Nutrition education program improves students’ food choices in 10 lessons.

An evaluation of the Food For Us! program was conducted to determine the effectiveness of the program. BC Dairy Association commissioned Verita Strategy Group Inc. to assist with surveying participating students, their parents and the teachers who delivered the program.

Research Highlights

After completing the program, students had the necessary knowledge to improve food choices:

An examination of 4,916 pre-program lunch food diaries and 4,651 post-program lunch food diaries showed a significant difference toward more balanced lunches.

The quality of lunches prepared and packed at home improved significantly. Students reported packing more from the food groups: Fruits & Vegetables, Milk & Alternatives, and Meat & Alternatives.

More than 96% of teachers surveyed were ‘very satisfied’ or ‘satisfied’ that most students were able to classify foods into food groups and able to demonstrate an understanding of balanced meals and healthy snacks.

Long-term behaviour change was demonstrated in the 6 to 9 week follow-up:

Six to nine weeks after taking the program, over 90% of the students could name and classify foods by food group—skills that are essential for planning balanced meals and choosing healthy snacks.

Behaviour changes were also noted at home:

Parents packed more balanced lunches for their children, suggesting the program effects transferred from the students to their parents.

“I have taught the lessons for many years now and really love the program. I especially like how the student booklets and food cards have real photos on them. It is also great that the food is multicultural!”

– Grade 2 Teacher

For the complete evaluation report, email nutrition@bcdairy.ca.