding advice to encourage liking of vegetables in the first years of life.

The Advice

Using a robust scientific approach, two advice statements have been developed:

- 1 Repeated Exposure** For young children it can take time to learn to like a new food, including vegetables. Keep offering vegetables, even if rejected. It may take 10 or more times before a new vegetable is liked.
- 2 Variety** Help children learn to like and eat vegetables by offering a variety of vegetables everyday as part of snacks and main meals.

Remember: Only a small amount of vegetables each time is needed to build acceptance, equivalent to the size of a 10c piece. It is important that carers and parents remain neutral when vegetables are rejected.

Key Actions for Stakeholders

Advice statements

Government Advice statements can inform the development of future feeding guidelines and practical resources (e.g. educator guides for dietary guidelines).

Stakeholders Healthcare practitioners and researchers can use these advice statements when advising carers of children.

Carers of children Implement the advice provided by stakeholders to increase children's liking and intake of vegetables.

[Download here](#)



Hort Innovation

This project has been funded by Hort Innovation, using the vegetable research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture. The project is underpinned by a consortium of members from CSIRO, Flinders University and Nutrition Australia Victoria Division.

7 Days of Veggie Snacks

VegKIT

Ideas for families, lunchboxes and Out-of-School Hours Care

Most Australian children are not eating enough vegetables. Providing vegetables as snacks is a great way to add more veggies to their day, so aim to include at least 1/2 a vegetable serve at snack time.

Each snack or light meal pictured here contains 1 serve of vegetables.

One serve of vegetables is equivalent to 75g, or:

- 1/2 cup cooked vegetables or legumes
- 1 cup raw salad vegetables
- 1/2 medium potato

*Full recipes and detailed portion sizes can be found in the pages that follow.



Zucchini Slice*



Roast Pumpkin Dip* with vegetable sticks



Tropicana Pizza*



Corn on the cob



Snacking vegetables



Toasted Sweet Potato*



Vegetable Pancake*

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MORE RESOURCES

Download our Program and Resource Guide for more great ideas



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[**Download here**](#)

NEWSLETTER

Want to keep in the loop?

Join our mailing list to keep up to date on how you can help children to eat more vegetables.

[Register here](#)

CONTACT US

Please reach out if we can support you to be a
#VegInfluencer

www.vegkit.com.au
vegkit@nutritionaustralia.org



VEG  influencer

Supporter Kit

for growers



VEGKIT.COM.AU

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VegInfluencer by Veg Education and Nutrition Australia is an innovative program which has highlighted the importance of vegetable intake in children to the general population and increased access to VegKIT resources, therefore being an efficient and effective use of industry funds.



KEY MESSAGES

Children are not consuming enough vegetables.

Results from consecutive Australian Health Surveys show children are not consuming enough vegetables.

1 in 20 (4.6%) of children in Australia aged 2-17 years of age eat the recommended amount of vegetables.

Growers can help shift these stats.

Anyone contributing to the purchase and consumption of vegetables can be a #VegInfluencer.

Growers are uniquely positioned to help increase the intake of vegetables in children by supporting this initiative and sharing this toolkit within your community and networks.



VegKIT resources are free and easy to access.

[Find these at VegKIT's Industry & Growers page.](#)



SOCIAL MEDIA

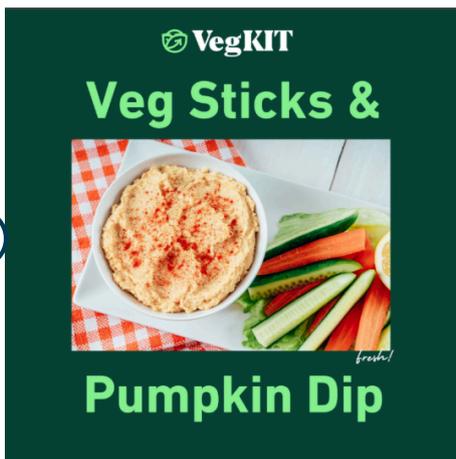
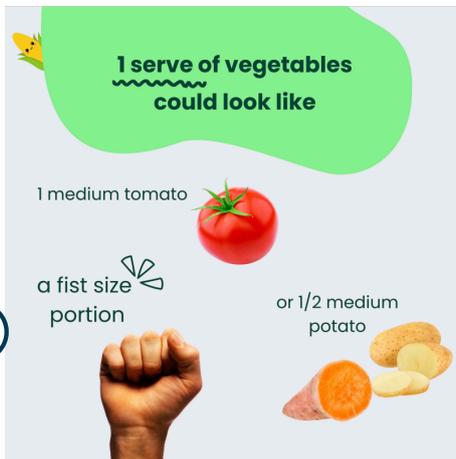
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[Download here](#)

