

Snack & Chill

BELGIUM

22/03/2023



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Objectives

- ▶ To encourage healthy snacking (fruit, vegetables) among 12–18– year–old–adolescents (at school)
- ▶ How? By serving healthy snacks in an attractive way so that students can & want to make healthier choices.



Background

Relevance

- ▶ Unhealthy snack supply in schools
- ▶ Adolescents have a...
 - High intake of unhealthy snacks and drinks
 - Low intake of fruits, vegetables and water

Target group needs specific approach

- ▶ Healthy = NOT attractive
- ▶ Focus on social aspect (e.g. cosy corner to relax and chat with each other, music)
- ▶ An attractive, fresh & ready-to-eat supply of healthy foods and drinks at a low price
- ▶ Participation



How?

- ▶ Schools register and receive our materials to support them, step by step
 - Questionnaire for students
 - Fruit and vegetables season calendar
 - Suggestions where they can get fruit & vegetables
 - ...
- ▶ We send them supportive e-mails with tips, advice, reminders...



Implementation

- ▶ Online campaign to create traffic to the Snack & Chill webpage
- ▶ Influencers + contest to win influencer visit at school



Results, evaluation

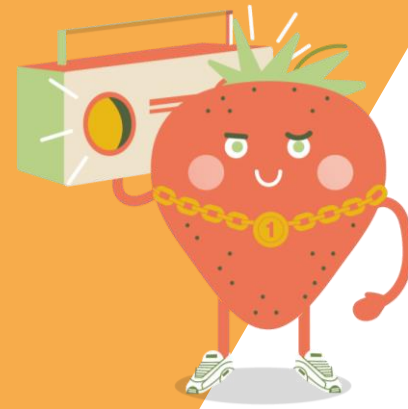
- ▶ Elements of success, based on de pilot study ('18-'19) in 19 secondary schools:
 - A highly motivated team of teachers & students
 - Low portion price (20 cent/portion)
 - The project was more successful in financially supported schools:
 - Lower F&V-price for students
 - Fixed F&V-calendar

- ▶ We are currently re-evaluating Snack & Chill. The results will be known in April.

Thank you!

Any questions?

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