



UNIVERSITY OF
GEORGIA
EXTENSION

Fun with Fresh Food

RAINBOW

Nutrition Program for Families

NEAFCS Annual Session
Hershey, PA | October 1, 2019

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UNIVERSITY OF GEORGIA
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OBJECTIVES

➤ PROGRAM DEVELOPMENT & NEEDS ASSESSMENT
How the program got started and where

➤ FUN WITH FRESH FOOD & ITS SUCCESS
Details on the program + impact

➤ TAKING IT WITH YOU
Ways to utilize the program in part or in whole

NEEDS ASSESSMENT



Rockdale County

- Suburban - part of Metro Atlanta
- Home to one city - Conyers
- 2nd smallest county in GA - 128 square miles

WHAT YOU SHOULD KNOW

- Population of 90,594 (2018) and growing
- 57% Black or African American, 38% White, 10% Hispanic
- 70% Free and Reduced Lunch
- 20.4% SNAP Participation
- 39% Adult Obesity Rate
- 14% Adults Diagnosed with Diabetes

Image credit: knowatlanta.com

ROCKDALE EATS A RAINBOW

OUR GUIDING PRINCIPLE



If we can create a love of healthy foods now, we should see lower instances of chronic disease in the future.

Image credit: Hunter Terrell, The Rockdale Citizen

SITUATION

<10% of Americans
get enough veggies

TRUE FOR ADULTS AND KIDS

It takes 8-15 tries to
accept a new food

REPEAT EXPOSURE IS NEEDED

Childhood obesity
affects 1 in 5
school-aged youth

LIFE-LONG HEALTH IMPLICATIONS

Many adults lack
self-efficacy in the
kitchen

NUTRITIONAL GATEKEEPERS

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INITIAL PROGRAM AIMS

> BRING EDUCATION TO THE PEOPLE
Starting idea of "Mobile Cooking Demos"

> REACH ADULTS & KIDS TOGETHER
Aim to affect the whole dinner table

> CHOOSE "COMMON" INGREDIENTS
Use produce that is affordable & easy to find

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RECIPE FOR SUCCESS

OUR RESOURCES

- Hospital Authority Grants & Other Donations
 - Kitchen Cart
 - Produce Giveaways
- Community Partners
 - School Nutrition Department
 - Public Library
- Existing Community Events for Marketing
 - "Thrilling Thursdays"
 - Taste of Conyers Food Festival

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RECIPE FOR SUCCESS

OUR RESOURCES

- Collaboration with 4-H
 - Teen Leaders volunteer & build portfolio: win-win!
- Canva and Microsoft Publisher
 - Attractive graphics, recipe cards, etc.

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KITCHEN CART



\$1500 grant



PERFECT SETTING, THANKS TO COMMUNITY PARTNERS



Fun with Fresh Food was held at public library after a weekly "Thrilling Thursday" program

Image credit: Abe Tidwell, UGA College of Ag.

PERFECT SETTING, THANKS TO COMMUNITY PARTNERS



**Summer meals were available for
children under the age of 18 from
School Nutrition's Summer Feeding**

Image credit: Abe Tidwell, UGA College of Ag.

SO WHAT EXACTLY IS FUN WITH FRESH FOOD?

TO THE AVERAGE PERSON, IT'S A FUN WAY TO GET KIDS TO TRY MORE FOODS

It involves a 6-week series of 20-minute rainbow-themed interactive food “commercials” & taste tests for families. Each week centers on a color (i.e. purple) with a mystery food (i.e. cabbage) revealed once families arrive.

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FFF PROGRAM OBJECTIVES

- Increase willingness to try fruit & vegetables (FV)
- Empower parents to serve FV in appealing ways
- Demonstrate age-appropriate kitchen tasks
- Supply parents with picky eating tactics
- Teach families to “eat the rainbow”
- Increase exposure & access to FV

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ADVERTISING BY COLOR



11:30 am on Thursdays

at Nancy Guinn Memorial Library

6/06 | **Red** Week

6/13 | **Orange** Week

6/20 | **Yellow** Week

6/27 | **Green** Week

7/11 | **Blue** Week

7/18 | **Purple** Week

Rainbow Party!

