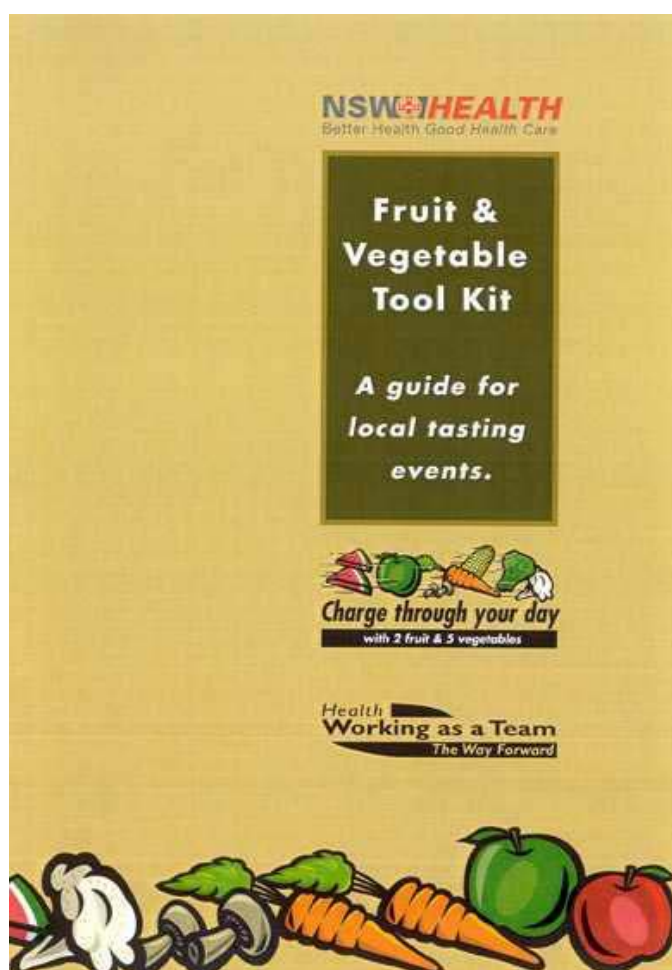


NSW Fruit and Vegetable Tool Kit Dissemination Strategy and Evaluation

Report – December 2002



State Health Publication Number: (HP) 020252

ISBN: 0 7347 3505 7

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December 2002

Table of Contents

Executive Summary.....	4
1. Introduction	6
2. Controlled Dissemination Strategy	8
3. Workshops	9
Table 1 Workshop details.....	9
4. Supplementary Grant Scheme	12
5. Tool Kit Evaluation	14
Evaluation Objectives.....	14
Methods.....	14
Baseline Survey.....	14
Follow Up Survey	14
Results.....	15
Baseline Survey.....	15
Follow Up Survey	17
6. Discussion.....	22
Uptake and Usage of the Tool Kit	22
Usefulness and Relevance of the Tool Kit.....	23
Workshops.....	25
Supplementary Grants Scheme.....	25
Methodological Issues.....	26
7. Summary and Recommendations	27
8. Acknowledgements.....	28
Appendices	29
Appendix 1 Abbreviations of Workshop Attendees	29
Appendix 2 Workshop Outline	30

Appendix 3 Workshop Scenarios	31
Appendix 4 Workshop Evaluation Form	33
Appendix 5 Full Results of Workshop Evaluation.....	35
Appendix 6 Baseline Evaluation	45
Appendix 7 Follow Up Evaluation	46

Executive Summary

It is clear from national and state nutrition surveys that Australians are not eating enough fruit and vegetables for optimal health. *EatWell NSW* (Final Draft January 2002) identifies the promotion of increased consumption of fruit and vegetables as a key priority area. The *NSW Fruit and Vegetable Tool Kit – A guide for local tasting events* is a guide to planning, implementing and evaluating local fruit and vegetable tastings. While tastings alone are unlikely to increase fruit and vegetable consumption, they certainly raise awareness about and increase exposure to a variety of fruit and vegetables.

The *Tool Kit* was distributed through a controlled dissemination strategy, including a mail out to identified primary users, workshops, and a supplementary grant scheme. The dissemination was controlled in order to enable a thorough evaluation of uptake and usage of the *Tool Kit*. This dissemination strategy appears to have generated interest and motivation to implement local tasting events. The number of people attending workshops, evaluation of the workshops and number of applications for supplementary grants support this conclusion.

Overall, the majority of respondents had utilised and were very satisfied with the *Fruit and Vegetable Tool Kit*. From baseline to follow up there was an increase in fruit and vegetable activity. The most apparent change was related to the setting for the fruit and vegetable activity. There was a decrease in the number of activities set in the community and an increase in activities set in schools and health planning contexts. There was also a small increase in the proportion of events that included tasting. Reasons for not conducting fruit and vegetable activities and for not using the *Tool Kit* are associated with a lack of resources and the lower priority of health promotion work related to fruit and vegetables.

Evaluation of the *Tool Kit* raised interesting and relevant issues such as the usefulness of tasting events in increasing fruit and vegetable consumption, the sustainability of such events, and the need for a more strategic fruit and vegetable campaign.

A key aspect of the success of this resource was involving the target group in the development, revision and dissemination of the *Tool Kit* which undoubtedly assisted to prepare the workforce for its release. Involving Nutrition Network members in recruiting for workshops was another key feature to achieving a high reach of the target group. The workshops and grants also clearly assisted in uptake and use of the Kit. The workshops assisted participants to build confidence using the *Tool Kit* and the grants scheme enabled them to implement their ideas, within a context of limited financial resources.

A controlled dissemination approach should be considered to increase implementation and understanding of new resources and policies. Future resources should be practical, provide real life examples, be accessible especially to rural areas and encourage incorporation into broader strategies. It is ideal for new resources to be supported by implementation workshops and grants schemes to increase uptake and usage. However, this is a resource intensive process and the cost effectiveness needs to be considered in relation to the resource's impact and ability to affect change.

1. Introduction

This report outlines the dissemination and evaluation strategy for the NSW Health resource *The Fruit and Vegetable Tool Kit – a guide for local tasting events*.

It is clear from national and state nutrition surveys that Australians are not eating enough fruit and vegetables for optimal health. *EatWell NSW* (Final Draft January 2002) identifies the promotion of increased consumption of fruit and vegetables as a key priority area. Consuming a variety of fruit and vegetables is important for optimal health and health gains can be made by increasing consumption. The *NSW Fruit and Vegetable Tool Kit* is a guide to planning, implementing and evaluating local fruit and vegetable tastings. While, there is little evidence to support the notion that tastings alone directly increase fruit and vegetable consumption, they certainly raise awareness about and increase exposure to a variety of fruit and vegetables.

The Nutrition and Physical Activity (NUPA) Branch (formerly the Sun Exposure, Nutrition and Physical Activity [SUNPA] Unit) at the Centre for Health Promotion, NSW Health provided funding for the development of the *Tool Kit*. A project officer was employed through the Sydney Fresh Food Bowl Network (SFFBN), of which NSW Health is a member, and was managed by Western Sydney Area Health Service. A working group was established to assist the project officer develop the *Tool Kit*. Members of the working group had experience promoting fruit and vegetables and represented Area Health Services, NSW Department of Health and Horticulture Australia.

The expressed need for a *Fruit and Vegetable Tool Kit* came from the public health and community nutrition representatives in the NSW Nutrition Network. Members of the Network were enthusiastic to explore alternatives for promoting fruit and vegetables in the absence of a statewide social marketing campaign. In the first instance, the Network decided to focus on demand strategies for fruit and vegetables rather than supply, as this was achievable within existing resources.

Tasting events was chosen as a suitable strategy because they can:

- Provide a supportive environment for behaviour change by combining experience-based strategies with health information;
- Be conducted in all areas of NSW;

- Be used as a platform to develop new partnerships for longer term strategies; and,
- Be conducted with limited resources.

The *Tool Kit* was designed to provide practitioners with a user friendly 'how to' guide to planning, implementing, promoting and evaluating fruit and vegetable tasting events.

Prior to the development of the *Tool Kit*, a slogan and logo *Charge through your day with 2 fruit and 5 vegetables* were developed to brand fruit and vegetable initiatives across NSW. The *Tool Kit* further promoted the use of the logo and slogan for tasting events.



A comprehensive dissemination and promotion strategy was developed, and included:

- Targeted distribution to individuals identified by members of the Nutrition Network;
- Workshops conducted throughout NSW facilitated by NUPA and organised by Nutrition Network members;
- A NSW Health funded supplementary grant scheme to assist practitioners to undertake a tasting event.

