



Increasing the consumption of fresh
fruit and vegetables in vulnerable
population groups
'How to' guide for project
implementation based on a
2012-2014 Pilot Project in Bulgaria,
Slovakia and Romania

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1. Purpose of this document

The objective of this guide is to summarise useful guidance for those wishing to implement initiatives to increase the consumption of fruit and vegetables by vulnerable population groups.

It is based on the experience of a two-year pilot project financed by the European Commission, carried out from June 11th 2012 – June 11th 2014. This project was carried out in local communities in European regions with primary household income below 50% of the EU average and its targets were children, the elderly and pregnant women.

The pilot project was implemented by the Babel communications agency in collaboration with a network of agencies in the project's three target countries: Bulgaria, Slovakia and Romania.

2. The strategic approach

a) Barriers and levers for behaviour change

Consumption of fruits and particularly of vegetables is lower than recommended in most European countries.

According to specialists (see section 4 – *Further reading* for specific studies), health education and motivational activities as well as increased accessibility to a specific food group can help people to change their diet.

However, several barriers to the willingness to change have to be considered:

- Large portions of the population tend to ignore health education and are less inclined to change their behaviour for health reasons. These are usually the most vulnerable groups.
- Direct comparisons between educational and environmental factors show the latter to have stronger effects on behaviour.
- Maintaining deliberate behavioural change remains difficult, so dropouts are frequent.
- Disadvantaged social groups may show less interest in their future health when they have more pressing daily worries and:
 - have less of a budget to allocate to food purchase,
 - consider consuming healthy food as expensive and not a high priority,
 - consider eating healthy food as requiring a lot of cooking skills and involving eating differently from others in the household¹.

Various studies suggest that successful behaviour change can come from access to local structures that foster good food habits. On the strength of this research, the following priorities were established for the pilot project:

- The targeted populations should know (or get to know) and appreciate the local structures through which the activities are organised and be(come) motivated to take part.
- The structures should propose actions promoting the pleasurable dimension of eating fresh fruits and vegetables regularly and in the long term, and should engage the targeted populations in easy, affordable and tasty food preparation, fostering better eating habits.
- Fresh fruits and vegetables should be available in proximity of the population.

b) An approach centred on discovering fresh fruits and vegetables

This research led to the belief that creating educational tools and actions centred on nutritional information should not be the pilot project's main goal. Rather than promoting the theoretical health advantages of fruits and vegetables, the project focused on the discovery and enjoyment of those foods integrated into meals alongside other foods categories within the three target groups. That was the way to disseminate health and nutritional messages.

In light of this strategic insight, we recommended the following guiding principles for

¹ Even if a healthy diet does not necessarily require more costly ingredients and higher demand on time and skills of preparation, access can indeed be an issue. Nevertheless, even if perception alone was the problem, this is something that a successful intervention has to deal with.

the pilot project²:

- Involve local stakeholders to better reach out to the target groups and foster the sustainability of the program;
- Go out to meet the target groups and interact with them in their usual meeting points (prepare mobile materials to help you with this);
- Adapt the actions to each target group and country, according to their needs and attitudes towards fresh fruits and vegetables;
- Design the actions (cooking, playing, competitions) so that the target groups can take active part in them and acquire new useful skills and attitudes;
- Change the physical environment of the targeted communities to allow them to have increased access to fresh fruits and vegetables. The distribution of fresh fruit and vegetables in the framework of the project addresses this issue in the short-term, with the aim to encourage behaviour change and motivate the target audience to increase their consumption of fresh fruit and vegetables in the long term.

² Some of these are basic advice for successful interventions but all these points benefit from being reaffirmed as many mistakes can be repeated and substantial opportunities missed in case local stakeholders are not involved and target communities not considered from the start.

3. The Taste Booster Pilot Project: Implementation

The pilot project was entitled "Taste Booster" and began in June 2012 and lasted until June 2014. It involved the implementation of a series of cooking workshops for women, the elderly and the young in six towns of Slovakia, Bulgaria and Romania.

The project consisted in creating partnerships with local associations through which it was possible to reach the target audiences. It was then launched with a 'van tour' consisting of a mobile cooking van which visited the associations with a first cooking event to promote the project launch. Monthly cooking sessions were then organised for the target groups in the local associations over a period of 16 months.

a) Organisation and roles

The implementation of the pilot project was carried out with a central coordination team based in Paris and an Events agency in each country (working in partnership with the local associations). Additional detail of the team members involved in the pilot project implementation, their responsibilities and profiles is provided in Annex 1.