Newsletter

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[Register here](#)

Contact Us

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#VegInfluencer

www.vegkit.com.au
vegkit@nutritionaustralia.org





Summary report: VegKIT Website Enhancements

VG22005: Evidence-based education program to support increased vegetable consumption in children

(#VegInfluencer)

The following enhancements were implemented to vegkit.com.au to improve the user experience of target groups including child-based settings experts, healthcare professionals, families and growers.

Heading and intro paragraph update

The heading and intro paragraph on the home page of VegKIT has been updated to reflect that the VegKIT project has been completed. Further information can be found by clicking 'Our Story' at the bottom of the intro paragraph.



Sign up form

A sign-up form for the VegInfluencer newsletter was added to the VegKIT home page. This was integral to the project as great reach and results were observed from our newsletter eDMs.



Subscribe

Join our mailing list to keep up-to-date with our upcoming resources.

First name*

Last name*

Email*

Organisation

Role

Industry*

– Select an option – ▾

Submit

FAQ page update

Frequently asked questions on the VegKIT website were updated to be written in past tense.



How was VegKIT funded?

This project was funded by Hort Innovation, using the vegetable research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Who led the VegKIT project?

This project brought together science and industry with CSIRO, Flinders University and Nutrition Australia working together to deliver an integrated approach to improving vegetable consumption by educating children, training educators and engaging with industry, using evidence-based best practice guidelines. Healthy Kids Association, Perfection Fresh and Thomas Farms Kitchen were involved in the project supporting interventions in canteens and childcare setting.

Why are VegKIT resources focused only on increasing the vegetable intake

Setting pages restructure

Previously the Long Day Care, OHSC & Schools, Industry & Growers and Healthcare Professionals pages were not segmented by role, meaning all resources were grouped together. Following the pages title and intro paragraph, individuals can now access resources by the intended audience (role); for example, on the Long Day Care page, users can access tools suitable for Educators, Cooks, Management or Families by clicking on the relevant role.

This has improved accessibility for those who are time poor and are searching for resources suitable for their needs.



Long day care centres can help children eat more vegetables!

The VegKIT team have developed a resource package including guidelines and online training to help you do just this.

Long day care centres are ideally placed to increase children's vegetable intake:

- Around 72% of children aged two to three years regularly attend formal care, such as long day care, spending an average of 16 hours in care every week [2].
- For children attending care for eight hours a day most of their daily meals and snacks are provided in care.
- For those children attending centres that serve cooked meals, 40-60% of their daily food intake - including vegetables - is provided by the centre [3].

You will find lots of free helpful resources and information on this website to support your centre's staff including management, cooks and educators in encouraging children to eat more vegetables.



Presented by author and children's food literacy advocate Alice Zaslavsky, the long day care best-practice guidelines video provides an overview of the guidelines showcasing some specific examples to help inspire your centre's staff.

On this page

You can browse all our LDC resources on this page, or otherwise jump to resources for:

- [Educators](#)
- [Cooks](#)
- [Management](#)
- [Families](#)

Upload of new resources and toolkits

All new resources and toolkits created throughout the VegInfluencer project have been uploaded to the VegKIT website (report appendices 16-22).



Summary report: Media Coverage

VG22005: Evidence-based education program to support increased vegetable consumption in children (#VegInfluencer)

Wyndham Star

October 2023

<https://wyndham.starweekly.com.au/news/influencing-kids-to-eat-veggies/>



Home > News > Influencing kids to eat veggies

News

Influencing kids to eat veggies

23/10/2023

Like 0



Alex Elliot-Howary (Comersmith) and Catherine Velzha. (Supplied)





Getting kids to eat their greens has never been easy, but recent survey results suggest it's now harder than ever.