2. Controlled Dissemination Strategy

To evaluate the *Tool Kit* effectively, only selected primary users received a copy. Primary users included Nutrition Network members, health service staff with a responsibility for implementing community-based nutrition activities and key stakeholders, such as Cancer Council staff.

Nutrition Network members are representatives of NSW Area Health Services, non-government organisations and academic partners. Meetings are coordinated by NSW Health and held quarterly. Nutrition Network members identified primary users within Area Health Services and a copy of the *Tool Kit* was mailed directly to them by the NUPA Branch.

Of the one hundred *Tool Kits* printed, sixty-six were distributed to Area Health Services and key stakeholders throughout NSW in July 2001. Eight *Tool Kits* were distributed to key stakeholders outside NSW.

All recipients were emailed a baseline survey shortly after receiving the *Tool Kit*. The purpose of the baseline survey was to collect information on fruit and vegetable promotion activities conducted in the past 12 months, and intentions to conduct tasting events in the next 12 months. A follow up survey was conducted in August 2002 to evaluate implementation and usefulness of the *Tool Kit*.

3. Workshops

Nine training workshops about conducting fruit and vegetable tasting events using the *Tool Kit* were conducted throughout NSW in July and August 2001. Workshops were conducted as a component of regional nutrition meetings in non-metropolitan areas, and as a separate training day in metropolitan areas. Six workshops were conducted in rural and regional areas, and three workshops conducted in metropolitan areas in the north, south and west (see Table 1 below for dates and venues of workshops).

The workshop goals were to:

- Increase confidence in using the *Tool Kit* to conduct a tasting event;
- Provide an opportunity to plan an event; and
- Develop and strengthen contacts and networks in NSW.

Table 1 Workshop details

Location	AHS & NGOs invited	Date	Number attending
1. Tamworth	NEAHS	30 July	11
2. Port Macquarie	MNCAHS	8 August	8
3. Gosford	CCAHS, NSAHS, NSW CC, HAHS	15 August	16
4. Queanbeyan	SAHS	17 August	8
5. Lismore	NRAHS	23 August	12
6. Wagga Wagga	GMAHS	31 August	20
7. North Parramatta	WSAHS, SWSAHS, WAHS, NSWSCA	3 Sept	26
8. Kogarah	SESAHS, CSAHS, IAHS, NHF, DA	7 Sept	9
9. Dubbo	MWAHS & MAHS	12 Sept	18
TOTAL			128

N.B. Explanation of AHS and NGO abbreviations attached as Appendix 1

A consultant assisted NUPA with planning and conducting the workshops. The workshop outline, scenarios and evaluation form are attached as Appendices 2-4.

The workshops provided many unanticipated benefits. These were identified through observation and written evaluation and included:

- The clinical dietetic workforce often attended workshops, particularly in regional areas, where the workshop was part of a regional meeting. There were two benefits of this; firstly, to provide an opportunity for clinicians to participate in health promotion training. The second benefit was that clinicians may be more likely to target health service staff and patients through hospital based tasting events, particularly social club barbeques already occurring
- Increased opportunity for NUPA to gain a greater understanding about the constraints that practitioners operate under
- The workshops were a professional development opportunity for some participants
- An opportunity for networking between nutrition and health promotion workforces in one region

The majority of participants thought that the presentation of the workshops was good or excellent (>85%), and over 75% indicated that they gained a fair amount or a great deal from them. Most encouragingly, 111 people (95%) indicated they would be more confident to conduct a tasting event after the workshop; however, some thought additional support would still be required.

Some comments about the workshops included:

'I'm probably over optimistic but as I'm a raw beginner, I really feel that the 'tools' of the trade are well covered in this kit and it has empowered me to make a start. Thanks for a great day.'

'Very beneficial, it was great having a workshop, rather than just reading through the Kit. It now makes organization of these events a lot easier and time efficient.'

'Yes - I certainly will use the Kit now and to be honest before this workshop I would not have used it.'

'Would still feel the need for support from others if starting from scratch.'

Conducting workshops in rural and regional areas helped to build networks and new contacts, and was valued by those participants.

'Thank you for making the effort to travel to a regional area. Although I was familiar with the Tool Kit already, I am sure my other colleagues are more inspired.'

Some participants found the workshops less useful as they felt they already had experience with conducting fruit and vegetable tasting events:

'Vaguely interesting. Not a lot immediately useful for me.'

'Because we have been doing lots of work already in the area, it wasn't a lot of new stuff - but was excellent to promote the Kit with a workshop.'

'The workshop was fun and well presented in a creative way but far too long - as all this information is fairly basic to people who have been doing this type of thing (not specifically food tasting) for many years.'

'I guess I have already had a reasonable amount of experience in fruit and vegetable tastings. The workshop was an excellent refresher and motivator'

Appendix 5 contains full details of the workshop evaluation results.

4. Supplementary Grant Scheme

Grants of up to \$2000 each were made available under a supplementary grant scheme funded and administered by the NUPA Branch. Organisations within or closely affiliated with the NSW Health system were eligible to apply, however funding was only able to be allocated to Area Health Services. Joint grant applications from an Area Health Service (AHS) and relevant nutrition partners (local councils, NGOs, schools, fruit and vegetable industry groups, and community groups) were encouraged rather than AHS only applications.

In planning the grants scheme, a minimum of four grants was allocated for non-metropolitan Areas and a minimum of two for metropolitan Areas. By the closing date in December 2001, applications had been received from six non-metropolitan and seven metropolitan Area Health Services. Six non-metropolitan and three metropolitan applications were funded.

The following criteria were used to assess the merits of each application:

- Degree of collaboration between Area Health Services and other partners
- Clear objectives and target audience
- Process evaluation plan included
- Consistency with longer-term strategies (i.e. part of a portfolio approach to fruit and vegetable promotion)
- Value-adding from the Area Health Service

A total of \$7,800 was awarded to the following proposals from non-metropolitan Areas:

- 1) Macquarie - Tastings targeting Aboriginal children and parents at a Community Health Centre
- 2) Greater Murray - Tastings combined with a walk-ball promotion targeting older people
- 3) Northern Rivers - BBQ vegetable tasting at Casino Beef Week
- 4) Mid Western - Tastings targeting primary school children using several strategies
- 5) New England - Tastings targeting Aboriginal children at the Croc Eisteddfod

- 6) Mid North Coast – Tastings in conjunction with a community bowel scan screening program

A total of \$4,200 was awarded to the following proposals from metropolitan Areas:

- 1) South Western Sydney - Tastings in community settings targeting three low socioeconomic communities
- 2) Hunter – A worksite healthy breakfast
- 3) Northern/Central Sydney - TAFE Outreach program leading to a tasting event conducted at a TAFE college.

Successful applicants will be providing a brief project report on the tasting event, including an evaluation and project outcomes, to the NUPA Branch by January 2003. Future directions for projects will also be reported. Outcomes of the supplementary grant scheme will be discussed in a separate report.

Comments from the follow up survey show that the majority of respondents (85%) felt that the supplementary grant scheme was a good idea. The rest of the respondents did not feel they had enough knowledge or experience to comment on the scheme.

Positive comments about the grant scheme included:

- Assisted in planning activities
- Motivated action
- Beneficial for supporting local initiatives

Suggested improvements to the grant scheme included:

- Provide grants only to services who link the grants to longer term sustainable strategies and incorporate tastings into multistrategic promotion rather than as a one-off event
- Increased lead time for applications so they can also be included in strategic plans
- Annualised recurrent funding
- Applications deadlines at times other than the end of the year
- Increased publicity and promotion of the scheme
- Follow up funding for successful projects to encourage continuation of projects
- Competitive process to ensure strategies meet a certain standard before being funded

5. Tool Kit Evaluation

Evaluation Objectives

- 1) Evaluate the uptake and usage of the *Fruit and Vegetable Tool Kit* by the target audience.
- 2) Obtain detailed feedback on the usefulness and relevance of different sections of the *Tool Kit*.
- 3) Compare the number and type of tasting events taking place before and after the dissemination of the *Tool Kit*.

Methods

Baseline Survey

Two weeks after the hard copies of the *Tool Kit* were mailed to recipients in July 2001, a copy of the baseline survey was sent electronically (see Appendix 6). This two-week time delay was selected to also serve as a follow up to alert NUPA to any one who had not received their copy of the *Tool Kit*.

Recipients were asked to complete the baseline survey and return electronically within three weeks. The survey questions sought to establish the level of fruit and vegetable promotional activity that had taken place in the two years prior to the dissemination of the *Tool Kit* and also to canvass intentions to conduct tastings in the future.