SUCCESS FACTOR – Invest time

A successful project requires a very dedicated team in the field, who will create strong links with both the local organisations and the participants. Such project implementation requires a great investment in terms of time and effort (a local project manager on the pilot project spent at least 10-15 working days per month on the project) and this is key to the project's success.

b) The implementation phases

The pilot project was implemented with the following five-phase action plan. All the actions were carried out in a coherent way across all three countries, with the same methodology applied. This facilitates the comparison of results and the evaluation of the campaign. Attention was paid to local specificities, however, and the actions and language used are thus adapted to the local audience where appropriate, while staying in line with the overall strategy.

Phase 1: Selection of the population to be involved (2-3 months)

A central objective: create partnerships

In each country (Slovakia, Bulgaria, Romania), the focus was on regions where the household income is below 50% of the EU average. The pilot project was implemented in 1 town per region, with a total of two towns per country.

The chosen towns were to be medium-sized: around 15,000 people. Towns of this size have sufficient community structures in order for there to be a sufficient number of associations reaching all the target audiences, but small enough for the project to be implemented within the assigned budget.

Selected towns

- Slovakia: Poprad and Kosice
- Bulgaria: Lovech and Troyan
- Romania: Roman and Medigidia

To foster the behaviour change, it was necessary to motivate organisations in each town to help deliver the actions to the participants.

The following types of organisations were contacted, per target audience:

- Children: leisure centres, youth organisations, schools, crisis centres/orphanages
- Elderly people: rest-homes, elderly leisure clubs, health centres
- Pregnant women: hospital maternity wards, health centres, childcare centres (for young mothers – see below)

Once a first contact had been made with the associations, the local agencies organised meetings with all the local stakeholders (including the local authorities/municipal council) in order to present the project in person and explain the modalities of the collaboration: what is required from the partners, the van tour, how the cooking sessions will be organised, the facilities required for the logistical organisation of the cooking session (tables, chairs, running water, electricity etc.).

SUCCESS FACTOR – Build trust with partners

The partnerships created with the local organisations at this stage of the project and maintained throughout the two years were essential for the successful implementation of the project. It is worth investing time and energy in creating contacts and presenting the project; once the local organisations are 'on board', it facilitates the contacts with the target population and their enthusiasm for the project: these are structures which they know and trust, and thus they are more likely to participate in the project in the long term.

During the preparation phase the project supervisor also recruited the campaign implementation team: dietician, chef, animators, etc. and created partnerships with local suppliers: fruit and vegetable deliveries, other ingredient deliveries, cooking materials and utensils, etc.

SUCCESS FACTOR – Partnerships with local suppliers

The implementation of the pilot project in partnership with local suppliers greatly facilitates the smooth running of the project. Partnerships can be envisaged with fruit and vegetable suppliers, a local chef (or a restaurant which could hire out staff members for the workshops), delivery companies, suppliers of cooking materials and utensils, etc.

LESSON LEARNED – Reaching out to pregnant women

The **pregnant women target group** was the most difficult to reach. The local agencies worked with maternity wards and childcare centres but there are few existing structures which group together significant numbers of pregnant women. Given that these women were often in full-time employment it was complicated to find a time of the day when they would be all available to attend a cooking session.

One solution was to work with childcare centres as young mothers are often present there and these are women that often plan to fall pregnant again in the near future (and to whom nutritional advice is always important, specifically on breast feeding).

Phase 2: Awareness phase (1-2 months)

A central objective: raise awareness

In this phase, the objective was to attract the attention and raise the interest of the three target populations. It was to be the starting point of a dynamic process of behaviour change.

For this purpose, a 'road trip' promotion campaign was organised. The project team approached the targeted populations by going to each partner organisation in a van equipped with mobile cooking material and decorated in the colours of the campaign.



A chef prepared various recipes for the participants which they tasted and reacted to and an animation took place, adapted to the target audience (tasting games around fruit and vegetables for the children, for example). The events had an average of 20 participants and lasted for an hour to 90 minutes.

The recipes were chosen for being tasty and simple enough to be easily re-used by the participants. They naturally relied heavily on fruits and vegetables but the chef made sure to associate those with other foods commonly used in each country.

The recipes were adapted by the chef according to the type of participants:

- Discovery of raw taste of fruit and vegetables and different ways of enjoying fruits (e.g. smoothies) for children;
- Nutritious recipes for pregnant women and young mothers;
- More complex recipes based on boosting the immune system for seniors.

The team invited the participants to take part in a recipe competition in which they had to suggest tasty and unusual fruit and vegetables recipes, and invited the participants to attend the future monthly cooking sessions where they would learn to prepare other recipes.

LESSON LEARNED – Making participation easy

If you consider outdoor activities, it is best to avoid winter months or plan in advance for ways for the participants to comfortably take part.