According to the Australian Health Survey, just six per cent of Australian children aged 2-17 eat their recommended amount of vegetables, something Werribee South grower Catherine Velisha is trying to turn around.

Coinciding with National Nutrition Week, Velisha Farms last week hosted an activation event for the Veg Influencer campaign which aims to increase vegetable intake among children.

The campaign involves parents, teachers and others using resources from the VegKit website to get more kids eating veggies and becoming Veg Influencers in the process.

Catherine Velisha said teaching people how to cook vegetables and create delicious meals was a key focus of the campaign.

"One of our favourite sayings is called veg like meat, which means use hot oil and salt to create a nice crust on your vegetables. It's all about using techniques to make vegetables taste better," Ms Velisha said.

"It's about also making vegetables fun."

The VegKit website is funded by Hort Innovation and delivered by the CSIRO, Nutrition Australia and Flinders University.

www.vegkit.com.au/



AUSVEG – Australian Grower
Summer 2023

R&D | INDUSTRY

#Veginfluencer Campaign Gets Under Way

A collaboration between Veg Education and Nutrition Australia to increase vegetable consumption amongst children using social media influencers, the #Veginfluencer campaign, kicked off in October 2023.

About 94 percent of Australian children aged 2-17 aren't getting their recommended daily vegetable intake, according to consecutive Australian Health Surveys.

The #Veginfluencer campaign is aimed at getting children to increase their vegetable intake by getting resources in front of people in the children's health and wellbeing sector.

The project will use resources developed by VegKit, a five-year initiative funded by the Hort Innovation Vegetable Levy under the Evidence-based education program to support increased vegetable consumption in children project, and delivered by Nutrition Australia in partnership with CSIRO and Flinders University.

The VegKit project developed a range of information and education resources for professionals working in health and child-based settings to help them promote increased vegetable intake in children.



"The aim of the project is to gain market penetration through multiple channels, particularly social media, to maximise exposure and reach and get the VegKit resources being used to increase children's vegetable intake," said Catherine Velisha, director and co-founder of Veg Education, and Managing Director of third-generation Victorian grower Velisha Farms.

#Veginfluencer will leverage the VegKit resources and present them in an interesting, engaging and contemporary way with the grower front and centre, Catherine told attendees at the launch.

With a focus on social media, the #Veginfluencer project will recruit a range of social media influencers, particularly in TikTok, to promote the initiative and share the VegKit resources.

"What we're trying to do through a variety of different ways is speak to different cohorts of people to increase consumption. The aim of this project will be to gain market penetration through social media that goes viral," says Catherine.

Unveiled with a launch event at Velisha Farms, a group of nutritionists, educators, growers and media heard from Veg Education and staff from Nutrition Australia. Attendees were also treated to a cooking demonstration from Alex Elliott-Howery, co-founder of the Cornersmith café and cooking school in Sydney, and author of several cookbooks.

Above L-R, Catherine Velisha of Veg Education with Alex Elliott-Howery of Cornersmith giving a cooking demonstration at the #Veginfluencer launch. Below, Amber Relwart of Nutrition Australia.



FOR MORE INFORMATION
Contact Amber Relwart at
amrelwart@nutritionaustralia.org.au

Hort Innovation VEGETABLE FUND

Evidence-based education program to support increased vegetable consumption in children is a strategic levy investment under the Hort Innovation Vegetable Fund.
Project Number: VC22005



Jemma O'Hanlon

Vice President, Dietitian's Australia and Senior Food & Nutrition Advisor, Heart Foundation

November 2023

<https://www.linkedin.com/feed/update/urn:li:activity:7132252466376548352/>



Jemma O'Hanlon AdvAPD GAICD
Dietitian | Nutritionist | Consultant | Presenter
3mo



KIDS AND VEG: It's a topic very close to my heart after spending years overseeing the VegKIT project on behalf of **Hort Innovation** with delivery partners **CSIRO**, **Flinders University** and **Nutrition Australia**.