Follow Up Survey

A follow up survey was electronically disseminated to the same group of *Tool Kit* recipients in early August 2002 (see Appendix 8). This date was chosen as it allowed recipients sufficient time to plan and undertake a tasting event. By August 2002 seven of the nine planned activities funded through the supplementary grant scheme had been carried out and this enabled reporting of these activities on the follow up survey.

This survey sought to find out the level of activity that had taken place and also to seek detailed feedback on the use of the *Tool Kit*.

Results

Baseline Survey

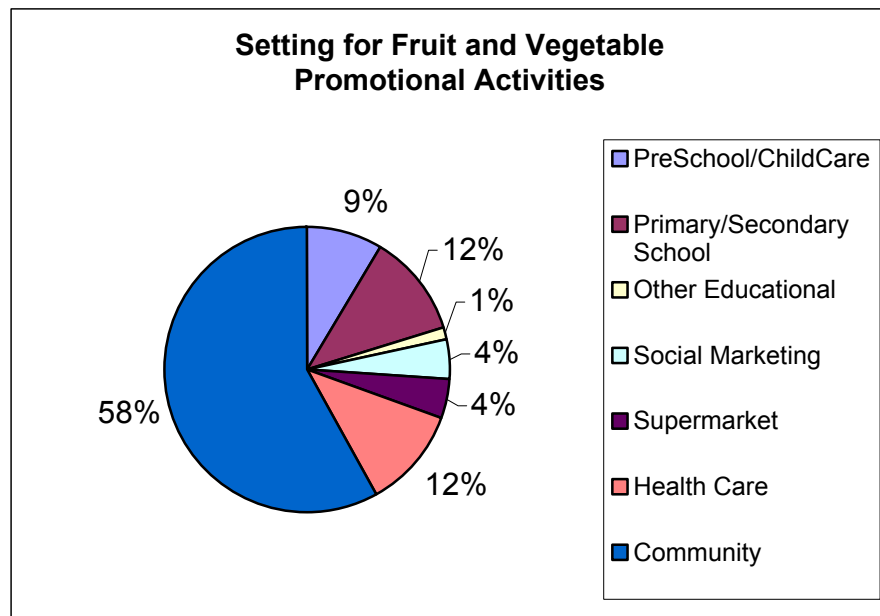
Response Rate

55 surveys were distributed electronically and 52 were returned (response rate 94.5%).

Activities

54% of respondents had conducted fruit and vegetable promotional activities in past two years.

The reported activities that were undertaken took place in a variety of settings, outlined in the following graph. These included: within the community (58%), primary/secondary schools (12%), health care (12%), preschool/childcare (9%), supermarket (4%), social marketing (4%), and other educational eg. TAFE (1%).



Of these activities, 43% had tasting incorporated into the event. Other fruit and vegetable activities reported that did not incorporate tasting included: educational and promotional information, articles for newsletters and establishment of a community garden. Just under half (48%) of these activities were incorporated into existing events and just over half (52%) were organised as stand alone events.

79% of respondents conducted an evaluation of their fruit and vegetable activities. Of those who did conduct an evaluation, 64% had a written report available.

Reasons for not conducting fruit and vegetable activities

Approximately half of the respondents who had not conducted fruit and vegetable activities did not see them as a priority. Other activities such as improving access to good quality fruit and vegetables and patient counselling are current priorities.

Just under half of respondents also felt they had little resources, including time, and adequately trained staff to implement fruit and vegetable activities, especially when covering large geographical areas. Some respondents also described the challenge of building partnerships between health promotion officers and community nutritionists in order to implement the *Tool Kit* effectively.

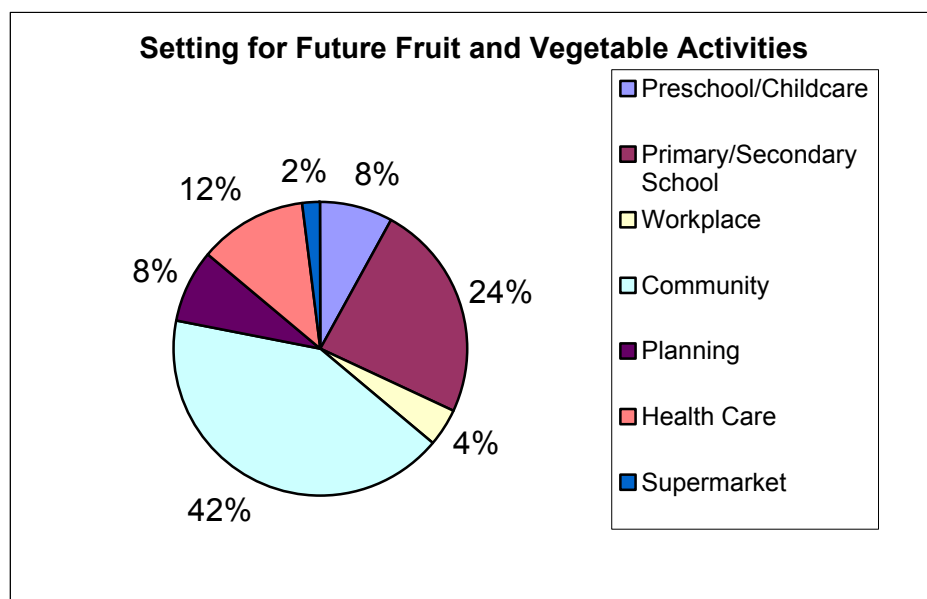
A small number of respondents stated that they were waiting for the *Tool Kit* to be disseminated before implementing activities.

Use of the logo/slogan

33% of respondents had used the logo and slogan '*Charge through your day with 2 fruit and 5 vegetables*' in the past two years. The logo was used on printed resources (56%), Newsletters (23%), Media Releases (5%) and other uses (eg. in lectures, 15%)

Future activities

79% of respondents intended to use the *Tool Kit* in the future, 8% did not intend to and 13% were unsure. The settings for future activities are described in the graph below and included: within the community (42%), primary/secondary schools (24%), health care (12%), preschool/childcare (8%), planning (8%), workplace (4%), supermarket (2%).



Follow Up Survey

Response Rate

54 surveys were distributed and 39 were returned (72% response rate)

Overall Satisfaction

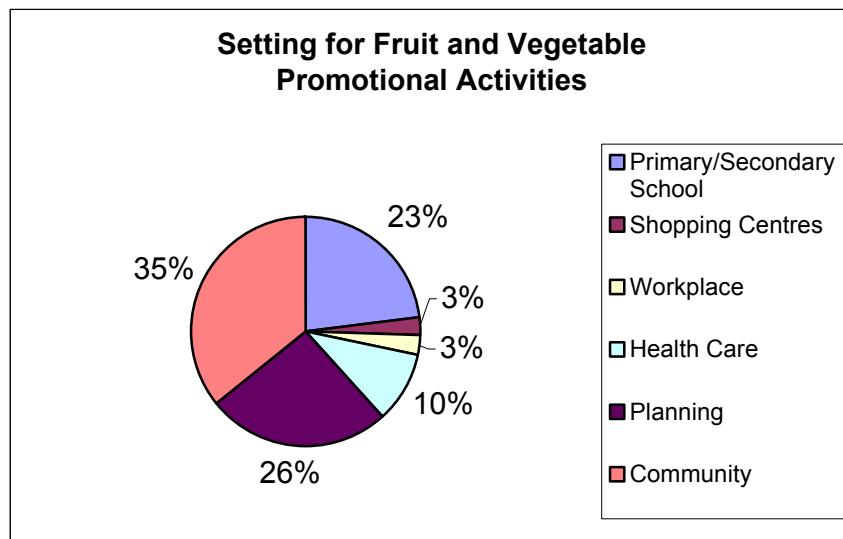
Overall, the majority of respondents (87%) felt satisfied or highly satisfied with the *Fruit and Vegetable Tool Kit*.

Use of the Kit

67% of respondents had used the *Fruit and Vegetable Tool Kit* in the last 12 months. Of those, 8% of respondents had referred to the *Tool Kit* more than 12 times, 32% had referred to it 5 to 12 times and the majority (60%) had referred to the *Tool Kit* less than 5 times.

Activities

The reported activities that were undertaken using the *Fruit and Vegetable Tool Kit* took place in a variety of settings and are outlined in the graph below. These included: within the community (35%), planning contexts (26%), primary and secondary schools (23%), health care settings (10%), shopping centres (3%), and the workplace (3%).



Of these activities, just over half had tasting incorporated into the event (54%). Those that used the *Tool Kit* without incorporating tasting used the resources for planning and educational purposes. Just over half (51%) of these activities were incorporated into existing events and just under half (49%) were organised as stand alone events.

Change in settings from baseline to follow up

The following table outlines the percentage changes of **fruit and vegetable activities by setting** from baseline to follow up.

