

High five

CAFETERIA MATERIALS

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1. INTRODUCTION

- A. Introduce myself, Anne Owens and Beth Kitchin and briefly describe our background, training, and experience.
- B. Draw names for door prizes that have been contributed by retailers.
- C. Have participants complete knowledge questionnaire; read questions from questionnaire aloud.

2. DESCRIBE THE NATIONAL 5-A-DAY PROGRAM

- A. Have any of you heard of the national 5-a-Day program? Have you ever seen this logo?
(Transparency 1)
Show examples of logo.
- B. Stores using this logo are participating in the national 5-A-Day program.
Show "The 5-A-Day Program" video (produced by the Produce for Better Health Foundation)

The National 5-A-DAY Program

Eating Fruits and Vegetables can reduce your risk of cancer!

(Transparency 2)

Important research studies have shown that people who eat at least five servings of fruits and vegetables are less likely to get cancer.

All Americans need to know this important fact.

(Transparency 3)

The National Cancer Institute of the United States is working with retailers and the news media to get this message out to Americans all over the United States. Not only do they want Americans to know that they need to eat five servings of fruits and vegetables each day, they want to give them simple and practical ways to increase their intake of fruits and vegetables.

The NCI has funded different community projects to create ways to educate Americans about eating more fruits and vegetables.

NCI awarded grant money to nine different sites across the U.S. for designing projects that would educate Americans about eating five fruits and vegetables a day. UAB was one of the grant sites.

(Transparency 4)

(Using the transparency of the U.S. point out some following grant sites.) Some other grant sites include Emory University in

Atlanta, Tulane University in New Orleans, the University of Arizona, and the Harvard School of Public Health in Boston, Massachusetts. All these sites will be working hard to make sure that their project helps people increase their fruit and vegetable intake. Several sites, like the Alabama one, will be working with children; however, there are also sites who will be working with adults.

3. YOU ARE A PART OF THE UAB PROJECT: HIGH 5 ALABAMA!

(Transparency 5)

The UAB project is called High 5 Alabama. We will most often call this High 5. Like all the other sites we will be working hard to get people to eat five fruits and vegetables a day. The people that the High 5 Project is targeting is **children**, since eating patterns are established early in life and good health habits tend to follow into adulthood. Projects like High 5 and these other projects (*point to the map of sites*) require LARGE NUMBERS of participants, and, as we all know, **schools** are great places to find and educate large numbers of children!

4. THE HIGH 5 INTERVENTION HAS THREE PORTIONS: A CHILD PORTION, A PARENT PORTION, AND A FOOD SERVICE PORTION.

(Transparency 6)

Child's Portion

The child's portion will include fourteen lessons to be taught in the classroom by Curriculum Coordinators that are employed by UAB.

Parents' Portion

The parent's portion will include newsletters, tip sheets, parents' night, and interactive homeworks.

(Transparency 7)

Food Service Portion

The food service portion is naturally the part of the project that will affect you most directly. This portion will include your preparing and serving healthy fruits and vegetables to the students and providing support for the classroom curriculum through displaying posters and other 5-A-Day visuals, wearing the 5-A-Day aprons and pins on special days, etc. Today we will be explaining your role in the project in great detail.

What is an intervention?

We are calling all these three portions (child, parent, food service) together an **intervention**. So, when I say that your school is getting the "intervention," that means that all three of these components will be delivered in your school. On the other hand, there are 14 control schools also. That simply means that those students will not receive the intervention until after your school has completed the entire program and the results have

been evaluated.

Because it is a study we have to work really hard to keep many things alike in the intervention schools.

Almost everything that is done in the intervention schools needs to be kept as similar as possible. For example, we will need all of the Curriculum Coordinators in the intervention schools to teach the High 5 lessons as much alike as possible, and we will need for the food service in the intervention schools to follow the same simple, but specific guidelines.

Also, we will need the control schools to not learn, see, or do any of the High 5 activities until after all the intervention schools have been evaluated. So, we are asking that you not share the materials that we are providing with other schools.

What is the main goal of the intervention?

(Transparency 8)

The main goal of High 5 is to get fourth graders and their parents to begin eating five fruits and vegetables a day. But, we would also like to get you, the food service workers, also the teachers, and the principals to begin eating five fruits and vegetables a day!

Take a minute and think about yesterday. How many fruits and vegetables did you eat? Did you have your 5 a day? If not, think about how many fruits and vegetables you did have. How could you increase that to five servings?

When you came in this morning, you received a copy of a handout called "Eat More Fruits and Vegetables." I hope that you will read this later and use some recommendations in your own diet.

While we hope to give you hints to improve your eating habits, we will not be asking you about your diet. However, we will be talking to the children about what they eat.

How can we achieve the goal with the fourth graders in your school?

(Transparency 9)

- a. We can make sure that they have heard the High 5 message.

First, we want to get the message out to your fourth graders and their parents that they should be eating at least five fruits and vegetables each day.

We will do this through the three intervention portions. The