

Introduction to the Group of Experts (GREX) & the session

Member States meeting jointly with the Advisory Group on "Fruit and vegetables" and the SFS Experts Group
Bruxelles, Thursday 14 March 2013



Mikkelsen BE



Introduction



- Presentation of members: who we are
- What we have been doing in the GREX
- What the session is about

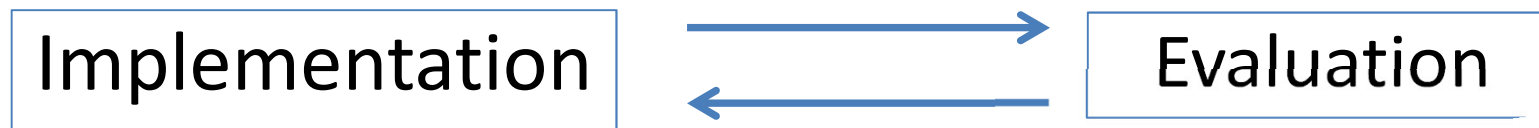


The GREX

- Mario Mazzocchi, IT
- Bent Egberg
Mikkelsen, DK (chair)
- Loes Neven, BE
- Martine Padilla, FR
- Saida Barnat, FR
- Margherita Caroli, IT
(co chair)
- Bela Franchini, PT
- Victoria Anna Kovacs,
HU
- Athena Linos, GR
- Fergus Lowe, UK (co
chair)

Our main mission

- to develop expert advice and recommendations for high quality *implementation* and *evaluation* of SFS in Member states.



School Fruit Scheme
Protocol for the work of Expert Committee
Version 5.0

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FOR MS EVALUATIONS OF THE SFS (provided I	

Evaluation methods

quick overview

- Summative
- Formative
- Cost benefit
- Program evaluation

Objectives of our work

- raise children's consumption of F&V at school, home and other environments.
- make sure that this is done through combining provision of fruit and vegetables with effective accompanying measures that can bring about *sustainable* changes in eating habits. This should be done within a whole school approach which enables increased fruit consumption to become embedded in children's lifestyle patterns. It should not be limited to the school environment but should include families and parents to be (the adults of the future...)
- help Member States, if they wish, also to consider other factors, such as the effects of increased F&V consumption on the intake of energy dense and nutrient poor foods (ie., displacement), effects on parental food consumption, effects on children's knowledge about F&V

Deliverables

1. Expert recommendations on SFS programme evaluation, handed in June 12
2. Expert recommendations on SFS programme implementation, work in progres



Mikkelsen, BE:

Conclusions on Implementation & accompanying measures

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Implementation

- Should target both schools and preschools (kindergartens)
- Should primarily target age 2-11
- Should be targetted instead of trying to reach all: intensity is important
- Duration of programme. Provision + AM should be for a full year (either or both)
- Frequency: often (NOT 1/m or 1 /w)

Feasibility

how ALL schools can benefit

- Programme administration should be convenient to administer and apply for
- Headmasters. Should have support with administrative burden
- Both schools and kindergartens should be eligible

Feasibility

how ALL families can benefit

- Co finance parents should be supportive for participation
- Municipal contribution is important
- State contribution is important
- This will is anticipated new SFS
 - 50 – 75 %
 - Eligibility

Recommendation

- Scientific evidence should be used in
 - Implementation
 - Evaluation
- Scientific evidence should be encouraged nationally by operating a scientific panel to guide both implementation and evaluation

Future perspectives/1

- Could SFS be branded more effectively?
- Do we need a logo for SFS to support branding?
- Do we need a new name that covers also vegetables?
- Should it be relaunched in a ver 2.0?
- Need for a public involvement i.e. contests, competition etc?
- Better SFS marketing measures

Future perspectives/2

- AM is widely understood among experts but there is a need for more attractive external branding
- New name for AM . i.e. Essential Supportive Measures
- More ambitious and broad understanding of AM

Future perspectives/3

- How should future SFS adapt to current Modernization of School Meal Programmes?
- Merging of SMS SFS as a first step?
- Then later other foods?
- To merge SMS/SFS is not without problems