Setting	Baseline %	Follow Up %	Change
Community	58	35	↓ 23
Primary/Secondary Schools	12	23	↑ 11
Health Care	12	10	↓ 2
Preschool/Childcare	9	0	↓ 9
Supermarket/Shops	4	3	↓ 1
Social Marketing	4	0	↓ 4
Other Educational eg. TAFE	1	0	↓ 1
Workplace	0	3	↑ 3
Planning in AHS	0	26	↑ 26

Use of the logo/slogan

The majority of respondents (71%) had used the logo and/or slogan on promotional material in the past 2 years. The most popular usage of the logo was for printed resources (67%) such as handouts, recipe cards, t-shirts, mousepads, banners, aprons, fact sheets, magnets and coffee mugs. A number of respondents (27%) also used the logo and slogan on newsletters within schools and Area Health Services.

Most and least useful sections of the Tool Kit

Respondents identified the three most useful sections of the *Tool Kit* as: Tasting Strategies (Section 1), Case Studies (Section 5) and Resources (Section 6). These sections were identified as they contained information that had practical applications. The quotes below further highlight the reasons these sections were identified as the most useful.

‘Tasting Strategies provided excellent information used to determine what type of activity to conduct within available resources’

‘The Resources were the most useful section. The handouts were short and simple, eye catching and very user friendly’

‘The list of available Resources saved reinventing the wheel’

‘The Case Studies assisted with budget calculations and evaluation planning’

Respondents identified that the least useful sections of the *Tool Kit* were Partnerships (Section 2) and Background Information (Section 7). The section on Partnerships was identified as the least useful as respondents felt that their partnerships already existed and were well established.

CD ROM

The majority of respondents (76%) had used the CD ROM and most used it to look at resources or print off multiple copies on coloured paper. Those who had not used the CD ROM did not feel it was necessary or did not have the appropriate hardware or software. All respondents indicated that they would like to receive future resources on CD ROM.

Format and Appearance of the Tool Kit

The majority of respondents thought that the *Tool Kit* was clearly laid out, easy to follow, well indexed, and followed a logical progression. The colours and graphics were appealing and attractive. Some suggested changes included: moving the chapter on Background Information to the beginning and a spiral bound format as the outer cover becomes worn. One respondent commented that the length and cost of producing the *Tool Kit* was not warranted considering tastings should only be one part of a multistrategic nutrition approach.

Partnerships

Three quarters of respondents worked together with other organisations and groups on their event or activity. Many identified that partnerships were already developed before using the *Tool Kit*, however a few did state that the *Tool Kit* gave good suggestions and starting points for working with partners and enlisting support for planned events. Respondents also appreciated the connections the *Tool Kit* provided to previous projects, enabling them to utilise this past experience. Respondents felt that the *Tool Kit* assisted in the efficiency and organisation of managing partnerships, for example, having access to good resources in the *Tool Kit* to show partners at short notice. A number of respondents also identified that the *Tool Kit* provided legitimacy and professionalism when meeting with and presenting to partners. Respondents thought the state-wide nature of the *Tool Kit* also added to this professionalism.

Reasons for not using the Kit

33% of respondents had not used the *Tool Kit* in the past 12 months. These respondents identified two major reasons for this:

- Due to the controlled dissemination strategy, there were limited numbers of *Tool Kits* available to each Area Health Service during the evaluation period between July 2001 and August 2002. This was especially difficult for those in large rural areas where there can be great distances between health workers (eg. community nutritionists and health promotion officers) wanting to use the *Tool Kit*.
- A few respondents identified that using the *Tool Kit* was not a priority. This was due to having little time and resources, especially related to staffing, to utilise the *Tool Kit*. There was some discussion of the time demands of clinical nutrition work and the lack of time available for

community nutrition health promotion work, such as running a tasting event.

Three quarters of respondents, who had not used the *Tool Kit* so far, envisaged using it in the next 12-18 months. Ideas for future use included: tasting events, work with schools/school canteens, using in conjunction with existing events such as Nutrition week, and in a planning context.

Workshops

A detailed evaluation was conducted immediately after the workshops and is discussed in Section 3 of this evaluation report. Additional comments were sought a year later in the follow up survey and overall, were very positive.

Comments included:

- Motivating
- Local workshops were beneficial for developing local partnerships
- Familiarised with and increased confidence about using the Kit
- Encouraged networking
- Enabled future planning and choice of events/activities
- Practical information and scenario examples were very useful
- Well organised and conducted

Respondents also identified some difficulties related to the workshops, including:

- Did not address issue of lack of staff, time and resources
- Nothing new was presented that was not in the *Tool Kit* and examples presented did not show any substantial achievements in increasing fruit and vegetable consumption
- Oriented towards urban settings rather than rural
- A whole day was a substantial commitment and the workshop could have been condensed into a smaller time period

Other fruit and vegetable activities

The follow up survey also included questions about fruit and vegetable activity implemented without using the *Tool Kit*. This was to provide consistency with questions asked on baseline. Respondents provided feedback on a number of other fruit and vegetable activities including: developing an Aboriginal community garden, conducting a fruit and vegetable needs assessment, developing a fruit and vegetable resource for child care centres, and designing a program providing low cost fruit and vegetables to the elderly. Respondents who had not conducted fruit and vegetable activities in the last 12 months identified two main reasons for this. They included:

- Lack of resources including funding, staff, support from partner organisations and time.

- Fruit and vegetable activities were not a priority as they did not fit in with current work and project plans or were not appropriate for the client group. One respondent felt there was a lack of evidence to support the impact of small-scale tastings on fruit and vegetable consumption.

Other comments

The final question of the follow up survey allowed for any other comments that respondents wanted to make. Comments included:

- Suggestion of need for state based campaign to increase awareness and profile for fruit and vegetable concept alongside *Tool Kit*
- Question about the appropriateness of the *Tool Kit* due to changes in food safety/insurance issues
- *Tool Kit* reinforces best practice
- *Tool Kit* is useful to orientate new staff
- *Tool Kit* is not easily accessible in rural areas – suggestion for more copies and availability on the Internet
- Differing opinions on the benefit of stand alone tasting events versus multistrategic approach embedded in existing projects which target increasing fruit and vegetable consumption

6. Discussion

Uptake and Usage of the Tool Kit

Following the dissemination of the *Fruit and Vegetable Tool Kit* there was a small increase in fruit and vegetable promotion. On baseline 54% of respondents had conducted **fruit and vegetable activities** in the past 2 years. On follow up 67% of respondents had utilised the *Tool Kit* to conduct activities in the past year. However, the major impact of the *Tool Kit* was on the nature of the setting for the fruit and vegetable activity.

There appeared to be three noteworthy changes following dissemination of the *Tool Kit* related to the **settings** in which fruit and vegetable activities were conducted.

1. There was a decrease in the number of activities conducted in the general community, eg. Open farm days, local festivals (58% to 35%).
2. There was an increase in the number of targeted activities conducted in primary and secondary school settings (from 12% to 23%). This change may be partly due to the emphasis on schools in the discussion about settings in the *Tool Kit*.
3. There was a large increase in activities (26%) identified as Area Health Service planning activities. Activities in this category included: preparing submissions for fruit and vegetable tasting grants and using the *Tool Kit* to set the scene for a fruit and vegetable planning day. There were no activities mentioned on baseline that fit into this planning context. This does not mean planning activities were not occurring prior to having the *Tool Kit* but it may reflect that the *Tool Kit* also functions as a planning tool and encourages incorporation of fruit and vegetable activities into strategic plans. This may also be related to Area Health Service exposure to the drafting and implementation of *EatWell NSW* (Final Draft January 2002) over the past 18 months, which identifies the promotion of fruit and vegetables as a priority area.

It is also interesting to note that the baseline **predictions of future fruit and vegetable** activities are similar to actual activity as measured on the follow up survey. This was particularly in relation to schools, workplace, health care and supermarket settings. Slightly less activities were completed in the community and more in planning contexts than were predicted. There was also prediction of a small amount of activity in the preschool/childcare setting but this did not occur.

One aim of the evaluation was to compare the **numbers of tasting events** before and after dissemination of the *Fruit and Vegetable Tool Kit*. There was an increase in the proportion of events which incorporated tasting up

from 43% on baseline to 54% on follow up. Having access to the *Tool Kit* may have increased the likelihood of recipients conducting a tasting activity. The proportion of activities organised as stand-alone events compared to those conducted within existing events remained the same between baseline and follow up.

Having access to the resources in the *Tool Kit* enabled greater use of the **slogan/logo**. The follow up survey showed a large increase in the numbers of people who had used the logo and/or slogan in the past 2 years, up from 33% on baseline to 71%. Printed resources and newsletters were the most popular use of these in both surveys. The logo and slogan were developed to brand local tasting events across the state and ensure consistency of a simple and positive message.