Saturday 9/14 | 10am-2pm

Location TBD

#RockdaleEatsARainbow



UGA Extension Rockdale County

770-278-7373 | marybeth.hornbeck@uga.edu

**We keep the food
a mystery! It's
part of the fun!**

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FOODS WE'VE HIGHLIGHTED

1. More vegetables than fruits
2. "Easy sell" for Red Week
3. "Stretch" for Purple Week

RED = STRAWBERRIES & BELL PEPPERS

ORANGE = CARROTS & SWEET POTATOES

YELLOW = SUMMER SQUASH & BANANAS

GREEN = CUCUMBERS & ZUCCHINI

BLUE = BLUEBERRIES

PURPLE = CABBAGE & EGGPLANT

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PICKY EATING TACTICS

PAIR WITH FAMILIAR FOOD

Pizza
Muffins
Pancakes

CHANGE PRESENTATION

Put it on a stick
Serve it in a pita
Make a salsa

ADD A DIPPING SAUCE

Ranch	Marinara
Pesto	Hummus

CHANGE THE SHAPE

Coins	Noodles
Sticks	Waffle Fries
Shredded	Crinkle Fries

NEW COOKING TECHNIQUE

Roasting
Sauteing
Add to sauce

CHANGE TEMPERATURE

Frozen
Raw instead of cooked

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2018 Recipes



HIGHLIGHTED FOOD	TASTING ITEMS	PICKY EATING TACTICS
Strawberries	<ul style="list-style-type: none"> Strawberry Salsa Strawberry Pancakes 	<p>Combine with familiar foods: Pancakes</p> <p>Change presentation: Salsa</p>
Carrots	<ul style="list-style-type: none"> Carrot Muffins Raw Carrots 	<p>Combine with familiar foods: Muffins</p> <p>Different shapes: crinkle fries, coins, sticks, shredded</p> <p>Dipping sauces: ranch, hummus, pesto</p>
Summer Squash	<ul style="list-style-type: none"> Squash Saute Veggie Spaghetti Raw Squash 	<p>New Cooking Method: Sauteing</p> <p>Different shapes: Spaghetti, waffle fries, sticks, coins</p> <p>Dipping sauces: marinara, ranch, hummus, pesto</p>

HIGHLIGHTED FOOD	TASTING ITEMS	PICKY EATING TACTICS
Cucumbers	<ul style="list-style-type: none"> Cucumber-Watermelon Salad Cucumber "Slinkies" 	Different shapes: "slinky" Dipping Sauces: ranch and hummus
Blueberries	<ul style="list-style-type: none"> Blueberry Snack Mix Frosted Blueberry Skewers 	Combine with familiar foods: Yogurt, cereal, popcorn Change temperature: frozen Change presentation: put it on a stick
Cabbage	<ul style="list-style-type: none"> Zesty Roasted Cabbage Colorful Cabbage Pockets 	New Cooking Method: Roasting Change presentation: Serve in pita or tortilla rather than as a salad



2019 Recipes



HOW A SESSION FLOWS

FORMAL PRESENTATION

- <15 minutes
- Introduce food with 3 fun facts
- Bring 3 kids up for jobs
- Share 3 cooking tidbits

TASTE TESTS & VOTING JARS

- 2-3 recipes
- Drop a coin for "Loved It", "Liked It" or "Wasn't Crazy About It"
- Get "I Tried It!" Sticker

EVALUATION & PRODUCE GIVEAWAYS

- 1/4 sheet evaluation for adults
- Recipe cards & other literature
- Punch card station
- 1 bag of produce of the week

FUN!