What we know from research is that kids are more likely to respond to messages focused on fun and enjoyment, and less about health,

So what are some easy ways to get more serves into the day? Let's:

- 1 Show kids how vegetables are grown and share the journey from farm to fork
- 2 Teach kids how to cook with vegetables
- 3 Try new recipes and help kids discover new flavour combinations
- 4 Offer a rainbow of veg regularly and let kids decide which ones they'd like to eat
- 5 Include vegetables at less traditional eating occasions like breakfast and snacks

There are so many opportunities to make a difference to the health of our kids. Thanks as always to **Nine News** for having me!

Find out more about the research at <https://www.vegkit.com.au>

Dietitians Australia #vegkit #food #nutrition #health #healthykids #dietitian #mediadietitian #9news #freshproduce #vegetables #research #eatarainbow



127 - 12 Comments



AUSVEG

November 2023

https://www.linkedin.com/posts/ausveg_ ausveg-eatmoreausveg-vegkit-activity-7162618845843632129-7j_B



AUSVEG
8,493 followers
1w · Edited



🍌 Teaching children to enjoy their vegetables starts with education and ends with healthy life-long vegetables eaters.

The R&D project, "Evidence-based education program to support increased vegetable consumption in children," aims to increase children's vegetable consumption by delivering health and nutrition-based information to health professionals and those working in child-based settings, such as educators.

This project is funded by Hort Innovation using the vegetable research and development levy and contributions from the Australian Government.

Involving the CSIRO, Flinders University, and Nutrition Australia, the project is packed with video resources, farm visits, recipe inspiration, and a national PR campaign full of fun and easy-to-digest information.

Learn more at <https://bit.ly/49d7pTv>

#AUSVEG #EatMoreAusVeg #VegKIT #Nutrition #HealthyKids

GROW WITH AUSVEG: R&D UPDATES



Program to support **increased vegetable consumption in children**



👍❤️ 34



Veg Education

December 2023

https://www.instagram.com/p/C1Y4DYEvyds/?img_index=1



Nutrition Australia

January 2024

https://www.instagram.com/p/C2d5cHxN_yc/?hl=en





Kiddipedia

May 2024

<https://kiddipedia.com.au/little-changes-parents-can-make-to-improve-their-childrens-vegetable-consumption/>

Little changes parents can make to improve their children's vegetable consumption



Kiddipedia



Children are not consuming enough vegetables. In fact, only 6% of children aged 2-17 years of age eat the recommended amount, according to a recent data from the Australian Health Surveys.

As a parent with two young kids, I understand the frustration in trying to get your children to establish healthy eating habits, especially when they have an aversion to vegetables.

But there are tips and tricks to help your child form those good dietary habits, even getting them to increase their vegetable intake by more than half a serving per day, that can help prevent negative health outcomes during childhood and later in life.



Meal planning for lunches

Over the weekend, if you can, squeeze in 15 mins to plan the 3 or 4 veggies you want to include in your child's lunch box for that week. After buying your weekly grocery shop, spend 10 mins prepping your fresh veggies – just chopping up those 3 or 4 vegs and tossing them into containers.

When those busy, frantic mornings hit you can feel comfortable know they will have at least one serve of vegetables sandwiched between the other things they love to eat.

Did you know legumes count as vegetables? Whether they are dried, canned or cooked, legumes such as lentils, chickpeas, and kidney beans provide fibre, protein and other essential nutrients for children. Don't be shy of canned vegetables as they can be a time saver.

Bonus money saving tip: Aim to use vegetables when they are in season when they are cheaper, and tastier.

To take it one step further, try to include vegetables on the menu throughout the day when you're with them. This makes vegetables the 'norm' and it also means you do not have to fit all of the vegetables into one main meal.

Eating the rainbow

Providing a variety of color vegetables helps children learn to enjoy new foods, and ensure they get a range of different nutrients from vegetables of different colours.

Sometimes a simple arrangement of the food can go a long way with kids. For instance, you could make a tropical rainbow fruit salad using oranges, strawberries, mango, and kiwi.

Try stir frying your own mix of vegetables using primary-colored veggies like red onions, carrots, baby corn, and broccoli and arranging it a rainbow or their favorite animal shape.

