



Fruit and Vegetable Challenge

Target Risk Factor:

Healthy Eating

Target Population:

All age groups

Project Lead:

Tara Common

Community:

Brandon

RHA:

Brandon

Project Partners:

This project is facilitated by the Healthy Brandon Eating Well Committee. Members include Brandon Friendship Centre, City of Brandon, KX96, CFB Shilo, etc.

Project Details:

Multiple event or ongoing project

Description:

The Fruit and Vegetable Challenge is a fun, informal contest between two groups. At the end of this friendly competition, a ghastry golden carrot trophy is presented to the winning group. This challenge has focused on workplaces in the past but it is open to schools and other groups and organizations as well.

Time:

There is very little prep time (gather resources, get a trophy, etc.) The project is ongoing in the community. One goal of the Healthy Brandon Eating Well committee is to offer at least 2 challenges for the 2010 - 2011 year.

Objectives:

- To enhance understanding of Eating Well with Canada's Food Guide and recommended daily servings of vegetables and fruit among participants.
- To increase vegetable and fruit consumption among participants during and after the challenge.

Planning Supports:

Research has consistently shown that the majority of Canadians and Manitobans do not consume the recommended servings of vegetables and fruit according to Eating Well with Canada's Food Guide. Inadequate consumption of vegetables and fruit increases the risk of hypertension, stroke, heart disease, type 2 diabetes and certain cancers. The Community Health Assessment (2009) in Brandon found that the majority of residents (67%) consume only 0 - 4 servings of fruits and vegetables per day.

Results:

The Fruit and Vegetable Challenge typically has 5 to 10 participants per group.

What worked:

1. Each group has a team leader. The roles of team leader are:
 - Be the contact person for HB Eating Well committee
 - Distribute resources and prizes to rest of participants
 - Collect Food Trackers and average the servings of fruit and vegetables consumed.
2. Incentives:
 - To kick off the Fruit and Vegetable Challenge each group receives one fruit tray and one vegetable tray.
 - Each participant receives an Eating Well with Canada's Food Guide and other relevant healthy eating material.
 - After the challenge each participant receives a Healthy Brandon Eating Well lunch bag, ice/hot pack and water bottle.

What didn't work and any changes made:

- The challenge started off being 2 weeks in length but participants found it be too long. The challenge is now one week in length, typically Monday to Sunday.
- The winning group used to challenge a new group until defeated. Now if a group wins two consecutive times, the group is titled "Eating Well Champions." Two new groups will then vie for the golden carrot trophy.

Unexpected Outcomes:

This is posted on www.healthybrandon.ca ACC Defeats KX96 in Latest Fruit and

Vegetable Challenge!

In May 2010, ACC battled it out with KX96 and knocked the defending champs off top spot. Jill Proulx, team leader at ACC thought the challenge was a "hoot." Proulx stated that the challenge "created a conscious awareness of our food consumption and how easy it is to get your fruit and veggie servings in for the day." The challenge has left a lasting mark on participants. The group now brings a variety of vegetables and fruit at meal and break times and share amongst each other. Who will win the next Golden Carrot Award? Stay tuned to find out which workplace will be bold enough to challenge ACC!

One unexpected outcome in the latest challenge was an increase of vegetables and fruit consumption in non participants in the same organization. The ACC group encouraged the kids in the college day care to increase their consumption that week as well. They shared the fruit and vegetables trays with the kids and gave them food guides.

Healthy Together Now / CDPI

Resources

Volunteers:

One person from each group volunteers to be the team leader. The roles of team leader include:

- Being the contact person for HB Eating Well committee
- Distributing resources and prizes to rest of participants
- Collecting Food Trackers and calculating the servings of fruit and vegetables consumed

Facilities:

Workplaces

Schools

Organizations

Community Groups

Equipment:

- A golden carrot trophy
- Prizes

Other:

- 2 fruit trays
- 2 vegetable trays
- Resources/handouts

Total Costs:

Budget of \$250 per Challenge

Materials developed for program:

[Fruit and Vegetable Challenge brochure](#)

Contact Information:

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