

Engaging with families

Engaging with families has the best results for increasing children's vegetable intake. It ensures consistent messages. It can also improve vegetable intake at home. Australian children currently eat 54-65% of their vegetables at dinner time, so increasing intake at this meal can have results.

Below are a few ideas on how to engage with families. VegKIT also offers a range of resources, such as posters, recipes and take-home activities, to help you engage with families at www.vegkit.com.au.

Ways to engage with families



Include information and tips in newsletters.



Share videos on how to have discussions with children about vegetables or how to create healthy lunchboxes.



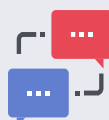
Share children's interest in vegetable activities through service apps and social media.



Organise education sessions for families.



Exhibit displays and posters of vegetables.



Talk with families at pick-up time about how to add more vegetables to dinner.



Provide information about children's intake and exposure to vegetables in communication books.



Create a challenge for families e.g. parents try two new vegetables this week.



Provide families with the same posters, placemats and marketing materials used in the service.



Provide take-home activities families can do with their children.