Covert vegetables

Find recipes that uses vegetables as the base like spinach and cheese muffins, zucchini and spinach tots, roast pumpkin dip or even pizza with vegetables.

These are also great additions to pop into lunches or eat as leftovers for an afterschool snack.

[VegKit from VegEducation](#) has put together an easy recipe sheet that helps parents and caregivers' tips to include 7 days of veggie snacks.

Adding vegetables in 'covert' ways can pack a positive punch and could help them consume an extra serve of veggies a day.

Lastly, get your kids involved!

There is nothing quite like growing your first piece of fruit or vegetables in your backyard at home. Whether it's a small tomato or zucchini patch or just a herb garden, getting your kids' hands dirty and involved will make them proud when you serve it at the table. Make it fun!

Make an avocado and strawberry smoothie with them dropping ingredients into the blender and watch their face light up when it turns pink and tastes good. Get them involved in preparing a yummy herb mix for the vegetables or making a sauce. The more they feel part of the decision making and creation, the more engaged they will be when it comes to dinner time.

Improving children's vegetable consumption is not just a matter of filling their plates—it's about nurturing a lifelong relationship with nutritious food. By reimagining education, role modelling and involvement – we can sow the seeds for a healthier, happier generation. It's time to cultivate change, one bite at a time.



End of Project Stakeholder Research Report

VG22005: Evidence-based education program to support increased vegetable consumption in children (#VegInfluencer)

Background

This report outlines the findings from the end of project stakeholder research conducted as part of the VegInfluencer project. Data was collected from respondents to a survey sent to the VegInfluencer database via eDM.

The end of project stakeholder research intended to measure success of the program and inform further recommendations provided by the project team.

Objectives

The aim of the end of project stakeholder research was to gain insights into:

- Awareness of available resources which aim to increase vegetable intake in children as compared to the level of awareness at the commencement of VegInfluencer,
- How these resources are accessed,
- How these resources are used or implemented,
- Whether the VegInfluencer project has increased awareness and usage of the resources found on the VegKIT website.



Stakeholder Engagement Survey

A short survey was sent to the following groups to gain insight into existing resources used and effectiveness of the VegInfluencer campaign in directing these groups to the VegKIT website.

- Healthcare (general practitioners, practice nurses, dietitians, and nutritionists)
- Long Day Care (teachers and educators, managers, cooks)
- Out of Hours School Care (educators, managers, cooks)
- Primary School (teachers, managers, canteen staff)
- Secondary School (teachers, managers, canteen staff)

The survey and a reminder email was sent to the VegInfluencer mailing list with 28 responses.

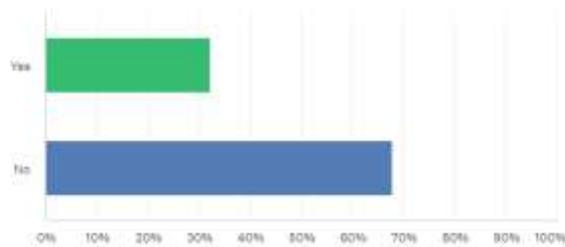
Respondent breakdown:

Setting	Responses
Early Learning – Educator	4
Early Learning – Manager	14
Early Learning – Cook / Chef	3
Primary School	6
Healthcare	1

Survey responses:

Did you know about the VegKIT website before the VegInfluencer Campaign

Answered: 28 Skipped: 0



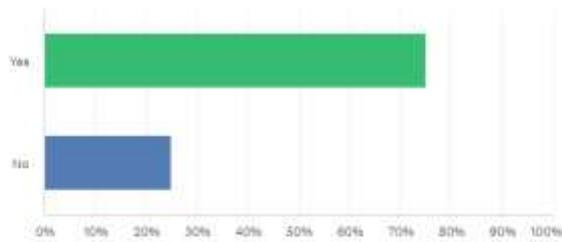
ANSWER CHOICES	RESPONSES
Yes	32.14%
No	67.86%
TOTAL	28

Summary: Less than half of survey respondents were aware of the VegKIT website before this project commenced, indicating the need for increased awareness.



Have you visited the VegKIT website as a result of the VegInfluencer campaign?

