

# Chartwells Kids Eat Right Mini-Grants

Mid-Point Project Update

December 5, 2012

**Kids Eat Right Mini-Grants** were awarded to twenty-five (25) Kids Eat Right campaign members in the Fall of 2012. Through an educational grant from Chartwells, the Fall of 2012 mini-grants is part of a full year project that includes a second round of twenty-five (25) mini-grants in the Spring of 2013, and also includes reviewing and updating materials. The mini-grantees utilize one of the five Kids Eat Right toolkits containing 20 presentations, each targeting different audiences, complete with notes pages, optional activity, and handout. In addition, there were five articles and five tips written to promote school meals. The articles and tips will be featured on the [www.kidseatright.org](http://www.kidseatright.org) public website. This mid-point report summarizes feedback received from the 25 Kids Eat Right campaign members who received mini-grants to implement the toolkit presentations in school settings between September and November, 2012.

# Kids Eat Right Mini-Grants

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To promote the use of Kids Eat Right toolkits, twenty-five (25) \$200 mini-grants were awarded to Kids Eat Right campaign members, based on a competitive application and scoring process. Each mini-grantee led at least two presentations in school settings.

## Kids Eat Right Toolkits

There are five Kids Eat Right toolkits available to members, with 20 presentations targeting different audiences:

- **Healthy Breakfast. Everywhere You Go.**  
Presentations for elementary, middle, high school students and adults
- **Healthy Snacking. In a Nutshell.**  
Presentations for adults, adult athletes, parents, teachers/schools, coaches, elementary students, teens, teen athletes, and worksites
- **Family Champions. One Change at a Time.**  
Three interactive parent workshops including cooking activities. Available in English and Spanish!
- **Family Meals. Anytime. Anyplace.**  
Presentations for teens and adults
- **Myth Busters. For Parents.**  
Presentation for parents

The toolkits went under thorough review by Kids Eat Right staff and all toolkits were updated to reflect recommendations from previous mini-grantee feedback.

### *From Mini-Grantees:*

*“Both toolkits I used were well done. The PowerPoint was a great visual and guide for the presentation. The notes were thorough and well developed. The presentation guide for the child sessions was spot on. Exactly what I would have planned and it took the planning time off of my plate! The handouts were great resources to send home with participants (especially for the parents to see what we discussed in class).”*

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*“Highly organized and easy to implement.”*

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*“One participant said, ‘The recipes are surprisingly easy and can be used any time with ingredients already in my fridge. It was very informative and I loved the group dynamics. It was great being able to share ideas with other parents.’”*

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## Reach of Mini-Grants

Although the mini-grant awardees were each only required to deliver two presentations, many chose to do more. A total of 61 presentations were completed, and **3,249 people were reached with Kids Eat Right toolkit messaging**. See chart below for breakdown by presentation type.

Toolkit Presentation	Number Presentations	Number Reached
Healthy Breakfast-Elementary Students	21	804
Healthy Breakfast-Middle School	3	391
Healthy Breakfast-High School	1	35
Healthy Snacking-Adults/Parents/Worksites/Teachers/School Staff	10	231
Healthy Snacking-Elementary Students	12	745
Healthy Snacking-Teens	7	683
Family Meals-Parents	2	51
Family Meals-Teens	1	261
Family Champions-Parent cooking workshop	4	48
<b>TOTAL</b>	<b>61</b>	<b>3,249</b>

## Feedback Mini-Grantees Received From Participants

Kids Eat Right campaign members reported positive feedback from a variety of participants, including parents, adults, teens, and elementary school students. **The mini-grant recipients said that participants loved the tasting activities and the active participation involved in the presentation. Overall comments also included that participants liked getting new ideas, enjoyed learning, loved the handouts, enjoyed the hands-on activities, and that school staff were glad to have the program.** Some mini-grantees were invited to speak at more events. Other comments included that the materials were age-appropriate and adults loved the cooking workshops.

### Sample of mini-grant recipients' comments regarding participant feedback:

"Kids who didn't eat breakfast every day before the presentation said they would try harder to do so now that they know how important it is."

"I was able to talk to all the sophomores in their health class, and they liked talking about the protein they need, and how much of the nutrients certain foods contained. (I also brought them Greek yogurt and granola to taste and they loved it!)"

"The adults loved the cooking class, and they got to use the school kitchen to cook themselves! Many didn't know the variety of frozen vegetables that were available, and they liked taking about ways to take these recipes and mix and match, or spice them up by adding different ingredients."

## What Kids Eat Right Campaign Members Liked Best about the Toolkits

Kids Eat Right campaign members had an overwhelmingly favorable response to all of the Kids Eat Right toolkits. **They reported several aspects of the toolkits they liked best, including the ready-to-use format of the presentations, the well-done handouts, and professional PowerPoints with scripts.** Other comments included the appreciation for how the toolkits promote simple messages, are culturally diverse, and age appropriate.

### Specific comments mini grantees reported that they liked best about the toolkit:

"I found the letter to the parents to be a great tool and saved me time from having to create one. It was nice to have a presentation outline to use as well."

"I liked the ready-made colorful presentations in PowerPoint. Messages were focused. Culturally diverse populations represented in the photos."

"It is wonderful to have these toolkits available to RDs because it encourages us to work more with the community. The handout for parents is nice because the teacher can use this to notify parents of the activity."

"I liked the lesson plan and how easy it was to follow. I liked having simple, easy to explain handouts ready to use. I used the handout where the kids had to list breakfast ideas for every day of the week. Having them write it down was a good exercise for them to really think about how to choose foods from the different food groups."

## Suggestions provided by the Mini-Grantees

When asked what they would change about the Kids Eat Right toolkits, many mini-grantees replied nothing, although some provided valuable feedback. Some mini-grantees want to provide participants with more recipe ideas, more low literacy/culturally diverse materials, even more interactive activities, and they would like to see a greater emphasis on sweetened beverage consumption. Other ideas for improvement included funding for giveaways, food models and props, and various shorter version vs. longer version of the presentations.

## The Future of Kids Eat Right Toolkits

When asked, 'How likely you are to use existing Kids Eat Right toolkits for future presentations?' 88% mini-grantees responded 'very likely.' And when asked, 'How likely are you to use other KER toolkits as they become available?' 92% responded, 'very likely.' None of the mini-grantees responded that they would be 'unlikely' to use existing or new toolkits in the future.

The second round of Chartwells Kids Eat Right Mini-Grants will launch December 31, with presentations in schools taking place from February through April, 2013.



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