Before WISE there was no discussion on the food served, they just served and ate. WISE taught [teachers] things and activities to do with the food.
WISE increased classroom fidelity to the Fresh Fruit and Vegetable Program (FFVP) because it helps them deliver nutrition education with the program.
The children LOVED Windy—students would try the food for Windy even if they did not try it for the teacher.
With the WISE program teachers reported better participation from children in trying the fresh fruit and vegetables and increased positive comments from parents.
Children were willing to try foods across the school year and comments from them included “I didn’t know I like this!”
Most teachers reported that WISE lesson were easy and painless to do and that they were useful to meet science, social studies, geography, match and literacy objectives.
Teachers like having choices of activities and that they learned too!

Recommendations approved by:

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Funded in part by Agriculture and Food Research Initiative Competitive Grant No. 2011-68001-30014 titled Interventions for Obesity Prevention Targeting Young Children in At-Risk Environments: An Integrated Approach* from the USDA National Institute of Food and Agriculture
Use Kid-Friendly Fruit & Veggie Habits

More play, less teacher fuss helps kids try healthy foods.

1. **Do as I do.** You are a valuable role model. Sit with kids and eat the same foods they eat for snacks. Don’t eat junk food around children.

2. **Slow down, please.** Some children eat slower than others or need more time to get used to new foods. Never rush children through meals using threats, like no recess, or promises of reward, like earlier recess. Build enough time into daily schedules to make eating relaxed.

3. **Allow kids to decide if and how much to eat.** An adult’s job is to serve a variety of healthy foods. The child’s job is to decide if and how much to eat. Asking children to “clean their plates” or to “make happy plates” teaches them to eat when they are not hungry.

4. **Play with your food.** Children have less anxiety over trying new food when they can touch it with their hands. Smelling and licking are also natural behaviors for young children as they experiment. Avoid calling out children for using “poor manners.” It may not be how you were raised, but encourage kids to play with their food!

5. **Focus on food experiences at least once per week.** Prepare and taste fruits and veggies with your class. These experiences can double as lessons in language, math, and science concepts. It may take up to 15 exposures to the same food for children to be ready to try. Emphasize “trying” new foods without pressuring kids to “like” new foods.

6. **Get up close and personal.** Increase hands-on experiences and decrease behavior problems by introducing new foods in small groups. One option is to offer food experiences during zone times. When small groups are not possible, ensure that each table has supplies. Children’s interactions with new foods should be intimate.

7. **Sneak food talk into daily routines.** Teach kids to identify healthy foods throughout the day. Discuss the lunch menu and incorporate healthy foods into daily activities and language. For example, math problems, books, and writing activities can be linked to healthy foods.

8. **Reward in creative ways.** Food is an essential need, not a special treat. Remove candy from your reward box. Avoid pizza and popcorn parties for the class. Instead, have a splash day or a scooter party in gym!

9. **Create a physical environment that supports healthy habits.** Develop and display nutrition policies that encourage parents to choose healthy foods for class celebrations. Display up-to-date and attractive nutrition messages. Provide health-promoting foods, books, and props in work and play areas.

10. **Encourage families to take an active role.** Facilitate healthy family eating habits. For example, invite parents to help with classroom food experiences and discuss food activities during parent conferences and in newsletters.