- Rainbow photo booth
- Bubble machine
- Hula hoops
- Food-themed beach balls
- Misting fans

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STATIONS

1

Demonstration Station

2

Taste Test Area

3

Evaluation, Handouts & Produce Giveaways

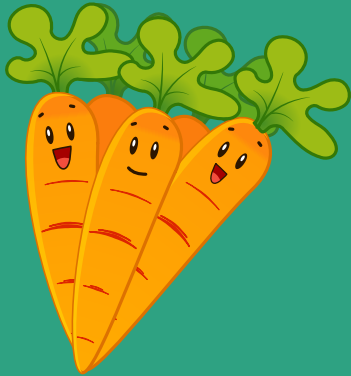
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Voting Jars and Sticker Giveaway

5

Rainbow Photo Booth

DEMONSTRATION POINTS



FUN FACTS TO INTRODUCE THE FOOD

Interesting tidbits
Where it's grown
Health benefits



WAYS TO INVOLVE KIDS

Mixing
Measuring
Etc.



COOKING TIPS FOR ADULTS

Picky Eating Tactics
Equipment
Simple modifications

INTRODUCING THE FOOD OF THE WEEK



GETTING KIDS IN THE KITCHEN



TASTE TESTS



VOTING JARS & STICKERS TO ENCOURAGE TASTING



RECIPES & HANDOUTS

Icy Blueberry Sorbet

Looking for a way to cool down in the hot summer months and get your family to eat more fruit? Look no further than this 2-ingredient tasty treat! Because this recipe uses whole fruit and a small amount of juice to sweeten, it's healthier than most other frozen treats.

Using the whole fruit increases the fiber content, which helps you feel full and also avoid a sugar crash!

Ingredients:

- 2 pints fresh blueberries or 4 cups frozen blueberries, thawed
- 4-6 Tbsp. frozen apple juice concentrate (in can)



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Veggie Spaghetti

Summer squash and zucchini can look just like pasta! Try spiralizing some and tossing with spaghetti sauce for a new tasty side dish! This is a fun way to get more fiber, vitamin C and potassium to your family!

Instructions: Plan for 1 pound of summer squash for every 4 people. First rinse and dry squash. Cut off both ends of the squash and spiralize. Microwave for 1 minute. Add 1/2 jar of your favorite spaghetti sauce and microwave for 1 more minute. This keeps it from getting too soggy! Top with Parmesan cheese, if desired. Instead of microwaving, you can serve raw or boil or sauté squash noodles for 2-3 minutes. Just don't overcook!



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Easy Eggplant Pizza

When trying to introduce new foods, one of the best ways you can make it appealing is to combine it with a familiar food. Using eggplant as a "pizza crust" is a great way to get this fiber-rich vegetable onto your table!

Eggplant and tomato is also a delicious flavor combination! Small-to-medium sized eggplants may work better, as they are typically more tender and have fewer seeds.

Ingredients:

- 1 globe eggplant (about 9-10 inches long)
- 1 cup spaghetti sauce
- 1/2 cup grated Parmesan cheese
- 1/2 cup part-skim mozzarella cheese
- Cooking spray
- Other toppings, as desired



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Tips for Raising Good Eaters

One tactic for getting kids to accept healthy foods is to be **mindful of texture**. If something is too soft or too firm or too slimy, then it won't matter how it tastes!

Everyone has slightly different preferences so **try both raw and cooked** dishes until you know what everyone likes! All forms count for health!

- Try raw veggies in strips, chips, or noodle shapes. With squash, it will be soft and a little crunchy! Leaving squash raw allows you to taste the subtle sweetness.
- When cooking, the smaller the piece or the thinner the slice, the softer it will get. If you use bigger pieces, they will stay firmer.
- Try various cooking techniques—grilled, sautéed, roasted, and microwaved will all be slightly different!



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RECIPES & HANDOUTS

UGA Extension



SNAP BEANS

DID YOU KNOW?



