



## Spot Reward Program

**Target Risk Factors:**

Healthy Eating  
Physical Activity

**Target Population:**

Preschool (6 yrs & under)

**Project Leads:**

CDPI Committee

**Community:**

Lundar & Eriksdale

**RHA:**

Interlake

**Project Partners:**

Lundar School, Eriksdale School, Lundar Day Care, Eaglets Day Care

**Project Details:**

Single event

**Description:**

This exciting program was designed to help promote Healthy Eating in our schools. Children were encouraged to bring a fruit or vegetable in their lunch each day in order to receive a ticket on a prize.

This program ran for a two week period from Monday, April 12th/10 to Friday, April 23rd /10.

Week 1 – April 12th to April 16th was FRUIT Week.

Week 2 – April 19th to April 23rd was VEGETABLE Week.

One ticket was rewarded for each day per child with healthy snacks in their lunch. All children received a token of participation at the end of the two weeks.

We asked the parents for their support in packing healthy lunches, and so their kids will get all the great benefits that go with it.

There was a celebration on Friday, April 23rd with snacks (fruit trays) provided by the Lundar/Eriksdale WELL Group. The prize of a Gift Basket full of sport toys was drawn from all the entries from both weeks.

**Time:**

This project ran for a two week period with approximately a month of prep work.

**Objectives:**

Promote healthy eating and rewarded it with a prize that would involve getting physically active.

**Planning Supports:**

This was our second year of running this program. The feedback from year one was so positive from teachers and parents that we ran it again this year.

**Results:**

162 students participated in this year's program.

**What worked:**

Students were excited to bring a fruit or vegetable so they could enter the draw. They even reminded their parents to make sure and pack healthy snacks.

**What didn't work and any changes made:**

The school included the pre-school program during the week, so more participation prizes needed to be purchased and taken to the school.

**Unexpected Outcomes:**

Positive letters from parents explaining that their children were excited to pack healthy lunches and children did try some different fruit and vegetables.

***Resources***

**Volunteers:**

The school staff helped to collect the daily entries and the distribution of the participation prizes.

**Facilities:**

Lundar School  
Eriksdale School  
Lundar Day Care  
Eaglets Day Care

**Equipment:**

- 4 Baskets for grand prizes for each day care and each school's K-4's
- Participation prizes for 162 students

**Total Costs:**

\$500

**Materials developed for program:**

[Letters to parents that were sent home through the schools.](#)

Healthy Together Now / CDPI

**Contact Information:**

Leana Smith

Interlake Regional Health Authority

[lsmith@irha.mb.ca](mailto:lsmith@irha.mb.ca)