Answered: 28 Skipped: 0

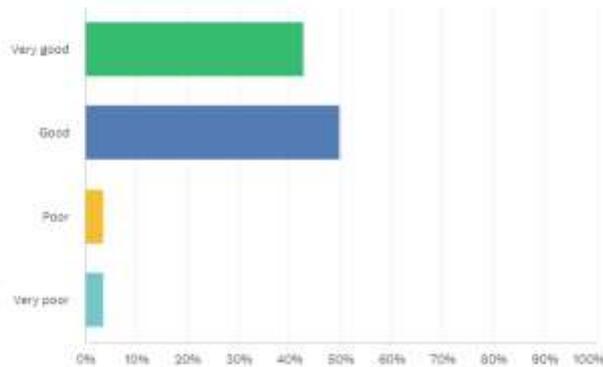


ANSWER CHOICES	RESPONSES	
Yes	75.00%	21
No	25.00%	7
TOTAL		28

Summary: 75% of respondents were directed to the VegKIT website through the VegInfluencer project deliverables (eDM newsletter, TikTok campaign, conference attendance) which was a main objective of the project.

Please rate your knowledge of the importance of increasing vegetable intake in children BEFORE accessing VegInfluencer / VegKIT resources:

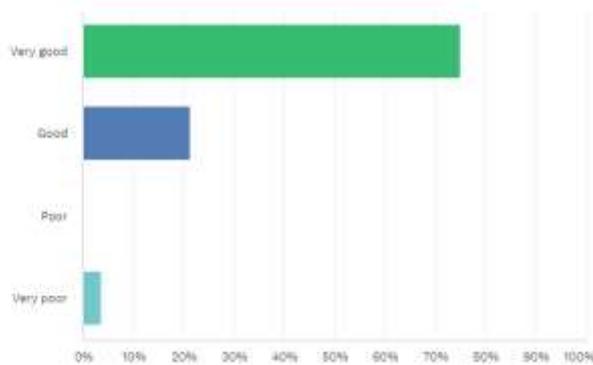
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
Very good	42.86% 12
Good	50.00% 14
Poor	3.57% 1
Very poor	3.57% 1
TOTAL	28

Please rate your knowledge of the importance of increasing vegetable intake in children AFTER accessing VegInfluencer / VegKIT resources:

Answered: 28 Skipped: 0



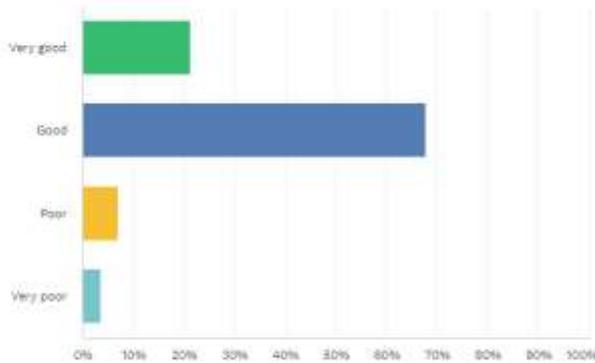
ANSWER CHOICES	RESPONSES
Very good	75.00% 21
Good	21.43% 6
Poor	0.00% 0
Very poor	3.57% 1
TOTAL	28

Summary: 75% of respondents rated their understanding of the importance of children eating more vegetables than they currently do as 'very good' after accessing VegInfluencer / VegKIT resources; an increase from 42% of respondents who rated their understanding in this way before accessing the resources. This was a key objective, particularly within the VegInfluencer TikTok campaign where awareness of the issue was prioritized.