The project name and graphic identity



The project was entitled “Taste Booster” and that name was then translated into the local languages. Leaflets, posters and event materials included fruits and vegetables personified with human features, in a fun and offbeat way. They were presented as friends, ready to encourage and reassure the participants as they moved around in the kitchen.

Please note that in any replication of the project the organisers are free to develop their own communication materials and project name.



Phase 3: Action phase (16 months)

A central objective: encourage long-term behaviour change

This was the essential phase of the project, which all previous phases had been building up to. During this phase, the objectives were to increase the availability of fresh fruits and vegetables, to disseminate cooking skills and to increase the motivation for cooking and eating fresh fruits and vegetables.

To reach this objective, **monthly cooking sessions** were organised in the partner associations, followed by a **distribution of fruit and vegetables**. In fact, each participant left the event with the recipe sheets for the dishes prepared during the

session and with the fruit and vegetables required to cook it, so that preparing the same recipe again at home would be as simple as possible.

To foster long-term behaviour change, the same participants were invited back for additional sessions the following month, thus aiming at continuity and repetition.

Typical event scenario

Prior to the day of the event – the team chooses the best date for the event in coordination with the local organisation. Posters are prepared and the information is spread by the partner organisations, including to the participants of the previous sessions.

The local team liaises with the suppliers to ensure the timely delivery of fruit and vegetables and other ingredients. The dietician and chef are contacted and booked for the date of the sessions, and the recipe sheets printed in advance.

In schools, teachers sometimes prepared for the cooking session with the children by using fruit and vegetables as themes of songs or other pedagogic activities.

On the day of event – the team arrives well in advance so as to prepare the decoration (roll-up posters, banners), prepare paper bags with fruit and vegetables, and set up the tables, kitchen utensils and cooking ingredients.

The fruit and vegetables and the other ingredients required for the recipes were generally delivered by the supplier to the associations in the morning.

The event

1. **Opening** - presentation of the project and recipes to be cooked. The team asks the participants whether they prepared recipes from the previous events at home and whether they enjoyed them.

2. **Cooking lesson** – ingredient preparation and cooking. The participants prepare the recipes themselves, following the advice and with the assistance of the project team. The emphasis is on conviviality and discovery.

3. **Brief nutritional details** – during the cooking process, the nutritionist discusses the nutritional benefits of the food prepared and gives tips to the participants about where to source the ingredients and on other interesting ways of cooking them.

4. Playing **fruit and vegetable related games** with children

5. **Tasting** of the recipes prepared - the team discusses the reactions with the participants.

6. **Conclusion** – distribution of paper bags with fresh fruit and vegetables, leaflets and recipe sheets. Each bag is handed over individually to the participants with encouragements for the preparation of the recipes.

Satisfaction questionnaires are to be distributed and filled in by the participants.

Average number of participants: 15-20

Average amount of fruit and vegetables distributed per person: 2,5kg

Average length of session: 1,5 hours

After the event: a report including photos is prepared and distributed to the partners.

Activities

The sessions are adapted to each target. Here are some examples of activities for each target group:

- **Children:** Songs and games related to fruit and vegetables, colouring in fruit and vegetables pictures, tasting games (blindfolded) to discover new fruit and vegetables, preparation of 'fun' fruit and vegetables dishes (e.g. a hedgehog made of an apple and grapes), thematic sessions (e.g. pumpkins and fancy dress at Halloween);
- **Elderly people:** providing information about the nutritional benefits of the recipes prepared, discovery of unusual fruit and vegetables, recipes in line with the season and calendar (Christmas, spring, harvest,...), tips about how to eat balanced and affordable meals;
- **Pregnant women:** recipes adapted to the nutritional needs of pregnant women, tips and suggestions for interesting cooking techniques, recipes adapted to the seasons and tips about how to eat balanced meals on a tight budget.

SUCCESS FACTOR – Create fun to convey the message

The activities proposed during the cooking sessions had to be enjoyable and fun: the aim was not to 'bore' the participants with nutritional information but to allow them to participate in the preparation of a tasty and interesting recipe in a convivial environment. Discovery, taste and enjoyment were the means to disseminate nutritional messages.



Materials

Branding materials

Promotional material can be used to support the events (posters, flags, banners, aprons, napkins, T-shirts, etc.).

