

VegKIT

Media Toolkit

Currently, only 5% of Australian children consume the recommended serves of vegetables per day. Consecutive Australian Health Surveys have found children are not consuming enough vegetables as an important component of a healthy diet.



The VegKIT project

VegKIT is a project that brings together science and industry. The project has been funded by Hort Innovation, a grower-owned, not-for-profit research and development corporation for Australian horticulture. VegKIT consists of a consortium of members from CSIRO, Flinders University and Nutrition Australia who will work together to deliver six key activities to support children, educators and health care professionals, and engage with industry.

The project is supported by the Vegetable Intake Strategic Alliance (VISA), consisting of stakeholders from a diverse range of expertise including horticultural supply chain, nutrition and health, government, education, advocacy and research.

VegKIT is the first Australian program to provide an integrated nation-wide approach to improving children's vegetable consumption. Working over 5-years, the project will use \$4 million to increase the vegetable intake of Australian children through a collection of practical tools, resources and interventions.

<https://www.vegkit.com.au>



“Establishing healthy eating patterns as a child is essential to forming good dietary habits that help prevent negative health outcomes during childhood and later in life.”



“Childhood is when a love for vegetables can be fostered. Increasing children’s vegetable intake can also have ripple effects to increase vegetable intake in families.”

The VegKIT resource registry

The VegKIT resource registry is a simple and efficient way to access credible initiatives that promote vegetable consumption in children through an interactive online library.

This online library database consists of resources that can be used by health professionals and agencies to research, plan, implement and evaluate their own initiatives and access real life success.

The resource registry aims to aid community and public health care professionals, educators, NGOs and researchers submit their own work and gather ideas for future initiatives of their own.

<https://www.vegkit.com.au/registry>



How can I get involved?

There's plenty of options if you're interested in helping improve vegetable consumption in children.

Whether you work in community, public health, NGOs, early and primary education or research, the resource registry is for you. Browse the latest initiatives or submit your own work.

Your involvement can directly influence vegetable consumption in children, boost the grower industry and improve overall health.

I'm a Community Healthcare Professional

As a community healthcare professional, including health promotion officers, educators, community engagement officers and industry professionals, finding credible resources couldn't be simpler.

The registry provides reliable resources, assessed by an expert panel of professionals with significant expertise in the areas of public health, child nutrition and/or nutrition promotion.

With the help of the registry search panel, you can filter the resources to find exactly what you are looking for.

The registry also provides the opportunity for you to implement initiatives into your own setting, categorising resources so you can find a study that works within your industry, budget and capabilities.

I'm a Researcher

Publishing your work with VegKIT's national registry gives you immediate exposure to industry professionals and fellow academics.

Your initiative will be independently assessed by a member of the VegKIT expert panel.

The Benefits?

- Increased outreach and exposure to industry professionals
- Direct alignment with VegKIT; Hort Innovation, CSIRO, Flinders University and Nutrition Australia
- Opportunity for your initiative to be implemented by others organisations in Australia and the world
- Build connections with others in your field

Social Media

Copy & paste the images and text from the following pages to create and share a post on your social media account.



Looking for a one-stop-show for awesome resources? Check out VegKIT's amazing new tool, the #resourcereistry.

Now live for you to browse all the latest initiatives about increasing children's vegetable intake.

<https://www.vegkit.com.au/registry/>



Does your initiative have outcomes relating to vegetable intake, vegetable awareness or behaviour change relating to vegetable consumption in children?

The @VegKIT registry wants to highlight your work! Get reviewed by experts, noticed by your peers, and extend the reach and exposure of your work.

Get started today <https://www.vegkit.com.au/registry/>

Social Media continued



“This project is about getting children to enjoy vegetables”

Find out how VegKIT are working to increase vegetable consumption in kids, and how YOU can get involved!

<https://www.vegkit.com.au/>



It has been estimated that just five per cent of two to six-year-old children in Australia eat adequate amounts of vegetables!

VegKIT are proudly working to improve veg consumption. Find out how at:

<https://www.vegkit.com.au/vegkit-project/>

Social Media continued



Did you know, only 5% of kids eat the recommended daily intake of veggies!
Check out the #VegKIT registry for all the latest initiatives and tips. Find out how you can support kids to eat their greens!

<https://www.vegkit.com.au/registry/find-research/>



The VegKIT resource registry is now LIVE! Our expert reviewers have been working hard to assess the best initiatives in children's health and vegetable intake.

We've done all the hard work so all you have to do is jump on and start browsing. Check it out!

<https://www.vegkit.com.au/registry/find-research/>

Hashtags

#VegKIT

#VegKITregistry

#VegKITA2

#VegKITinitiative

#resourceregistry

#vegetables

#veggies

#veg&kids

#healthykids



FAQs

How is the project funded?

VegKIT is funded by Hort Innovation, a grower-owned, not-for-profit research and development corporation for Australian horticulture. Hort Innovation provided \$4 million for the project using the vegetable research and development levy and contributions from the Australian Government.

How long will the project run?

VegKIT is a five-year national project designed to address the significant issue of underconsumption of vegetables in children.

How are the three organisations working together to achieve the goals of VegKIT?

As a consortia, with CSIRO as the lead agency, the three organisations are bringing together their collective strengths in science, applied research and service delivery to deliver evidence-informed nutrition promotion with real world impact.

I have an initiative I want to submit. How do I go about doing this?

You can submit an application via the VegKIT website <https://www.vegkit.com.au/registry/>

Applications are assessed by academics with qualifications in public health, child nutrition and/or nutrition promotion, with successful initiatives uploaded onto the registry for viewing and searching online.

I would like to join the expert panel. Is this possible?

If you have experience and/or qualifications in public health, child nutrition and/or nutrition promotion please contact us if you are interested in being a VegKIT registry reviewer. Please send your expression of interest to vegkit@nutritionaustralia.org.

Partners & Supporters



Hort Innovation

Horticulture Innovation (Hort Innovation) is the grower-owned, not-for-profit research and development corporation for Australia's horticulture industry.



CSIRO

The Commonwealth Scientific & Industrial Research Organisation (CSIRO) are an Australian Government corporate entity consisting of scientists with a range of expertise.



Flinders University

Flinders University Nutrition and Dietetics researchers at the College of Nursing and Health Sciences are a team of dedicated experts with extensive experience in clinical and research fields.



Nutrition Australia

Nutrition Australia is a non-government, not-for-profit, community-based organisation who operate through a national board responsible for its policies and procedures.

Get in Touch

For assistance with submitting initiatives, research or projects to the VegKIT resource registry, or enquiries about the expert panel, please contact Nutrition Australia Victorian Division.



Lucinda Hancock

Chief Executive Officer
Accredited Nutritionist

Nutrition Australia

lhancock@nutritionaustralia.org



Amber Kelaart

Consultancy Program Manager
Advanced Accredited Practising Dietitian

Nutrition Australia

akelaart@nutritionaustralia.org



David Cox

Principal Research Scientist &
Team Leader of Behavioural Sciences

CSIRO

david.cox@csiro.au



Jemma O'Hanlon

Research & Development Manager
Accredited Practising Dietitian

Hort Innovation

jemma.ohanlon@horticulture.com.au



Rebecca Golley

Professor (Research)

College of Nursing & Health Sciences

Flinders University

rebecca.golley@flinders.edu.au