Please rate your confidence to contribute to the increase of vegetable intake in children BEFORE accessing VegInfluencer / VegKIT resources:

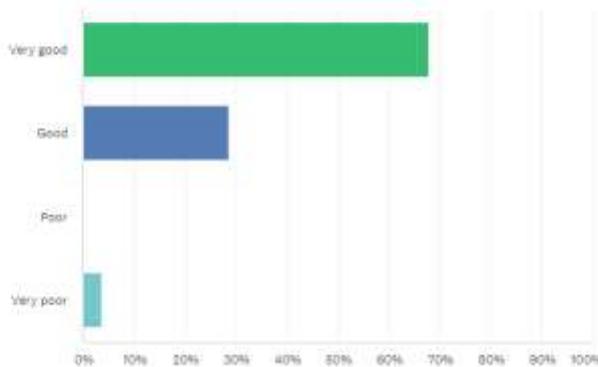
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
Very good	21.43% 5
Good	67.86% 19
Poor	7.14% 2
Very poor	3.57% 1
TOTAL	28

Please rate your confidence to contribute to the increase of vegetable intake in children AFTER accessing VegInfluencer / VegKIT resources:

Answered: 28 Skipped: 0



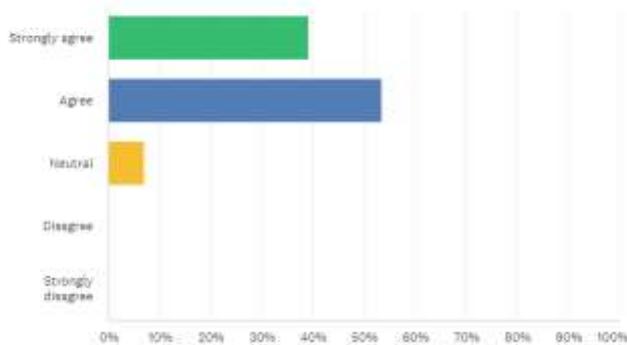
ANSWER CHOICES	RESPONSES
Very good	67.86% 19
Good	28.57% 8
Poor	0.00% 0
Very poor	3.57% 1
TOTAL	28

Summary: Respondents' confidence in contributing to the increase of vegetable intake after accessing VegInfluencer / VegKIT resources increased overall. A key objective of the VegInfluencer project was to improve accessibility for the target audience to the VegKIT resources, which are designed to be easy to implement (therefore increasing the target audience's confidence to use them).



The VegKIT website and resources are easy to access and use:

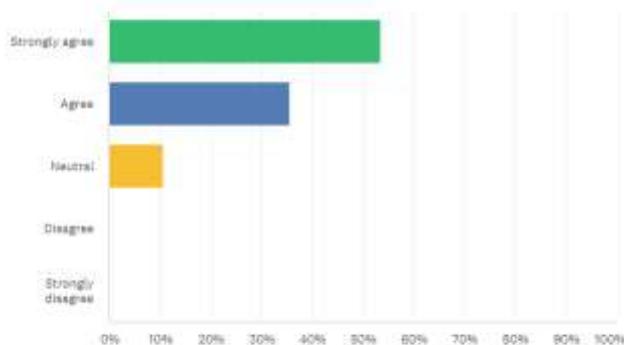
Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
Strongly agree	39.29% 11
Agree	53.57% 16
Neutral	7.14% 2
Disagree	0.00% 0
Strongly disagree	0.00% 0
TOTAL	28

I would recommend VegInfluencer / VegKIT to other professionals in my setting:

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
Strongly agree	53.57% 15
Agree	35.71% 10
Neutral	10.71% 3
Disagree	0.00% 0
Strongly disagree	0.00% 0
TOTAL	28

Summary: 92% of respondents agree or strongly agree that the VegKIT website is now easy to use. Increasing the user experience of the VegKIT website was an objective of the VegInfluencer project. 89% of respondents agree or strongly agree that they would recommend the VegKIT website to other professionals in their setting. Word of mouth is a strong tool which would contribute to reaching the goal of increasing awareness of the VegKIT website, as well as the number of target audience and colleagues who access the website.



Feedback from survey respondents:

I think the website is great for not only for educators/cooks but for parents to have access too, its apparent in conversations I've had with families that they struggle to get veg into their children at home and rely on their veg intake in care because of this. So I direct them to VegInfluencer/VegKIT to get some ideas, many have never heard of the site before.

Excellent resource

There are so many resources available for so many things, sometimes it is hard to locate them, or to even think to locate them. This was so easy as it came into my inbox and prompted me to look at it, engage with it, and speak to my Cook about it, thankyou!

Great website that has helped our centre to include more vegetables

Great resource, great information and really helpful.