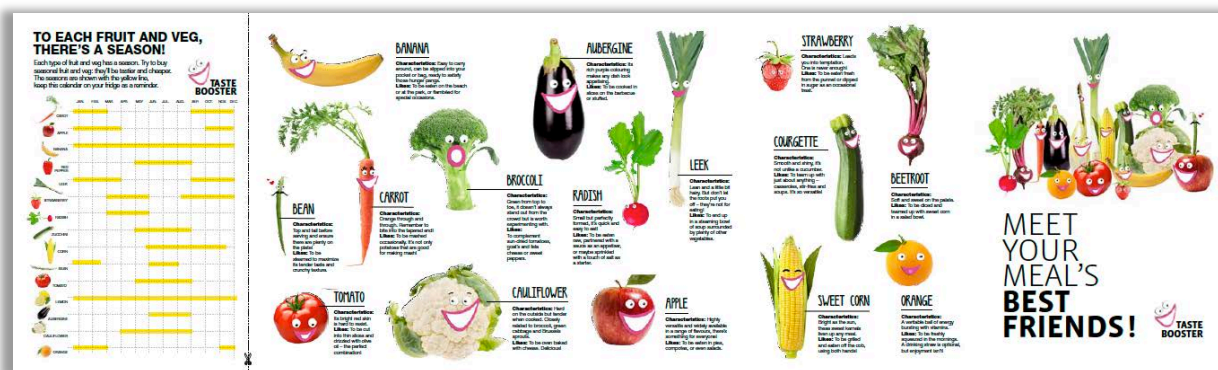


Documents

Documents were distributed at each event:

- Recipe leaflets in branded paper bags with fruit and vegetables;
- Information leaflets about characteristics of fruit and vegetables and their seasonality;
- Recipe books (for example with the best recipes from the Van Tour.)

The templates for these documents were produced centrally and provided to the local partners that translated and adapted them (source files in Annex 5).



Leaflet with seasonal calendar

Recipes

The recipes used were chosen for being affordable, simple, relatively quick to prepare and, above all, tasty (sample recipes are provided in Annex 3). A list of the proposed equipment required for the preparation and consumption of the recipes is provided in Annex 2.

Several types of fruit and vegetables were used, integrated into meals with other food groups. Recipes were varied and included cold and hot dishes, using common/unusual and raw/cooked ingredients.

The chosen fruit and vegetables were usually in season, to favour affordability and make sourcing of ingredients easier. Likewise, recipes were adapted according to the season and also to the calendar (Halloween, Easter, Christmas, etc.).

The dishes were designed to be visually attractive in order to encourage the participants to prepare them again at home.

SUCCESS FACTORS

- The regular organisation of cooking sessions (once a month) through existing structures allowed the local teams to build up a trusting relationship with the participants and to create bonds with them. This was essential for the continuing

success of the sessions and the maintenance of high levels of participation.

- The active participation of the attendees was essential to ensure the enjoyment and success of the sessions. The associations' premises were rarely equipped with workspaces for each participant but it was important that the local team made it possible for each participant to take part as much as possible in the preparation of the recipe, even with the limited resources available.

- The distribution of the fruit and vegetables at the end of the session was an important moment and needs to be integrated into the session: the fruit and vegetables should be given in an attractive, branded paper bag, with the accompanying recipe sheets. This helps ensure the participants will appreciate receiving the fruit and vegetables and preparing the recipes at home.

LESSON LEARNED –Preparing the evaluation in good time

The pilot project was evaluated through satisfaction questionnaires and phone interviews carried out by a market survey contractor (the report issuing from the evaluation is attached in Annex 6),

To get the most out of this essential part of any project, its exact aims and methodology need to be defined at the beginning. This is essential to

- allow for the tracking of the participants attending the cooking sessions (a system needs to be put in place from the start);
- check whether relevant numbers of each target group were reached (and compare between the results);
- detect changes in the behaviour of participants and verify whether these can be attributed to the project.

c) One year budget: example

The budget below provides an example of the financial means required for the implementation on the scale of the pilot project, the budget may differ depending on the scale (how many partner associations, number of participants etc.) and the localisation of the future project.

This budget breakdown applies to one country for one year: with two towns and a total of 20 partner organisations. It does not include the central coordination team.

Year One			
A -Service Supply Fees			
	No of Unit	Units Rate	
Romania - Year 1			41 995,00 €
2 dieticians to give specific nutritional advice to attendees	26,5 jour(s)	150,00 €	3 975,00 €
Researcher	10,0 jour(s)	200,00 €	2 000,00 €
Researcher's assistant for data collection and analysis / year	8,5 jour(s)	120,00 €	1 020,00 €
Local Project managers (1 per town)	25,0 jour(s)	100,00 €	2 500,00 €
Local Project managers (1 per town)	25,0 jour(s)	100,00 €	2 500,00 €
Team leader - project coordinator	40,0 jour(s)	350,00 €	14 000,00 €
PR Senior Consultant Town 1	32,0 jour(s)	250,00 €	8 000,00 €
PR Senior Consultant Town 2	32,0 jour(s)	250,00 €	8 000,00 €
sub-total A year 1			41 995,00 €