Kids in the Kitchen

Factsheet | HGIC 4113 | Published: Jun 23, 2008

Your kitchen is a learning laboratory for your kids. It's where they learn about food shopping, cooking and cleanup. These are life skills which will help them become self-sufficient later in life.

Ways That Children Learn Best

Children learn best when they are interested in what they are doing and are actively involved. Kids learn by touching, tasting, feeling, smelling, and listening. They are naturally curious about food and cooking, and food preparation allows them to use all their senses. When they are mixing, stirring, kneading, spreading, tossing, squeezing and pouring, they are learning without realizing it.

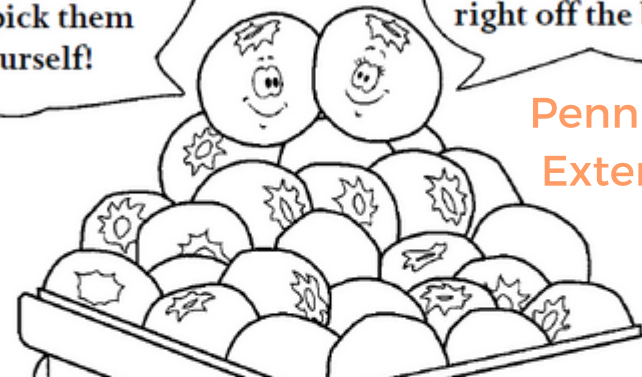
them what is low in fat and high in fiber, vitamins and minerals. Help them find out how much sugar or salt is in processed foods. Whether they realize it or not, they're learning about important nutrients and a variety of foods at the same time.

Teach older kids to read a recipe all the way through, clean the counters and their hands, set up the work area with all utensils that will be needed, and gather all ingredients before starting to cook. They should prepare all ingredients that must be chopped, peeled, toasted, etc. so that the cooking process goes smoothly and quickly. Being organized helps them feel good about themselves.

Blueberries

Most blueberries are grown on "U-Pick" farms. That means you pick them yourself!

Blueberries are blue/purple and grow on bushes. Pick me! I taste best right off the bush!



Penn State Extension

PHOTO BOOTH



EVALUATION METHODS

1

Weekly Parent Surveys

2

Final Retrospective Survey

3

Voting Jars & Photo Booth Props

4

Parent Social Media Posts

5

Focus Groups

WEEKLY PARENT SURVEY

Short interactions mean evaluations
must be targeted & to the point

→ What do we really
want to know?

knowledge
gain



intended
behavior
change



actual
behavior



who is the
audience



family
ripple effect



Adult Comment Card



Name: _____

What is something from today that was new to you or your family?

What is one thing you're going to try at home?

What Fun with Fresh Food recipes (if any) or foods have you made at home?

How many children are with you? _____

What are their ages? _____

How many people do you prepare meals for? _____

What race/ethnicity do you identify with? _____

FINAL WEEK SURVEY



In the "recipe" of Fun with Fresh Food, what was the best "ingredient" in our time together?

If you were going to invite a friend to come to Fun with Fresh Food next summer, what would you say?

(flip over)

PARENT SOCIAL MEDIA



 **Alicia** | [UGA Extension Rockdale County](#)
July 12, 2018 · 

Benjamin's favorite week - he loves blueberries!



September 15, 2018 · ③

► [Rainbow](#) ...

We had so much fun at the 'Fun with Fresh Foods' events at the Library over the summer and had a GREAT time at the 'Rainbow Party' today!!!



Love · Reply · Message · 1y



Like · Reply

- Commented on by MaryBeth Hornbeck (?)
- 1y



Like · Reply · Message · 1y



BEST PRACTICES FOR REPEAT ATTENDANCE



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COOKING TOOLS AS EDUCATIONAL EXTENDERS



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WHAT PARTICIPANTS SAID

"If you were to invite a friend to come to FFF, what would you say?"