Reasons for not conducting fruit and vegetable activities did not change between baseline and follow up surveys. A major reason for not conducting activities was due to lack of resources including funding, staff, support for partner organisations and time, and this was especially relevant in rural areas. Fruit and vegetable activities are also not a priority for some health workers as they do not fit with current work and project plans or were not appropriate for the client group.

Usefulness and Relevance of the Tool Kit

Respondents stated that the *Tool Kit* was easy to use, attractive and followed a logical progression. Respondents appeared to find practical information from the *Tool Kit* most useful, for example, case studies of tasting events and resources. In light of this, future fruit and vegetable resources targeted at this group should contain very practical information and examples.

While the majority of respondents (87%) felt satisfied or highly satisfied with the *Tool Kit*, a number had not used the *Tool Kit* in the last 12 months and this appeared to be for two key reasons. Firstly, due to the controlled dissemination strategy, there were limited numbers of *Tool Kits* available making it less accessible especially for rural health workers. This issue would be largely addressed by making the *Tool Kit* available on the Internet, a suggestion that was made by a number of respondents.

Secondly, using the *Tool Kit* was not a priority due to a lack of time, staff and other resources. Some nutritionists with dual community and clinical roles stated that they felt under pressure to prioritise clinical work over health promotion strategies. Limited resources are a continuing challenge within health promotion and not one that can be addressed simply or quickly.

Many respondents who had not used the *Tool Kit* were planning to use the *Tool Kit* in the next 12-18 months.

'Partnerships' was a key theme that was addressed in the *Tool Kit* and workshops but many respondents thought that their partnerships were

already well established and that they had the necessary skills to maintain these relationships. Although the specific information on partnerships may not have been required, respondents identified that the *Tool Kit* provided legitimacy when developing and nurturing partnerships because of the professional appearance and representation of a NSW wide strategy.

The follow up survey shows that future resources on CD ROM and the Internet would be useful to most people. However, other options must always be provided, as some do not have access to the appropriate software and hardware.

A number of additional comments made about the *Tool Kit* are worth discussing further.

1. Suggestion of the need for state based campaign to increase awareness and profile for the fruit and vegetable concept alongside the *Tool Kit*

Western Australia and Victoria have implemented fruit and vegetable campaigns and while many nutritionists and health promotion officers would advocate for something similar in NSW, it has not occurred to date. The *Tool Kit* was developed as one strategy to promote fruit and vegetables in local areas within existing resources.

A number of resolutions from the 2002 NSW Childhood Obesity Summit recommend a public education/social marketing campaign aimed at children promoting activity and healthy food choices. Such a campaign resulting from the Summit may provide an opportunity for increased promotion of fruit and vegetables. Full detail of the Summit resolutions can be found in the Communiqué at www.nsw.gov.au/obesitysummit.

2. Questions about the appropriateness of the *Tool Kit* due to changes in food safety/insurance issues

New food safety regulations have been introduced over the past year addressing the handling, storage, transport and display of food (further information can be obtained from Food Standards Australia and New Zealand www.foodstandards.gov.au). However, these standards only apply to organisations involved in the handling of food for sale or the direct sale of food. The tasting events outlined in the *Tool Kit* do not involve the sale of food. Despite this, as outlined in the *Tool Kit*, it is still vital to obtain food safety guidelines from the local council for the operation of a temporary stall and all personnel need to be trained in safe food handling procedures.

There have also been many changes to public liability insurance over the past year. Tasting events run by Area Health continue to be covered through the Area Health Service's insurance. Specific details should be checked with Area Health Risk Managers prior to the event.

3. Differing opinions on the benefit of stand alone tasting events versus a multistrategic approach embedded in existing projects which target increasing fruit and vegetable consumption

NSW Health supports the approach of incorporating tasting events into long-term sustainable strategies and for this reason emphasises the importance of planning and evaluation as part of the content of the *Fruit and Vegetable Tool Kit*.

'It is important to note tasting events are not regarded by practitioners as the only, or even the most effective, promotional strategy for fruit and vegetable promotion but rather a starting point for statewide activity in NSW achievable within limited resources (NSW Fruit and Vegetable Tool Kit p. 5)'

The *Tool Kit* also encourages working in partnership and building the capacity of partners (eg. retailers, schools) to share responsibility for fruit and vegetable activities, therefore increasing their sustainability. Tasting events are seen as an immediate action and a beginning point for more sustainable fruit and vegetable strategies.

Workshops

The positive comments about the workshops reflected those collected immediately after the workshops were held. Respondents stated that the workshops were motivating, increased confidence about using the *Tool Kit*, encouraged local networking and partnership building, and were well organised and enjoyable. Respondents also identified that the workshops enabled future planning and choice of events/activities and provided very useful practical information and examples.

In the follow up survey respondents also identified some difficulties related to the workshops, which were not mentioned in the post workshop evaluation. It was interesting to note that a number of respondents felt the workshops catered more for urban settings rather than rural ones. There was also comment that the workshops did not acknowledge the lack of resources available to health workers and the broader issue of increasing fruit and vegetable consumption. Appropriately addressing such issues in a workshop of this nature is difficult, however, perhaps some acknowledgement and discussion of strategic issues such as these may be useful for participants in the future.

Supplementary Grants Scheme

The majority of respondents felt that the supplementary grant scheme was beneficial as it motivated action, assisted with planning and supported local initiatives. A number of respondents suggested improvements related to better linkages between the grant scheme and strategic planning. This included a more competitive application process with the expectation that applications address how their projects will be incorporated into longer-term sustainable strategies. The 2002 grants were assessed on selection criteria

related to an evaluation plan and consistency with longer-term fruit and vegetable strategies.

Ideas also included increased publicity and promotion giving applicants adequate lead-time in which to link grants into strategic plans. During the workshops, Kit recipients were alerted to the availability of funding through the supplementary grants scheme, giving them 4 months notice prior to the application deadline. However, the actual application form was not available until later in the year, leaving much less lead-time. It would be ideal to link the timing of future grants schemes to strategic planning, however, this is a challenge due to the varied Area Health Service planning cycles. There were also a number of comments about annualising the funding and providing follow up funding for successful projects.

Methodological Issues

It should be noted that the respondents to the follow up survey were slightly different to those who completed the baseline. This is due to staff turnover and the fact that some baseline respondents did not actually use the *Tool Kit* and so passed the follow up survey on to those who did. However, respondents collaborated and compiled follow up answers within each Area Health Service, giving an Area wide picture.

7. Summary and Recommendations

The *Fruit and Vegetable Tool Kit – A guide for local tasting events* was distributed through a controlled dissemination strategy in order to enable a thorough evaluation of uptake and usage. Dissemination included a mail out to identified primary users, workshops, and a grants scheme. This dissemination strategy has generated interest and motivation to implement local tasting events.

Overall the majority of respondents had utilised and were very satisfied with the *Tool Kit*. From baseline to follow up there was a small increase in fruit and vegetable activity. The most apparent change was the setting for the fruit and vegetable activity. There was a decrease in the number of activities set in the community and an increase in activities set in schools and health planning contexts. There was also a small increase in the proportion of events that included tasting. Reasons for not conducting fruit and vegetable activities and for not using the *Tool Kit* relate to a lack of resources and the lower priority of health promotion work related to fruit and vegetables.

The *Tool Kit* and its evaluation raised interesting and relevant issues related to the usefulness of tasting events in increasing fruit and vegetable consumption, the sustainability of such events, and the desire for a more strategic fruit and vegetable campaign.

A key aspect of the success of this resource was involving the target group in the development, revision and dissemination of the *Tool Kit* which undoubtedly assisted to prepare the workforce for its release. Involving Nutrition Network members in recruiting for workshops was another key feature to achieving a high reach of the target group. The workshops and grants also clearly assisted in uptake and use of the Kit. The workshops assisted participants to build confidence using the *Tool Kit* and the grants scheme enabled them to implement their ideas. In future, it may be beneficial to ensure greater promotion and lead time for the application process.

The controlled dissemination strategy used appears to have enhanced uptake and usage of the *NSW Fruit and Vegetable Tool Kit*. A comparable dissemination approach could increase implementation and understanding of similar resources. Future resources should be practical, provide real life examples, be accessible especially to rural areas and encourage incorporation into broader strategies. It is ideal for new resources to be supported by implementation workshops and grants schemes to increase uptake and usage. However, this is a resource intensive process and the cost effectiveness needs to be considered in relation to the resource's impact and ability to affect change.