B - Operational Costs/Overheads			
Romania - year 1			60 200,00 €
Pre-test tools: 10 x posters & leaflets & recipe sheets			
Translation, Graphic adaptation and Printing of pre-testing tools (to be used in focus groups)			500,00 €
Collecting data regarding fruit & veg consumption habits on targeted groups (delivered during the 3 focus groups in each town): 3x2x10 printed questioners			200,00 €
Pre-testing sessions : Locations: one meeting room Refreshments: for 12 people x 3 sessions:			2 800,00 €
Van and mobile cooking material & sessions			
Producing and printing methodologies for local debates, contest and exhibition actions to be implemented by local project managers (training sessions). Location and refreshments. van renting			1 500,00 €
Van expenses: gas, electricity 2 Cooking Kit for the van cooking road-show: - Electric oven - Frying pan, bowls, cooking dishes - Oil, water, salt & pepper, spices, plastic serving dishes x 20			6 000,00 €
Cook & van session animator (city 1)			3 500,00 €
Cook & van session animator (city 2)			3 500,00 €
Cooking materials in the monthly cooking sessions in the 20 organisations.			4 700,00 €
Diplomas for participants at the local contest			300,00 €
Fruits and vegetable purchase			14 000,00 €
Fruit and vegetable transportation & delivery costs.			1 000,00 €

Production of materials (translation, adaptation and printing)			
Translation, Graphic adaptation and Printing of all information and educational tools (to be used in the program): 2000 x 13 recipe sheets, each of them containing 3 recipes; 400 promotional materials with program logo for participants and media to be used at van and cooking session 40 x Awareness posters 2000 x Awareness leaflets 40 x Posters to announce the cooking sessions 40 x Posters to announce the recipe contest 20 x Cooking session guides			5 000,00 €
Media Awareness campaign			
4 Media Events & Press Conferences: - 2 local (in each town), one national in Bucharest - One National Communication Campaign Year 2 : - 1 national media campaign - 2 local (in each city) communication campaigns - 1 seminar with targeted populations representatives, local authorities, Scientifics and other local organizations having as theme the benefices of the fruits and veggies consumption in daily diet for a healthy lifestyle			12 000,00 €
Collecting data in the participating organizations before and after Awareness Phase - mailing expenses			200,00 €
Overheads (Telephone, fax, paper, envelopes, photocopies, etc.)			5 000,00 €
sub total B year 1			60 200,00 €
C - TRAVEL AND SUBSISTENCE			
Romania			
destination : Medgidia & Roman - selecting & recruiting and training local project managers in associations			400,00 €
destination : Medgidia & Roman - collecting data			300,00 €
destination: Medgidia & Roman - supervising the local implementation of the project			1 000,00 €
destination: Medgidia & Roman - dietician			1 000,00 €
sub total C year 1			2 700,00 €
GRAND TOTAL YEAR 1			104 895,00 €

4. Lessons learned and success factors

The factors which contributed to the successful implementation of the pilot project and which should be taken into consideration in a future project implementation are as follows:

- **Invest time:** A successful project requires a very dedicated team in the field, who will create strong links with both the local organisations and the participants. Such project implementation requires a great investment in terms of time and effort (a local project manager on the pilot project spent at least 10-15 working days per month on the project) and this is key to the project's success.
- **Build trust with partners:** The partnerships created with the local organisations at this stage of the project and maintained throughout the two years were essential for the successful implementation of the project. It is worth investing time and energy in creating contacts and presenting the project; once the local organisations are 'on board', it facilitates the contacts with the target population and their enthusiasm for the project: these are structures which they know and **trust**, and thus they are more likely to participate in the project in the long term.
- **Partnerships with local suppliers:** The implementation of the pilot project in partnership with local suppliers greatly facilitates the smooth running of the project. Partnerships can be envisaged with fruit and vegetable suppliers, a local chef (or a restaurant which could hire out staff members for the workshops), delivery companies, suppliers of cooking materials and utensils, etc.
- **Create fun to convey the message:** The activities proposed during the cooking sessions had to be enjoyable and fun: the aim was not to 'bore' the participants with nutritional information but to allow them to participate in the preparation of a tasty and interesting recipe in a convivial environment. Discovery, taste and enjoyment were the means to disseminate nutritional messages.
- **Maintain regular contact:** The regular organisation of cooking sessions (once a month) through existing structures allowed the local teams to build up a trusting relationship with the participants and to create bonds with them. This was essential for the continuing success of the sessions and the maintenance of high levels of participation.
- **Encourage active participation:** The active participation of the attendees was essential to ensure the enjoyment and success of the sessions. The associations' premises were rarely equipped with workspaces for each participant but it was important that the local team made it possible for each participant to take part as much as possible in the preparation of the recipe, even with the limited resources available.
- **Value the distribution process:** The distribution of the fruit and vegetables at the end of the session was an important moment and needed to be integrated into the session. The fruit and vegetables should be given in an attractive, branded paper bag, with the accompanying recipe sheets. This helps ensure the participants will appreciate receiving the fruit and vegetables and preparing the recipes at home.

