Evaluation of Healthy Eats

Partnered with Life Education Queensland

Social Marketing @ Griffith partnered with Life Education Queensland (LEQ) to comprehensively evaluate their 'Healthy Eats' program. LEQ, the largest non-government provider of health and wellbeing education for primary school children in Queensland, aimed to empower students to make healthier food choices through a whole school approach.

Healthy Eats aimed to improve the Healthy Eating Environment in Queensland schools. Our evaluation assessed initiatives in 19 schools that aimed to increase children's access to fruits and vegetables, improve healthy food policies, deliver functioning vegetable gardens, provide in-class fruit and vegetable breaks, and increase student-led efforts promoting healthy eating. To assess the Healthy Eats program's impact, the evaluation focused on:

1. Children's Knowledge:
Pre and post-intervention surveys in 19 schools (1,868 responses) showed a significant increase in students' knowledge of recommended daily fruit and vegetable serves, correcting previous disparities among different student groups.

2. Healthy Eating Behaviours:
Our evaluation analysed a four-week interclass competition that aimed to encourage fruit and vegetable consumption. Positive changes were observed in fruit intake.

The evaluation showed a significant positive impact of the Healthy Eats program on the healthy eating environment, knowledge, and behaviours of primary school children in Queensland. Our collaboration with LEQ aimed to provide evidence-based insights for further program enhancement.

Across all 19 schools, knowledge of the

daily recommended serves of fruit and vegetables improved significantly

following participation in the Healthy Eats program, aligning knowledge closer to the Australian dietary guidelines.

93.4% of students correctly identified daily fruit serves after the program.

93% of students correctly identified daily vegetable serves after the program.

Read more in the final report and scientific paper.

To find out more, visit **griffith.edu.au/social-marketing**

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