

Crunch&Sip[®]

CASE STUDY COFFS HARBOUR PUBLIC SCHOOL



About the school

Coffs Harbour is a coastal city located on the Mid North Coast that sits nearly halfway between Sydney and Brisbane.

It is one of the largest urban centres in the North Coast region, with an estimated population of 68,500 people.

With 423 students, 16 mainstream classes and five special education classes, Coffs Harbour Public School strives for equity and excellence from Kindergarten to Year 6.

At Coffs Harbour Public School, Crunch&Sip[®] is implemented every day, in every class. From beginning to end, the program was supported by the entire school community, helped along by a comprehensive implementation plan for students, teachers and parents.

Belinda Leeson, a teacher at Coffs Harbour Public School, was first introduced to Crunch&Sip through her Live Life Well @ School training three years ago.

Since successfully implementing *Fundamental Movement Skills*, the school then focused on achieving the same success with Crunch&Sip.

“Our school was doing ‘fruit break’ when I started working at the school, but it wasn’t necessarily something that happened in every classroom,” she says.

“So it’s great to see that Crunch&Sip has been such a positive and enjoyable experience for the whole school community.”

A team approach

Belinda says she was lucky to work as part of a Live Life Well @ School team along with fellow teacher Melanie Mulrooney.

Principal Leonie Buehler provided a high level of support for the team's ideas during the entire implementation process, and Local Health District Health Promotion Officer, Nicki Kerr, was also instrumental in ensuring Crunch&Sip was implemented correctly, providing continuous help along the way.

"We are very lucky to have her," Belinda says. "She is always willing to share her time and knowledge, and has met with us at more than a few early morning meetings."

Belinda and Melanie ensured the staff were equipped with lesson support material which helped to get the program underway.

They also did a lot of work in the classroom, encouraging teachers to engage with the program by asking students to complete a picture graph each morning of the different types of fruit and vegetables they brought in. This spurred students on to remember to bring in their fruit and vegetables for Crunch&Sip every day.



Involving the school community

Community and parent support was integral to the success of Crunch&Sip at Coffs Harbour Public School and hinged on following the suggested implementation process. This meant using the school's Facebook page and newsletter to promote the program to parents in the initial stages, and following up with parent brochures and school newsletter snippets.

Both Woolworths Park Beach Plaza and Golden Dawn Fruit & Veg Wholesale were on board to support the launch during Education Week in Term 3. The wider community was invited into the school to learn about the importance of fruit and veg and shared in a nutritious morning tea.

"Benny Banana also came along to entertain the students," Belinda says. "The entire launch was a great success and provided the finishing touch to our implementation campaign."

The school also runs a breakfast club. Students have daily access to fresh fruit and veg, some of which is provided by the teachers themselves.

Crunch&Sip every day

Belinda says that Crunch&Sip is now an integral part of each classroom's morning routine.

"From my own personal experience in my classroom, it's something that happens automatically now which is great," she says. "Every child brings something in and the transition from 'fruit break' to Crunch&Sip is evident because there are always vegetables present."