The key lessons learned from the pilot project process can be resumed as follows:

- **Reaching out to pregnant women:** The **pregnant women target group** was the most difficult to reach. The local agencies worked with maternity wards and childcare centres but there are few existing structures which group together significant numbers of pregnant women. Given that these women were often in full-time employment it was complicated to find a time of the day when they would be

all available to attend a cooking session. One solution was to work with childcare centres as young mothers are often present there and these are women that often plan to fall pregnant again in the near future (and to whom nutritional advice is always important, specifically on breast feeding).

- **Making participation easy:** If you consider outdoor activities, it is best to avoid winter months or plan in advance for ways for the participants to comfortably take part.
- **Preparing the evaluation in good time:** The pilot project was evaluated through satisfaction questionnaires and phone interviews carried out by a market survey contractor (the report issuing from the evaluation is attached in Annex 6). To get the most out of this essential part of any project, its exact aims and methodology need to be defined at the beginning. This is essential to:
 - allow for the tracking of the participants attending the cooking sessions (a system needs to be put in place from the start);
 - check whether relevant numbers of each target group were reached (and compare between the results);
 - detect changes in the behaviour of participants and verify whether these can be attributed to the project.

5. Further reading

For more details on the Taste Booster pilot project, you can refer to the full offer produced for the call for tender.

For further reading about nutrition and behaviour change, we recommend the following publications:

- Gracia-Marco, L., Vicente-Rodríguez, G., Borys, J.M., Le Bodo, Y., Pettigrew, S., Moreno, L.A. (2011). Contribution of social marketing strategies to community-based obesity prevention programmes in children. *Int J Obes (Lond)*, 35(4), 472-479.
- Gracia Marco, L., Mayer, J., Vicente-Rodríguez, G., Vinck, J., Pettigrew, S., Renes, R.J., Le Bodo, Y., Moreno, L.A. (2011). *Methods and Social Marketing in Borys, JM, Le Bodo, J, de Henauw, S, Moreno, LA, Romon, M, Seidell, JC, Vischeer, T (eds.) Preventing Childhood Obesity. EPODE European Network Recommendations, Paris: Lavoisiers.*
- *Le Principe de prévention* Patrick Peretti-Watel, Jean-Paul Moatti, 2009 Coédition Seuil-La République des idées
- Comparison of price change and health message interventions in promoting healthy food choices. Horgen and Brownell, 2002, *Health Psychol.* 2002 Sep; 21(5):505-12.
- Shafran, R., Cooper, Z., & Fairburn, C. G. (2002). Clinical perfectionism: A cognitive-behavioural analysis. *Behaviour Research and Therapy*, 40, 773–791.
- *La consommation alimentaire : des inégalités persistantes mais qui se réduisent*, France Caillavet, Cédric Lecogne et Véronique Nichèle, 2009
- Sullivan, Susan A. (1990). Pass the Sugar, Pass the Salt: Experience Dictates Preference. *Developmental Psychology* 26(4), 546-551.

Annexes

1. Team members: Outline and roles

Team members: Outline and roles

2. Required materials

Required materials

3. Sample dishes

Sample dishes

4. Sample satisfaction questionnaire

Sample satisfaction questionnaire

5. Visual Materials (source files)

Visual Materials (source files)

