



C. Suggested starter kit for schools

Whether you are promoting fruit and vegetables under the banner of Grab 5! or as part of another campaign, schools may find the Grab 5! Pack useful. The contents of the pack were described on page 3. The packs cost £40 but can also be downloaded from the website for free.

If your project has the budget available we strongly recommend you also provide each school involved with the following:

Item	Quantity suggested	Buy from	Estimated cost (based on purchases made 2001-2002)
Grab 5! Pack	1	Sustain (020 7837 1228)	£40
Blender	1	Any electrical store	£13
Plastic beakers and a jug for smoothies	30 beakers, 1 jug	Discount store	£5
Chopping board	1	Discount store	£1
Apples corer and slicer	1	Kitchen shops and some supermarkets	£1
Little containers for tasting sessions	30	Discount store	£5
Fruit and vegetable posters	8 (4 of each)	Chart Media (01282 843304)	£11
Kick start funding			Up to £350 *

* **Kick-start funding** - While most of the activities schools did as part of Grab 5! have minimal costs attached and, once set up, are self-funding, providing schools with some funding to kick-start initiatives can be a great help. It is difficult to predict what activities schools will want to do, but for some typical activities from the pilot phase, with associated costs, please refer to section E.

Reward items

During the pilot phase of Grab 5! all schools were also provided with reward items. These included pens and pencils (made out of recycled materials), rulers, balloons, frisbees, stickers and carrier bags. Rewards have been used very effectively in some healthy eating projects in schools, such as the Bangor University Food Dudes programme. This programme showed that, if used carefully and linked directly to the consumption of the desired food (in this case fruit and vegetables), they can act as significant incentives, encouraging children to eat more and promoting positive attitudes towards that particular food. Examples of how some schools involved in Grab 5! have used rewards



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effectively are given in the Action Pack. Examples include lunch time supervisors using stickers at lunch time to reward children eating all their fruit and vegetables and giving rewards such as Grab 5! pencils to children who buy a piece of fruit from the tuck shop every day of the week.

In most instances, however, rewards, while popular with the children and appreciated by the schools, did not seem to help the Grab 5! project achieve its aims. Indeed, the evaluation of the Grab 5! pilot project found that schools that used substantial quantities of reward items realised no better results than schools that received very few. Another problem with rewards is that they are relatively costly. For these reasons, if you have a limited budget, the only reward items we recommend are stickers because:

- As with all rewards, they are very popular with children and school staff,
- They are relatively cheap to produce,
- They are easy to distribute.
- Schools can integrate them into almost any reward system they have in place, whether in the school dining room, classroom or at a special event.
- They can be used in many ways, i.e. not necessarily as rewards but also to brand school work, letters, display boards etc. that are part of the fruit and vegetable project.

Item	Quantity suggested	Estimated cost*
Grab 5! logo stickers (blue and white versions)	1,000 of each	Approx £33
Grab 5! competition stickers (series of 6 designed by children)	500 sheets (6 stickers per sheet)	Approx £120

*(based on purchases made 2001-2002)

If you would like to investigate the possibility of providing other reward items the following two companies are ones that the Grab 5! project used during the pilot phase. You may have your own alternative contacts.

EMC Advertising Gifts - for all branded promotional items including rulers, car stickers and frizbees - 0845 345 10640

Paperback - pens and pencils made out of recycled materials (approximately £520 and £680 for 4,000 respectively) - 020 8980 2233

Remember that the Grab 5! logo and graphics are available from the Grab 5! website, www.grab5.com, following approval from Sustain.





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You may want to provide schools with some additional items, such as those listed below. These are available for free from the organisations listed, who can also provide some complementary information and advice for schools working on food issues. Full contact details for these organisations and many more can be found in the Grab 5! Action Pack along with other useful materials.

- British Heart Foundation (020 7935 0185) www.bhf.org.uk :
Catalogue of materials for schools detailing an extensive range of materials including the Artie Beat club.
- British Nutrition Foundation (020 7404 6504) www.nutrition.org.uk :
CD Rom 'Teaching Food Safety'
- Department of Education and Skills, DfES (0845 6022260) www.dfes.gov.uk :
Eating well at School booklets (set of 3) (some of the information is out of date but most of it is still very relevant and useful)
- European Food Information Council (www.eufic.org):
10 Healthy Eating Tips for Kids booklet
- Food Standards Agency (0845 6060667), www.food.gov.uk :
Balance of Good Health posters and leaflets
- Food Standards Agency Wales (0292067 8910) www.food.gov.uk :
Fruit Tuck Shops in Primary Schools booklet
- Sustain (020 7837 1228) www.sustainweb.org :
Grab 5! fliers (x30)
- World Cancer Research Fund (020 7343 4200) www.wcrf.org.uk :
Vegetables and Fruits - the Natural Choice booklet

