

Actions carried out to support 'Fundraising in the school community' are highlighted in bold in the student's response.

Student 1: Low Excellence
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We decided that the best approach for the school would be involving and appealing to as much of the school community as possible. "The school environment is commonly recognized as being an important influence on child and adolescent nutrition." (1) We felt the broader our approach the better result and that the best action would be one that **involved the larger community, allowing societal change**. **A recipe book** was chosen as a good way to involve families in our mission, firstly launching a competition to the school to design the **best creative healthy cook book cover**. We knew by launching this competition that the children would take it home for homework and discuss healthy foods with their parents. Parents were a group we were really interested in involving because we know that by getting them involved that we would have a sustaining message as they are the largest influence on their children. The recipe book idea would not only stop at school, but would be sold to parents and an extra fundraising profit, it would also encourage positive bonding with children and parents as children would get enthused to cook the healthy meal for the family. By including photos of the children we increased the sense of pride a family would have and therefore increase of sales. All the recipes were healthy and easy for the family to prepare. We included many approaches striking a balance between creativity, responsibility for the healthy decisions we make and education.

1

With our **mini master chef challenge** we gave the children choices of what they wanted to select and cook. Giving children trust that they will choose the healthy choice and the responsibility to cook, they were eager to please the 'judges'. Doing this activity as a year group was quite empowering to them as well as a social experience as they seemed to enjoy our company and were keen to listen and take on board our advice. The way the score sheets were set up encouraged them to clean up, make healthy choices and use their creativity. The chance to **individually create a satisfying and nutritional lunch themselves** allowed them to be proud of the meal they had created and to eat it with their peers. The winners in the **burgers challenge** were **awarded cool prizes that were not food, promoting our healthy message and not contradicting it**. The day went very well and there was no denying they all enjoyed the day; this was a huge success to us as it was creating positive connections with healthy food.

2

The second focus of our activities was to show that healthier choices could be used for fundraising in the school canteen. "Approximately 50% of the nation's children buy lunches at school, so what children eat at school has a real impact on their overall diet. Selling unhealthy food at schools also normalizes it, and sends a message to children that eating a staple diet of unhealthy junk food is ok." (2) We did make a profit from our healthy fundraising venture, but as **a barrier our burger does cost more than the \$3 lunch option that was available to the children in their school canteen**. We charged \$5 for our **fruit kebab and burger option**, and still met our criteria. But evaluating our process critically **we weren't sure if the parents were able to replicate what we had done**. Our fruit kebabs took a lot of time to make and our burgers needed prepping the night before hand. However we did hear from the Principal who said "A tidy profit was made, which will be put towards the purchase of new library books." Parents are a critical group to appeal to as they are the fundament of successful fundraising within schools and if they are not on board with the extra time and costs that come with healthy foods, then what chance does our venture have of being a success?

3

Unfortunately we are up against cheap readymade foods sold by large manufacturing companies that appeal to the fundraising market. These foods are designed to be easy to prepare for mass amounts of people, they are foods that appeal to school fundraising teams because they are low in cost and not time consuming to make. . "The most commonly available foods for sale were pies, juice and sausage rolls. Filled rolls were the most expensive item and fruit was the least expensive" (3). Realistically our fundraising venture was achievable but we were successful because we had a lot of hands helping prepare our food and a lot of people all committed to achieving the same goal. However we had a positive letter from the Head Master stating "Our parent group will now be looking seriously at replacing some of our existing canteen items with new, healthier options." Essentially if the school is serious about changing their fundraising then staff, Board of Trustees, parents and teachers all need to be committed. It is not enough just to have one group if they want to sustain a healthy fundraising alternative. If parents are willing to adopt this message and change their mind-set on the 'easy way out ' of fundraising then the school will have a much better success rate and so will other schools in the future. While it may be difficult to compete with the cheaper fundraisers such as chocolate and cookies we hope we have raised some awareness for the school community that there are other options available. Also the amount of parents interested is key as we had many hands make light work, and if there is not enough to create a successful fundraiser more regularly then the idea will fail as a whole. A barrier is that these fundraisers will be on at inconvenient times for those who work, naturally limiting the amount of people volunteering.

4

Overall we succeeded in proving that healthy food fundraising is achievable; it can make a profit and does not compromise health in our curriculum. By involving the whole of the local school - students, teachers and other staff we were able to appeal to a large group and promote our message successfully. We did develop two days that were positively healthy to the children's well-being, allowing them to interact socially, do physical activities and use their nutritional knowledge taught to them in a positive way. I felt our most successful activity was mini master chef as the children created a meal for themselves and were able to share this experience and be proud of themselves with friends.

5

This is how I know our recipe book venture will be successful, as promoting cooking with the children is a really positive thing. The recipe book will assure us that there is a legacy for our promotions and a community impact promoting healthy cooking in the district. Our recipe book does not involve selling or making unhealthy foods and solely promotes healthy foods and cooking and will have a continuous impact. We have discussed selling the recipe book throughout the wider community to continue promoting this message and to encourage them to healthily fundraise just like our local school.

6

We are currently in the process of creating a healthy fundraising page that will promote healthy fundraising ideas for the wider community, sending suggestions to the face book pages of schools in the area. It will have articles and suggestions on how to healthily fundraise, with an article feature this month about our fundraiser and how it worked for us. This media exposure will encourage schools and bring them together and aware of unhealthy food fundraising. Hopefully all these small steps may go somewhere towards reducing the nutritional concern - "One in five new Zealand children was overweight and one in 12 was obese, and those children were more likely to remain obese into adulthood, adding to the likelihood of future ill health and high treatment costs" (4).

7

(References 1 – 4 were listed).