6. Pilot project evaluation report

Pilot project evaluation report

ANNEX 1

Team members: Outline and roles

Team	Team member	Responsibilities
Central coordination team	Supervisor	<ul style="list-style-type: none"> - Overall supervision of the project and its strategic coherence. Identification and sharing of best practises between the three countries. - Liaison with the financing body.
Central coordination team	Project manager	<ul style="list-style-type: none"> - Logistic organisation of the project: liaison with the local agencies on all operational questions, briefing of the agency managers, visits to the cooking sessions. - Approval of recipes and local materials. - Financial supervision. - Liaison on all operational questions and project reporting.
Local coordination team	Project director	<ul style="list-style-type: none"> - Supervision of the local project implementation. - Creation of partnerships with local associations in phase 1 (presentation of project, initial project set-up) and continued liaison with the local association leaders. - Responsible for establishing collaboration with local actors and setting up contracts: suppliers of fruit and vegetables, suppliers of materials (print materials: roll-up posters, posters announcing the cooking sessions, leaflets, recipe sheets etc., event materials: banners, napkins, utensils, van for van tour, etc.). - Responsible for the recruitment, briefing and management of local team members (dietician, chef, project managers). - Responsible for financial management, invoicing of local activities to central coordination team, control of justifying documents.
Local coordination team	Project manager	<ul style="list-style-type: none"> - Day to day project implementation: organisation of van tour and cooking sessions. Liaison with local associations, suppliers, team members and participants to schedule cooking sessions and advertise the time and date in the associations (posters, e-mail). - Responsible for the implementation of sessions: production of materials and their validation by the central coordination team, logistic coordination (ordering fruit and vegetables, working with suppliers and local associations, purchasing extra materials where necessary, ensuring that all materials are prepared and ready for the sessions, preparing the kits of fruit and vegetables for distribution with recipe sheets). - Attendance and animation of cooking sessions, in coordination with the dietician and chef. - Managing of evaluation procedure during sessions: distributing questionnaires and assisting participants in filling in the questionnaires. Collecting the questionnaires and providing them to the central team. - Producing event reports following each session containing: number of participants, quantities of fruit and vegetables distributed, photos of the session, details of the recipes prepared, any additional feedback from the participants. - Any additional tasks pertaining to the event organisation and

		logistics.
Local coordination team	Dietician	<ul style="list-style-type: none"> - Choice of recipes to be prepared in the cooking sessions, in liaison with the chef and the project manager. - Animation of the cooking session: explanation about the recipes to be prepared and brief outline of the nutritional benefits of the ingredients used. - Accompanying the participants during the preparation of the recipe (with the chef): explaining the steps of preparing the recipes, techniques they should use, etc. - Discussion with the participants about the recipe: have they eaten it before, did they enjoy it, did they discover any new flavours? Etc. - Discussion with the participants about the recipes prepared in previous sessions: did they prepare them at home, did they find them easy to prepare and did their families enjoy eating them? Etc. - Distribution of the fruit and vegetables at the end of the sessions with advice and encouragements on preparing the recipes at home.
Local coordination team	Chef	<ul style="list-style-type: none"> - Choice of recipes to be prepared in the cooking sessions, in liaison with the dietician and the project manager. - Animation of the cooking session with the dietician: explanation about the recipes to be prepared, advice on the techniques to be used and accompanying the participants during the preparation of the recipes. - Answering any questions from the participants with regards to the preparation techniques, flavours, availability of ingredients etc.
Local coordination team	Animation assistants	<ul style="list-style-type: none"> - Assisting the project manager in the logistical organisation of the events: setting up the room for the sessions, assisting in cleaning and tidying up, setting up the materials (roll-up posters, napkins, utensils), helping the participants in the recipe preparation, helping the participants fill in the evaluation questionnaires, etc.



ANNEX 2

Required materials

List of the main equipment required for organising a cooking session:

- Cooking equipment:
 - a portable hot plate for preparing cooked dishes (if the local partner is not so equipped)
 - saucepans, frying pans
 - wooden spoons, whisks, sieves, chopping knives, etc.
 - large bowls and serving dishes
 - oven gloves
- Basic ingredients
 - oil
 - salt, pepper
 - herbs and spices
 - condiments: mustard, brown sauce, etc.
- Cleaning materials
 - washing-up liquid
 - sponges and clothes
 - tea towels
 - washing-up bowl
- Equipment for eating
 - napkins
 - knives and forks
 - water glasses
 - water jugs
 - salt and pepper for the table
 - plates (can be paper plates) and utensils: knives, forks, spoons

ANNEX 3

SAMPLE DISHES

Refreshing salad – thinly sliced marrows and white turnip, cucumbers, grated carrots, red and green peppers and tomatoes, garnished with lemon dressing with mustard, honey, olive oil, soya sauce and balsamic vinegar.

Snowman with mashed potatoes - Mashed potatoes snowman sculpture made completely of wholesome vegetables.



Colourful salad - Easy colourful salad made with cabbage, carrots, boiled potatoes, boiled egg, and ham with healthy light dressing

Terrine with vegetables in three colours – Broccoli, spinach, carrots, cauliflower, string beans, eggs and spices boiled, mashed and arranged in three layers – green, white and orange



Minestrone soup made with seasonal vegetables - Common ingredients include beans, celery, carrots, stock, tomato juice and cabbage garnished with sweet basil and Parmesan cheese.

Veggie Chips - Vegetable chips that include sweet potatoes, carrots, beet and turnip





Borsch - with mashed potatoes and beetroot

Warm vegetable salad - with onion, green and red peppers, cabbage, mushrooms, marrow, carrots, garlic and celery flavored with sweet sour sauce.



Vegetable skewers - from marinated marrows, green and red peppers, carrots and cherry tomatoes.

Roasted carrot soup - with garlic and orange juice.