- "It's informative with lots of simple ideas and recipes that kids love to eat. My kids look forward to attending each week and love making the recipes at home."
- "It is a great way to use foods at home – the kids want to try what the 'rainbow lady' said"

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FFF BY THE NUMBERS

GROWING ATTENDANCE



REPEAT ATTENDANCE



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WE'RE SEEING BIG IMPACT



29
FAMILIES ATTENDED
AT LEAST 3 SESSIONS



83%
LEARNED
SOMETHING NEW



78%
INTEND TO MAKE
RECIPE AT HOME



\$10000
WORTH OF
PRODUCE
DISTRIBUTED



9
PARENTS
PARTICIPATED IN
FOCUS GROUPS



1
ADULT



AFFECTS FOOD
HABITS OF



4.2
PEOPLE

ROCKDALE EATS A RAINBOW

FOCUS GROUP THEMES



**ADULTS:
INCREASED
CONFIDENCE
IN SERVING
FV**



**CHILDREN:
GREATER
INTEREST IN
COOKING &
EATING FV**



**RAINBOW
THEME AS
SIGNIFICANT
DRAW**

FOCUS GROUP FEEDBACK

INCREASED CONFIDENCE IN SERVING FRUITS & VEGETABLES

“I used to be very stern in making it a requirement for him to eat everything on his plate. But now I'm more relaxed and I'm just taking it a step at a time and trying to interest him.”

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FOCUS GROUP FEEDBACK

GREATER INTEREST IN YOUTH COOKING & EATING FRUITS & VEGETABLES

“The kids had a ball. I don't know why; they were just enthralled with chopping up that cabbage. I think with the carrots too, learning the different ways of serving those and make it fun to eat instead of just a little baby carrot.”

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FOCUS GROUP FEEDBACK

RAINBOW THEME AS SIGNIFICANT DRAW

"The "Eat a Rainbow" theme was perfect. Every week, [she] asked, "Mimi, what color are they doing today? I think they're doing purple." I really enjoyed that."

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WHAT WE'VE LEARNED

➤ Short, repeat exposure to FV can have a strong impact on both adults & children

➤ Short demos may reduce barriers by illustrating healthy eating does not have to be time consuming or difficult

➤ The FFF model could be used in rural, urban, or suburban settings to reach families in a whimsical, yet substantive way



**Rainbows are
incredibly popular!
We can ride that
wave!**

OTHER LOCATION IDEAS

1

Early Childhood Education Centers

2

Summer Camp at Pick-up Time

3

Churches with Children's Ministries

4

Family Night at School/Homeschool Group

5

Parks/Community Gardens at Advertised Time

WAYS TO SIMPLIFY

1

Demo 1 recipe, give recipe cards for 1-2

2

Skip the produce giveaways and kitchen tools or raffle off fewer numbers

3

Hold once a month rather than once a week

4

Make dishes that contain many colors like rainbow slaw or rainbow wraps

5

Combine similar colors to reduce sessions (orange/yellow and blue/purple)

OTHER WAYS TO EDIT

1

Incorporate into Farm-to-School Efforts

2

Family Cooking Class

3

Hands-on Parent Class on Picky Eating Tactics

4

6 Weeks of Samples at Farmer's Market or Grocery Store

5

Social Media Challenge

CONCLUSIONS

**Do what makes
sense for your
community!**

**Remember, people do not always
need to know that they're at a
chronic disease prevention
program for it to be true!**

ACKNOWLEDGEMENTS

THIS WORK WOULD NOT HAVE BEEN POSSIBLE WITHOUT:

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- Brenda Poku & Nancy Guinn Memorial Library
- Peggy Lawrence & Rockdale County School Nutrition
- Snapping Shoals EMC
- Rockdale-DeKalb Farm Bureau
- Rev. Jane Weston & St. Simon's Episcopal Church



Thank you!



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To stay in the loop, visit: tinyurl.com/FFFsignups



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