8. Acknowledgements

The following people were involved in the development, implementation and evaluation of the *NSW Fruit and Vegetable Tool Kit*:

Mr Matthew Dick

Ms Susan Dumbrell

Ms Rhonda Matthews

Ms Jane Moxon

Ms Lizz Reay

Ms Liz Story

Mr Philip Vita

Ms Sarah Yallop

Appendices

Appendix 1 Abbreviations of Workshop Attendees

AHS	Area Health Service
CCSAHS	Central Coast Area Health Service
CSAHS	Central Sydney Area Health Service
DA	Diabetes Australia
GMAHS	Greater Murray Area Health Service
HAHS	Hunter Area Health Service
IAHS	Illawarra Area Health Service
MAHS	Macquarie Area Health Service
MNCAHS	Mid North Coast Area Health Service
MWAHS	Mid Western Area Health Service
NEAHS	North East Area Health Service
NGO	Non-Government Organisation
NHF	National Heart Foundation
NSAHS	Northern Sydney Area Health Service
NSW CC	New South Wales Cancer Council
NSWSCA	New South Wales School Canteens Association
NRAHS	Northern Rivers Area Health Service
SAHS	Southern Area Health Service
SESAHS	South Eastern Sydney Area Health Service
SWSAHS	South Western Sydney Area Health Service
WAHS	Western Area Health Service
WSAHS	Western Sydney Area Health Service

Appendix 2 Workshop Outline

Introduction	15 minutes
Planning	45 minutes
Refresher	<i>Fruit and vegetable trivia quiz</i>
Partnerships	30 minutes
Promotion	15 minutes
Evaluation	35 minutes
Resources	20 minutes
Grants scheme	5 minutes
Evaluation of the workshop	10 minutes

Appendix 3 Workshop Scenarios

Melimone Winter Fair

You have decided to conduct a tasting event at the Annual Melimone Winter Fair. This is a two-day event that takes place on the first weekend in July. The event is well attended with over 10,000 visitors each year. There is a wide range of stalls and attractions including farm machinery, arts and crafts, gourmet produce, handicrafts, hand made toys, and many others.

The organisers provide you with a three-sided covered stall.
You have a budget of \$500.

School Sports Carnival

Working with school canteens is listed as a priority on your business plan for this year. You have just started facilitating school canteen workshops for canteen workers in your area. Canteen workers have requested more ideas and assistance with implementing healthier foods and 'special canteen promotion days'.

As a way to foster partnerships and provide a model for other schools, you have decided to work with the canteen manager and staff of Tamarine Public School to provide healthy food choices at their school sports carnival. (usually get sausage rolls, pies, chips, cakes, lollies etc). In particular you want to highlight a healthy meal deal based on vegetables and fruit.

Tasting event – Lunch meal deals that include a piece of fruit and vegetable(s)

You have a budget of \$300

'Veg out' BBQ lunch

The Nutrition Department of Blundell Hospital (you) are planning to hold a fruit and vegetable tasting event within the hospital. In early March, the Health Promotion Unit is planning a 'Walk to work' day. They are hoping to attract many hospital employees. You see an opportunity to hook into the day by hosting a healthy luncheon for participants and staff.

You have discussed this with the hospital social club who often hold staff BBQs and they have agreed to help. On the menu will be grilled chicken and BBQ vegies (zucchinis, eggplant, mushrooms, capsicum).

You have a budget of \$500

Trentville Rail Tasting

Trentville is a large satellite city about 90 km from Sydney. It has a large commuter population.

The local railway station has recently been upgraded and 600 additional parking places provided. State Rail wants to encourage more people to commute by rail and has been promoting the upgrade through local newspapers and via a few low key platform promotions.

You see an opportunity to conduct a fruit and vegetable tasting event at the railway station and have approached station management about this idea. After a very persuasive presentation they are keen and interested in supporting such an event.

You have a budget of \$500.

Appendix 4 Workshop Evaluation Form

Fruit and Vegetable Tool Kit workshop evaluation

Location:

Date:

1. Please rate the different sections of the workshop in terms of how well they were presented. Please feel free to make comments at the end

	Excellent	Good	Fair	Poor
Introduction				
Planning				
Partnerships				
Promotion				
Evaluation				
Resources				

Comments:

2. Now rate each section of the workshop in terms of how much you gained from it (ie. knowledge, skills, ideas)

	Excellent	Good	Fair	Poor
Introduction				
Planning				
Partnerships				
Promotion				
Evaluation				
Resources				

Comments:

1. Was the length of the workshop

Just right

Too long

Too short

Comments:

2. Did you enjoy working on the small group exercise (your tasting scenario)?

Yes

No

Comments:

3. Did this exercise assist you to apply the information being discussed?

Yes

No

Comments:

4. Was there adequate opportunity for input/ interaction?

Yes

No

Comments:

5. Do you now feel more able to conduct tasting events using the tool kit ?

Yes

No

Comments:

6. Is there anything else you would have liked us to cover that wasn't (or any section in more detail)?

Yes

No

Comments:

Overall comment:

Thank you

Appendix 5 Full Results of Workshop Evaluation

Q.1. Please rate the different sections of the workshop in terms of how well they were presented.

	Excellent (no.)	Good (no.)	Fair (no.)	Poor (no.)	No Response (no.)	TOTAL (no.)
Introduction	43	66	3	0	5	117
Planning	57	58	0	0	2	117
Partnerships	65	49	1	0	2	117
Promotion	55	59	1	0	2	117
Evaluation	51	61	5	0	0	117
Resources	56	54	4	0	3	117

Q.2. Now rate each section of the workshop in terms of how much you gained from it (ie. knowledge, skills, ideas)

	Excellent (no.)	Good (no.)	Fair (no.)	Poor (no.)	No Response (no.)	TOTAL (no.)
Introduction	43	66	3	0	5	117
Planning	57	58	0	0	2	117
Partnerships	65	49	1	0	2	117
Promotion	55	59	1	0	2	117
Evaluation	51	61	5	0	0	117
Resources	56	54	4	0	3	117

	Just Right	Too Long	Too Short	No Response
3. Was the length of the workshop...	101	9	4	3
	Yes	No	No Response	
4. Did you enjoy working on the small group exercise (your tasting scenario)?	113	2	2	
Did this exercise assist you to apply the information being discussed?	110	2	5	
6. Was there adequate opportunity for input/ interaction?	109	6	2	
7. Do you now feel more able to conduct tasting events using the tool kit?	111	1	5	
8. Is there anything else you would have liked us to cover that wasn't (or any section in more detail)?	23	81	13	

Q.1. Please rate the different sections of the workshop in terms of how well they were

Comments:

- Good equipment, overheads
- Very enjoyable and organized presentation. Like having lots of activities. Presenters - very pleasant to listen to.
- A bit rushed at the start (not your fault). Confusing about downloading resources
- Time for evaluation was shorter - but good that emphasis: liked Appendix 11 framework; being realistic about what evaluation could measure
- Introduction/Promotion/Resources - no activity, but still very good
- Good balance of time on each topic
- It was good to 'walk through' the document and also see hard copies of the material. Liked to see what was on the disc. Overall I thought the session moved along well
- Activities were fun - gave an insight into targeting events to different settings Therefore highlighted different considerations

- Powerpoint presentation was great! Friday afternoon is not the best time to be creative - end of week when people are tired!
- Presenters work well together. Lots of good practical ideas for use
- Overall well presented
- Found the whole workshop very well run and informative. Got a lot out of it.
- Well presented. Workshop group tasks worked well
- Essential to have case studies and group work - good activities & very practical. Very relaxed, informal & well presented
- Interactive workshop that made it fun way to learn about kit. Gave great flavour of what's in kit, without being tedious. Presenters easy to understand, clear in directions and friendly – thanks
- Need more tool kits so that all participants have a copy to use. Some sponsors could have been used to produce more. Dept. could still follow up the use
- Resources folder - difficult to keep track of in the group - perhaps do a display (portable one of course)
- Would have been useful to have enough kits for each of us to have one to use during the workshop
- Great quality, good speakers, professional
- Resource should be available more readily. The information in the tool kit looks very useful - Maybe once the evolution is complete a reprint (at a cost to the buyer) would be feasible?
- All very interesting and informative
- Interactive components were great
- Lots of interaction – good
- Well presented. Easy to understand
- Excellent. A great combination of funny & serious
- Introduction & history good as a background/ perspective. Good to have kit to work through and refer to, so now feel comfortable with content
- Planning and partnership section was most helpful
- Hands on; good to use and work through practice examples
- Looks like a great toolkit, great to give us a practical health promotion exercise
- Unfortunately, there was little time to go through the promotion part. The kit is very impressive. The group work was a good way of doing it, however I still haven't had a good look at the kit, maybe some activity/time centred around looking at the kit and its ideas would be beneficial
- Particularly partnership services was useful in looking at how to sell benefits of partnerships
- Felt very comfortable with the presenters and presented some different, fun ideas eg. trivia quiz and song
- The hands on activities were good, especially the quiz
- The resources developed are excellent, so it was good to see how they were designed to work