A great resource for educators and cooks to add to our tool belt! Thank you!

VegKIT program is great we have used it quite a bit over the last few years

I would love to have access to easy to read recipes that young children can follow and prepare healthy snacks for themselves.

A great initiative aiming for happy healthy kids!

Its great to have more resources out there to support us in improving the health and wellbeing of all children.

A section on ideas/recipes for including more vegies for afternoon tea and particularly for breakfast for OSHC would be really helpful.

Recommendations

A number of recommendations have been developed over the duration of the project and from the above end of project stakeholder research. Recommendations are outlined in the final project report submitted to Hort Innovation.



Summary report: VegKIT Website Reach / Engagement

VG22005: Evidence-based education program to support increased vegetable consumption in children (#VegInfluencer)

Key Points

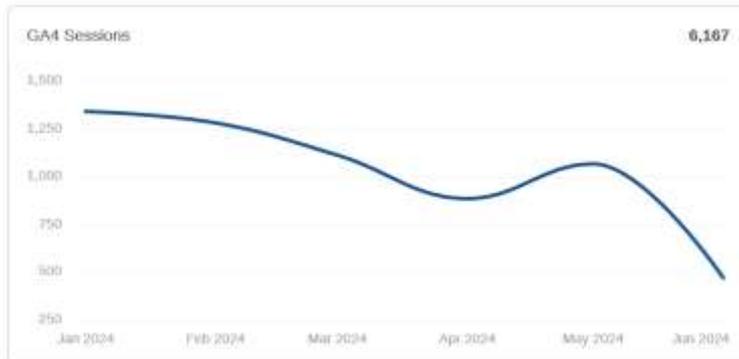
- There was a period of time in which Google Analytics switched from Universal to GA4, therefore information below is shown from January 2024-current.
- There has been a steady increase in traffic to the VegKIT website since the Veg Influencer project commenced; see rise in January which coincided with the first eDM send date; this eDM included a call to action to visit the website.
- 'Sessions' = number of times website has been visited (6,167 from January-June 2024).
- 'Users' = individual users (5,021 from January-June 2024).
- The breakdown of both sessions and users show that majority of the traffic is direct traffic source (users have directly typed the URL meaning they know and care about brand or have followed the call to action to "visit vegKIT.com.au").
- 'GA4 Views' = the most popular page views; Long Day Care being the clear leader after the home page.

Site Views & Traffic Sources





Site Views by Month



Page Users & Traffic Sources



Page Views





Resource downloads

- Top 10 most popular resource downloads shown below:

Page title	File name	Sessions	↓ Sessions
Totals		860 100% of total	860 100% of total
1 Long day care: Tools & resources	/globalassets/vegkit/documents/ldc/infographic-best-practice-guidelines-for-increasing-childrens-veg	239	239
2 Long day care: Tools & resources	/globalassets/vegkit/documents/ldc/what-you-can-do-a-checklist-of-simple-ideas-that-work-in-long-day	200	200
3 Long day care: Tools & resources	/globalassets/vegkit/documents/ldc/guidelines-for-increasing-childrens-veg-etable-intake-in-long-day-	130	130
4 Long day care: Tools & resources	/globalassets/vegkit/documents/ldc/sample-quality-improvement-plan.pdf	111	111
5 OSHC & Schools: Tools & resources	/globalassets/vegkit/documents/oshc-schools/what-you-can-do-a-checklist-of-simple-ideas-that-work-i	69	69
6 VegKIT Project - Homepage	/globalassets/vegkit/documents/visa-position-statement.pdf	62	62
7 OSHC & Schools: Tools & resources	/globalassets/vegkit/documents/oshc-schools/best-practice-guidelines-for-increasing-childrens-veget	61	61
8 OSHC & Schools: Tools & resources	/globalassets/vegkit/documents/oshc-schools/7-days-of-veggie-snacks.pdf	48	48
9 Long day care: Tools & resources	/globalassets/vegkit/documents/ldc/6.-engaging-with-families.pdf	38	38
10 Community & Public Health: Tools & resources	/globalassets/vegkit/documents/oshc-schools/7-days-of-veggie-snacks.pdf	37	37