Spinach with cheese and mushrooms - Dish made of milled spinach and mushrooms garnished with cheese

Salty cheesecake - Butter dough with cottage cheese and carrots, marrows and aborigines.



'Vegetable art' – activity with children



Roasted pears - with ricotta cheese, biscuits, honey and cinnamon



Tomato salad "Bouquet of Tulips" - Tomatoes stuffed with different cheeses and walnuts. Using green onion sticks and dill the tomatoes are shaped like a bouquet.

Baked Grated Zucchini -

Zucchini mixed with chopped onion and garlic, egg, breadcrumbs, salt, finely chopped dill and cheese. Served with garlic sauce or salad.



Pasta with broccoli sauce -
broccoli, garlic, salt, sour
cream, pasta



Creamy pumpkin soup - butternut squash,
celery, onion, lemon, cream

Carrot spread - carrots, sour cream, cheese



Avocado spread -
avocado, garlic, tomatoes, rucola, salt



**Crunchy apple pie „chrumkáčik“ &
Fruit salad**

**Kale with peppers served
as side dish**



**Cauliflower purée - with salt and
butter**

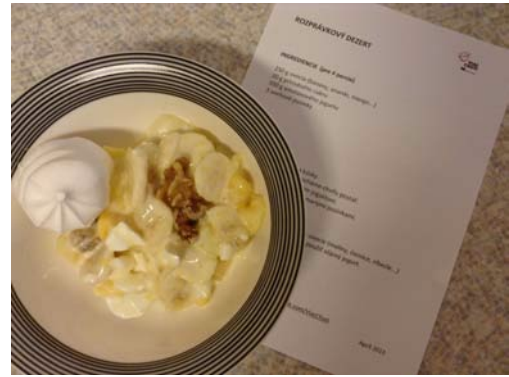
Baked bananas with strawberry sauce - banana, butter, strawberries, and jam



Tortillas with maize, yellow pepper and sour cream



Fairytale dessert -
bananas, mango, pineapple, sugar, and biscuits



« Boršč » soup - with beets,
vegetables and mushrooms

Eggplant burger - vegetable 'hamburgers' on whole meal rolls, made up of aubergine slices, tomatoes, red onions and traditional Slovakian cheese with high probiotic qualities.





Blueberry smoothie -
blueberries, bananas, apple
juice, flax seeds



Asparagus with garlic -
(asparagus, garlic, olive oil)



Fruit rainbow -
brochettes with a mix of colourful fruits



« Energy » sandwich - with herbs, cucumber
and cheese



Pancakes with spinach -
spinach, onion, cheese, papper, cream,
pancakes from eggs, flavour, milk



Pancakes with bananas -
pancakes from eggs, flavour, milk and bananas



Pasta with zucchinis - onions, sweet peppers, tomatoes, garlic, oregano, and parsley



Dessert in a glass -

Forest fruits (blueberries, blackberries & raspberries), yoghurt and biscuits



Couscous vegetables salad -

sweet pepper, tomatoes, green onion, parsley, olives, lemon, couscous, salt, black pepper



Fruit salad in a tart -

kiwis, bananas, oranges, tart and chocolate topping



Spring salad with raisins - green salads, spinach, green onions, tomatoes, olives, parsley, lemon, cow cheese



Strawberries cream with sweet cheese - strawberries, cottage cheese, cream, vanilla, lemon, cookies



SATISFACTION SURVEY – Cooking Sessions

Country:
City :

Date of the cooking session:

Name:
First Name:
Age:
Gender: M / F
Phone Number:

Answer Scales:

0> Totally disagree 1> Rather disagree 2> Rather agree 3> Totally agree

1. You found the coaching team (Chef, Dietician, hosting team) competent and helpful?

0 1 2 3

2. You found the cooking material and the place suitable?

0 1 2 3

3. You enjoyed the recipes cooked during the workshop?

0 1 2 3

4. You'd like to participate in the next cooking workshops?

0 1 2 3

5. The workshop taught you how to better cook fruits and vegetables?

0 1 2 3

6. You will eat/cook the fruits and vegetables distributed at the end of the workshop?

0 1 2 3



7. Thanks to the workshop, you'd like to eat/cook more and regularly fruits and vegetables?

0 1 2 3

8. Yesterday for breakfast, how many fruits and vegetables did you eat?

0 1 2 3 More (indicate number)

9. Yesterday for lunch, how many fruits and vegetables did you eat?

0 1 2 3 More

10. Yesterday in the afternoon, how many fruits and vegetables did you eat?

0 1 2 3 More

11. Yesterday for dinner, how many fruits and vegetables did you eat?

0 1 2 3 More

12. Yesterday in the evening, how many fruits and vegetables did you eat?

0 1 2 3 More



Thanks a lot for your answers!