



INTRODUCTION

This program was created to give school staff, students and their parents a taste for eating more fruit and vegetables. It targets the school setting as a means to make our children's environment more conducive to fruit and vegetable consumption.

The notion of **pleasure** is without a doubt among the most **important** and **significant** concepts when it comes to modifying lifestyle habits, such as eating patterns or physical activity, particularly for children.

A **change in behaviour and attitude towards fruit and vegetables** requires everyone's involvement and participation to infuse the whole school atmosphere with fruit and vegetables. Students and their parents must be regularly exposed to this message over the course of several years. Fruit and vegetables should be a part of school and home life, where they are valued and associated with all festive and special occasions.

The tool you have in hand is intended for all elementary school staff: governing board, management, physical education and health teachers, daycare service providers, catering or cafeteria management, and/or anyone who wishes to promote fruit and vegetable intake. It can also be useful for educators at Health and Social Services Centres (CLSCs).

This program also suggests **educational and promotional materials** that you can order. In addition, you will find enclosed a copy of the *Freggie Tales Newsletter* and the *Lunch de toutes les couleurs* brochure that you can order in quantity if you wish (see *Materials* section) as well as a **brochure** for your catering or cafeteria management entitled *Tips for preparing meals with more fruit and veggies*.

The **"5 fruit and veggies: My daily crunch!"** program has won **two prizes** for its originality, its quality, its impact and the results it has obtained. In December of 2003, the program was awarded the *Golden Wheat* prize from the Quebec Order of Registered Dieticians in the « Merit in Public Health » category. In May of 2004, it received a special honourable mention from the Canadian *Arctic Gardens Healthy Harvest Award* contest. The **"5 fruit and veggies: My daily crunch!"** program was also chosen by the **"Healthy Schools" approach** as an example to follow and to implement.

Notes: To find out more about the program, to view the entire contents of the present tool and to view our image bank, go to www.arseq.qc.ca/alimentation/5fl.htm.

All references throughout this kit are listed in the last section entitled **References**.

"The opinions expressed in this document are those of the *Association régionale du sport étudiant de Québec et de Chaudière-Appalaches* and do not reflect the official opinions of Health Canada."