

Program Overview

October 2022



Pick of the Crop is a whole school healthy eating program developed by Health and Wellbeing Queensland (HWQId), aimed at increasing the opportunities for primary school students in Queensland to learn about and eat more vegetables and fruit.

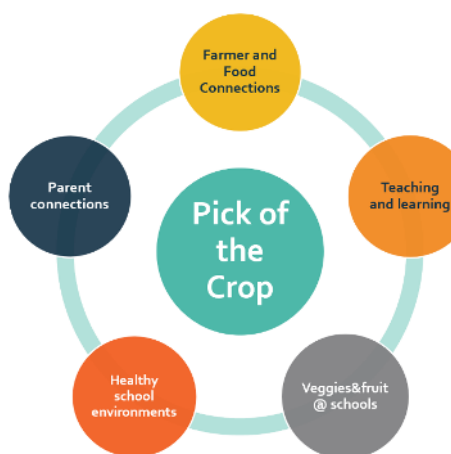
The program is consistent with the latest Australian and international evidence of good practice, that supports school communities to create environments for students to learn about and make healthy food and drink choices.

Rationale

Most Queensland children do not meet the recommendations for healthy eating, with only 4.6% of 5-17 year old's eating enough vegetables and 68.4% eating enough fruit¹.

Program components

Pick of the Crop complements and builds on schools' current actions and priorities. The program focuses on five key components:



¹ Queensland Government. Queensland survey analytic system (QSAS). <https://www.health.qld.gov.au/phsurvey>. Accessed 14 July 2021

Implementation

Since 2021, 68 schools have participated in the Pick of the Crop program across Bowen and the Burdekin, Bundaberg and Wide Bay, Logan and other regions. In 2023, we are expanding across Queensland.

Each school received funding to assist them implement actions across their school.



Demonstrated commitment from school leadership is essential to Pick of the Crop's success, with 'School Champions' pioneering the program in schools.

Regional coordinators

Regional coordinators work alongside HWQId and partners in the regions to:

- Recruit schools and assist co-designing and implementing locally driven School Action Plans
- Highlight opportunities for schools to increase student's opportunity to taste and learn about vegetables or fruit during the school day.
- Act on feedback from schools, working with HWQId to develop resources for schools or connect with other partners, programs or stakeholders.



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The school journey

Schools who participate in Pick of the Crop enter a three-year journey, supported along the way, as identified here:



Program support provided



For more information, see www.hw.qld.gov.au/pick-of-the-crop