- It is a pity the workshop seemed rather rushed - unfortunate that we had some latecomers and weren't able to start on time
- It was good to go through each section, and even though I have conducted an event before, new ideas and tips/strategies were gained
- Song highlight of the day!
- Enjoyed the quiz as adjunct to above
- A little quiet. Need access to tool kit during workshop
- Good quick amateur workshopping, an excellent way to learn

Q.2. Now rate each section of the workshop in terms of how much you gained from it (ie. knowledge, skills, ideas)

Comments:

- Good group work. Pleasant no. of attendees
- Already have a good grasp of the above. (Afternoon tea yummy!)
- Obviously some sections I gained more from than others. For other sections, it really just confirmed what we're doing
- Principles of health promotion are known -but it was interesting to see it applied to nutrition & specifically to a few local events
- Gained applied knowledge. Had already had presentation re. Kit - background at Nut. Network & PHA conference. Evaluation and promotion gained a little but already had theoretical knowledge
- Quite basic, but still interesting
- The workshop was fun & well presented in a creative way but far too long - as all this information is fairly basic to people who have been doing this type of thing (not specifically food tasting) for many years. - Great afternoon tea
- Hoping we can incorporate some ideas into events next year. It was good to have the workshop to become familiar with toolkit
- I don't work in this area. Also we were taught these kind of things at uni
- Lots of great ideas
- I think the workshops are great to encourage the use of the kit, explaining different ways of using it and ideas to inspire. Good to emphasize the importance of evaluation.
- Being in health promotion have lots of experience in actual skills of planning process; however, great new ideas of thinking about processes in new ways
- Looking forward to using the resource. Have plan for promotion at child care centre on campus
- A lot of topics covered I use in my day to day work & so are familiar to me
- Complemented content of kit well
- Examples provided lots of ideas & practical basis
- Thank you, this was really helpful information and highlighted how everything needs to be thought through to make it work well

- Good to take the practical example through, maybe you could check that examples match participants as you gain more if it is applicable (ours was).
- Congratulations, enjoy the dissemination & praise!!
- Will have a closer look at resources, after this workshop
- I'm probably over optimistic but as I'm a raw beginner, I really feel that the 'tools' of the trade are well covered in this kit and it has empowered me to make a start. Thanks for a great day
- Partnerships- opened my ideas up. Resources - Unsure about success with computers & resources
- Good practical method for getting your message across
- Thank you very much, I had a great day
- Not so much new information learnt, but refocussing thoughts on existing information and strategies to achieve outcomes.
- Have planned, implemented and evaluated a variety of tasting events already following all of the processes and ideas mentioned today. Also familiar with draft tool kits and WA resources
- Because we have been doing lots of work already in the area, it wasn't a lot of new stuff - but was excellent to promote the kit with a workshop
- This reflects a fair range of opportunities in previous years rather than lack of opportunity for new knowledge. It was a well run and planned workshop, thank you
- I guess I have already had a reasonable amount of experience in F&V tastings. The workshop was an excellent refresher and motivator
- Resources look excellent. They'll be very useful.
- Was fairly familiar with process
- A lot of this is very familiar info – but good to have a reminder
- Very well done. Good fun, a good break up of activities.
- Great way to present the toolkit, very enjoyable!

Q3. Was the length of the workshop...

Comments:

- Too short – ran out of time
- Just right - it had all dieticians who had done events. Maybe could be a little shorter but with some people who hadn't run through the whole process, was useful
- A few more chances to have a quick break would be good
- Too short - perhaps even another 1/2 hour would have been useful - just so that it wasn't so rushed
- Too short. A bit rushed at the end. People are at different levels, so discussion too

Q4. Did you enjoy working on the small group exercise (your tasting scenario)?

Comments:

- Fun
- Very useful way to learn

- The group activities were fun & assisted in increasing learning outcomes
- Helped keep us alert, fun and good practical examples from it.
- Good way to educate
- Yes - a great way to make the kit more accessible & illustrate the different parts of the kit.
- Yes - great way to work through issues
- Great way to use document/learn about it
- Fun, interesting
- Yes - include in future scenarios for Community develop. Eg. disadvantaged community ESB, Aboriginal & T.S.
- Yes – useful to apply what you’re hearing
- Yes - immediately dividing group into 'workgroups' a bit daunting, although enjoyable at the end
- Yes – best way to learn
- Yes - practical assistance in getting you thinking about what you might know and how to plan
- Yes - great idea to learn from and keep interest
- No - it was a bit too drawn out, as we have done a lot of this work in this AHS
- Yes – a practical exercise
- Yes - scenario not really appropriate to our area, but still enjoyable
- Yes - railway scenario interesting, but not applicable to rural situation
- Yes – actually putting something into practice

Q5. Did this exercise assist you to apply the information being discussed?

Comments:

- No - relied on previous experience. Good to be in mixed group with variety of experience. Didn't have time to really use the resource
- No. I won't probably be applying this information due to time constraints
- Yes – very practical
- Yes - maybe the small group could elect/choose their examples, to make it more real
- Yes – practical sessions always work best
- Yes – some guidance beforehand would be good
- Yes – but we were not given enough credit for how much we know.
- Yes – song – lost a bit of relevance

Q6. Was there adequate opportunity for input/ interaction?

Comments:

- Yes – very comfortable
- No – would be nice to have more time

- Yes – within the group, but between groups
- No – but understandable as running late, etc.
- No – probably required more time for discussion on some sections
- No – a bit rushed
- Yes – very interactive
- Presenters were very good at applying their expertise to the ideas raised by the small groups
- Yes - was excellent and fun, stimulating
- Yes - very interactive
- Yes – casual style, comfortable

Q7. Do you now feel more able to conduct tasting events using the tool kit ?

Comments:

- I feel more enthusiastic & would need to read it before feeling able
- Limited number of tool kits, access to tool kits /finance –funding
- Would still feel the need for support from others if starting from scratch
- Yes. Case studies good
- Yes - I would still need to do a fair bit of reading
- Yes – more inspired
- Yes – more suggestions/ideas now available
- Yes - I would be confident in doing an event if I worked in an environment more conducive to this type of work
- Yes - realised the amount of thought really needed to conduct these events
- Yes - I certainly will use the kit now and to be honest before this workshop I would not have used it
- Yes – good overview
- Yes - like to locate resources to help. Perhaps more CD-ROMs available
- Yes – need to read further
- Yes - still some concern about resource allocation & evaluation
- Yes - I now know where to find things in the tool kit
- Yes - the resources will be a great help, particularly for sole therapists
- Yes - reassured us we are on the right track with some new ideas/resources etc.

Helps formalise it.

- Was OK before

Q8. Is there anything else you would have liked us to cover that wasn't (or any section in more detail)?

Comments:

- I think it is really important to look at capacity building with partnerships as this is an important way to look at process evaluation

- Would be great to discuss examples of health promotion activities other dieticians in the area had conducted eg. To hear types of events, activities, successes, reflections and improvements. Etc
- Loved the role play - selling to potential partner
- No - shame there aren't more copies of the booklet to go around - particularly in rural areas
- Yes – the surveys that have been mailed out
- Cant think of any at the moment - it's late Friday afternoon
- Yes - practical application of working with the media
- Yes - more on handouts/resources to be given to individuals to increase intake (ie. recipe books, etc)
- Yes - would have liked to directly use the kit to complete the exercises
- Yes - cooking suggestions when working in the field with limited resources
- Yes - great use of practical and interactive activities & humour
- Yes. Partnerships - maybe some info on how to go about approaching key players. Which way is better - i.e. letter, appointment, phone call
- Yes - make a challenging case study to tackle a difficult target group, eg aboriginal population? To look at partnerships or ethnic background a little more
- Please let us know when the Aboriginal toolkit comes out
- Yes - need to ensure that tastings are part of a large strategy, not a stand alone
- Yes - discussion on tasting events that we could implement in networks
- Yes - need emphasis on considering sustainability. We all thought about it, but is crucial to make people aware of when planning events
- Yes - acknowledgment of cultural difference and influence of culture on fruit and veg consumption. Changing food patterns among recent immigrants
- Yes - More on evaluation - time period for outcome of evaluation, ways to use info gained from evaluation
- Yes – further information on evaluation

Overall comments:

- Need more copies of kit printed
- Presentation was very good. Enjoyable. Looking forward to taste testing F & V
- Great day. Well done
- Very useful day. Well presented. Fun & useful activities. Evaluation could have used more time
- Very well done - really enjoyable
- Thanks for coming out to rural Australia!
- Attending this has motivated me to try a few tasting programs at a few towns and go visit
- Great!
- A good afternoon
- Great afternoon – learned a lot & didn't fall asleep
- Great afternoon

- Thanks – it was very useful – liked the entertainment too. Food was great
- Well presented and enjoyable afternoon
- Kit is an excellent resource with potential for useful application. The training is very useful & relevant to application of the kit in event planning & production
- Small group; exercises, role plays had good ideas
- Great workshop - unfortunately I didn't have an awareness before coming what this workshop was about. I hadn't actually heard the 2 fruit & 5 veg message, so at least now I am aware of this. I currently use the OAA/Coles 7 day message
- Great hands on workshop. Thought promoting & provoking
- Enjoyed the afternoon. Very worthwhile coming
- Enjoyed the workshop. A great kit - look forward to using the kit in future activities. Enjoyed the interaction and the trivia
- Very well done, best workshop I've attended in quite a while
- Well done. Very enjoyable
- Vaguely interesting. Not a lot immediately useful for me
- Well done
- The best way to gain participation, meeting us and providing facts
- Thank you for tying it all together so well
- Interesting and I enjoyed the practical application of the tool kit
- Great workshop overall. Not boring
- Great to hear others ideas/ brainstorming.. maybe some more tastings - realise that wasn't feasible but assumption made everyone's food skills would enable tastings. Could complement kit 7 workshop with some eggs. Of food - was discussed, now am hungry! How would evaluations be best fed back to NSW Health? (avenues for feedback)
- Interesting
- Was very informative and interactive & not boring
- The session was excellent overall + creative energy - stimulating learning
- Thanks - Matt & Lizz presented well
- Well presented!! Easy to understand...now motivated to do some tasting events
- Thought it was done in a fun & interactive way. Good work. Thought partnership section was a good highlight. Fantastic to have resources available on CD - makes life easy
- Excellent interaction
- It will be great to see all the tasting events that happen in the next year
- Great workshop
- I like the simplicity of only trying to target F&V tasting rather than confusing ourselves with something too big. Feel more inspired to continue with community
- Fantastic, really worthwhile. We will give you some feedback as we go, promise. Very inspiring
- Very beneficial, it was great having a workshop, rather than just reading through the kit. It now makes organisation of these events a lot easier and time efficient
- It was all very inspiring. Hopefully our tastings to come will work out

- Great!
- Thank you for a very informative, interesting and useful presentation
- Useful addition to HP knowledge
- Very interesting & motivating
- An enjoyable day
- Thanks. Great, very useful
- Thanks for a great opportunity. To see some program at a statewide level that we can tap into
- Great resource
- Very, very impressive – thank you!
- Presenters were great. Very friendly and approachable. Songs & trivia were excellent
- Thank you for making the effort to travel to a regional area. Although I was familiar with the tool kit already, I am sure my other colleagues are more inspired
- Thanks for the very professional, friendly & fun workshop!
- Thanks! Very informative. The toolkit looks great (love the singing!).
- This workshop is of most use to people who are fairly inexperienced in Health promotion. The tool kit is a good tool, and will be very good for rural workers who are sole practitioners
- A very entertaining workshop. Loved the innovative ideas – singing, trivia. Well done!
- Well done. A great 'how to' workshop with the toolkit.
- Great singing! Very informative workshop
- Shorten time spent on group activity!
- Good day – great fun both dieticians and HP to combine
- Great workshop. Kit is very impressive, great resource, look forward to working with it
- Good presentation and workshop, I felt that I already had the info and skills to put this kit into practice
- Great to have local education session.
- Thank you

Appendix 6 Baseline Evaluation

Name:

Area Health Service / Organisation:

Position:

1. Have you (or anyone in your Area Health Service or organisation) conducted any fruit and vegetable promotional activities in the past 2 years?

Yes (Go to question 2)

No (Go to question 3)

2a. Briefly describe the activity/s you have conducted

b. Was an evaluation done on any of the above promotional activities?

Yes

No (Go to question 4)

If Yes, is a written report available?

Yes (Go to question 4)

No (Go to question 4)

3. If no fruit and vegetable promotional activities have been conducted in the past two years, please list the reasons for this (eg. not a priority, no resources etc)

4. Have you or your immediate colleagues used the logo and/or slogan on any resources or promotional material in the past two years?

Yes

No

If Yes, please list (eg. on a school newsletter, a media release, printed on t- shirts)

5. Do you or your immediate colleagues envisage using the Fruit and Vegetable Tool Kit in the next 12 – 18 months?

Yes

No

If yes, how do you/they plan to use it?

Thank you

Appendix 7 Follow Up Evaluation

Name:
Area Health Service/Organisation:
Position:
Contact Details (phone & email):

Part A – NSW Health Fruit & Vegetable Tool Kit

1. Have you (or anyone in your Area Health Service or organisation) used the Fruit and Vegetable Tool Kit in the past 12 months?

Yes (go to question 2) No (go to question 16)

2. How often have you referred to or used the Tool Kit in the last 12 months?

Less than 5 times 5 to 12 times More than 12 times

3. Briefly describe the activities that you conducted using the kit

4. Have you or your immediate colleagues used the logo and/or slogan on any resources or promotional material in the past two years?

Yes No (go to question 5)

If yes, please list (eg. On a school newsletter, a media release, printed on t-shirts)

5. Which 3 sections of the kit did you use the most in planning and implementing your event/activity? Please indicate the relevant numbers.

- 1. Tasting Strategies
- 2. Partnerships
- 3. Promotion
- 4. Evaluation

- 5. Case Studies
- 6. Resources
- 7. Background Information
- 8. Appendices

6. Which 3 sections were the most useful and relevant?

- 1. Tasting Strategies
- 2. Partnerships
- 3. Promotion
- 4. Evaluation

- 5. Case Studies
- 6. Resources
- 7. Background Information
- 8. Appendices

Please give reasons why these sections were the most useful/relevant

7. Which 3 sections of the Toolkit were the least useful or relevant?

- | | |
|-----------------------|---------------------------|
| 1. Tasting Strategies | 5. Case Studies |
| 2. Partnerships | 6. Resources |
| 3. Promotion | 7. Background Information |
| 4. Evaluation | 8. Appendices |

Please give reasons why these sections were the least useful/relevant

8. Have you used the CD Rom?

Yes (go to question 9) No (go to question 10)

9. If yes, please indicate how you have used it by ticking the following:

- Looked at resources only
 - Printed off multiple copies on coloured paper
 - Printed off multiple copies on a colour photocopier
 - Given to printer to print multiple copies
 - Other, please explain
-
-

10. If no, why have you not used the CD Rom?

11. Would you like to receive future resources on CD Rom?

Yes No

12. Please comment on the format and appearance of the Fruit & Vegetable Tool Kit

13. Did you work together with other organisations/groups on your event/activity?

Yes (go to question 14) No (go to question 15)

14. If yes, how did the Fruit & Vegetable Tool Kit impact on the process of working in partnership with other organisations?

15. How would you rate your overall satisfaction with the Tool Kit?

1 2 3 4 5
Highly Dissatisfied Unsure Highly Satisfied

GO TO QUESTION 18

16. If you have not used the Fruit & Vegetable Tool Kit, please list the reasons for this (eg. not a priority, no resources etc)

17. Do you or your immediate colleagues envisage using the Fruit and Vegetable Tool Kit in the next 12 – 18 months?

Yes

No

If yes, how do you/they plan to use it?

Part B – Fruit & Vegetable Tool Kit Workshops

Did you attend a Fruit & Vegetable Tool Kit Statewide Workshop?

Yes (go to question 19)

No (go to question 20)

Any comments about the workshops?

Part C – Supplementary Grants Scheme

Do you think the Supplementary Grants Scheme is a good idea? Why/Why not?

What suggestions could you give on how the grant scheme could be improved?

Part D – General Fruit and Vegetable Promotion

Have you (or anyone in your Area Health Service or organisation) conducted any fruit and vegetable promotional activities in the past 12 months (not already mentioned in Q3)

Yes (go to question 23)

No (go to question 24)

Briefly describe the activity/s you have conducted

	Name of activity	Description	Evaluation completed (Yes/No)	Written report available (Yes/No)
Activity 1				
Activity 2				
Activity 3				

If no fruit and vegetable activities have been conducted in the past 12 months, please list the reasons for this (eg. not a priority, no resources etc)

Any other general comments you would like to make about Fruit & Vegetable activities or the Tool Kit?