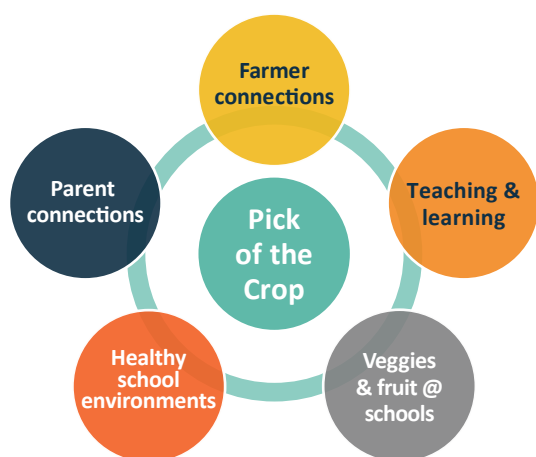


2022 Evaluation Summary



Pick of the Crop is a whole school healthy eating initiative developed by Health and Wellbeing Queensland (HWQld) to increase opportunities for primary school students in Queensland to learn about and eat more vegetables and fruit.

Schools participate in Pick of the Crop by developing locally designed actions around five components:



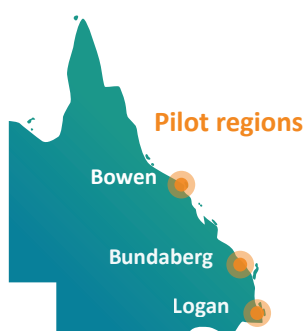
Pick of the Crop was piloted in 2021 with 35 schools and expanded to 59 schools in its second year of implementation in 2022.

The evaluation process

Pick of the Crop was evaluated in partnership with the Institute for Social Science Research (ISSR) at The University of Queensland. The aims of the 2022 evaluation were to:

- Capture the activities and immediate impacts of *Pick of the Crop* in participating schools.
- Examine the extent to which *Pick of the Crop* is achieving intended intermediate outcomes in their second year of implementation.
- Investigate the suitability of *Pick of the Crop* to scale across Queensland.

- Estimate the impact of school closures and COVID-19 on implementation.
- Build upon the *Pick of the Crop* 2021 Evaluation and offer further insights to inform learning, decision making, and future investment decisions.



The evaluation was co-developed between ISSR, HWQld and *Pick of the Crop* implementation partners, guided by a co-designed Program Logic.

From the three regions (Bowen & Burdekin, Bundaberg & Wide Bay, and Logan), 38 schools participated in the

evaluation. Evaluation findings were based on the following data sources:

- 37 School Action Plans, which captured details on schools' planned activities, the budget for each of the five *Pick of the Crop* components and the school staff responsible for implementing the activities.
- 16 schools in their first year of implementation (new schools) completed the Implementation and Impacts Survey which captured immediate impacts of *Pick of the Crop*.
- 22 schools in their second year of implementation (continuing schools) completed the Implementation, Impacts, and Outcomes Survey which captured immediate impacts, as well as intermediate outcomes of *Pick of the Crop*.
- An online focus group and group interview with *Pick of the Crop* Regional Coordinators and HWQld staff to capture perspectives and gain insights regarding implementation and scaling up of the program.

2022 Evaluation Summary



Number of activities delivered by schools involved in the evaluation and reported examples

307

activities were delivered

by 38 schools across all five of the *Pick of the Crop* components

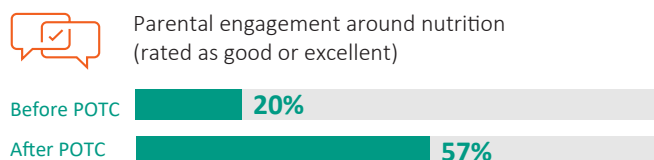
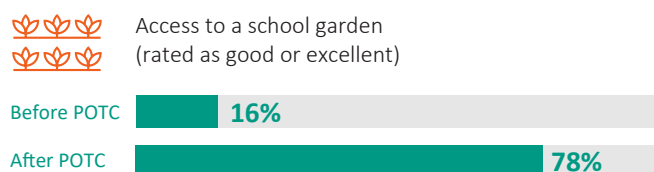
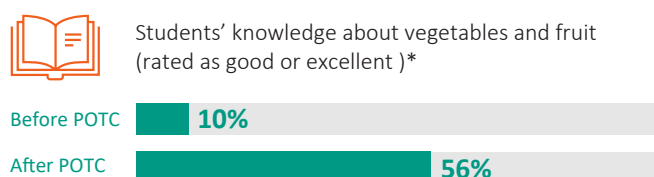
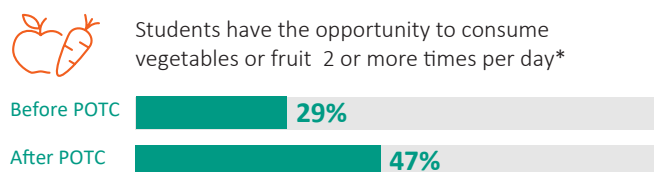


2022 Evaluation Summary

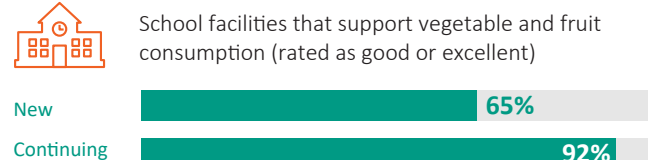
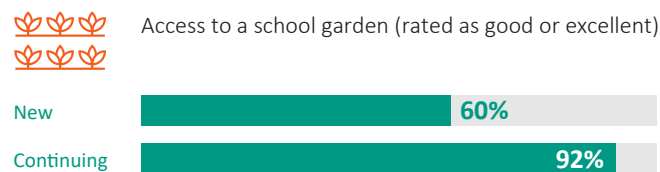
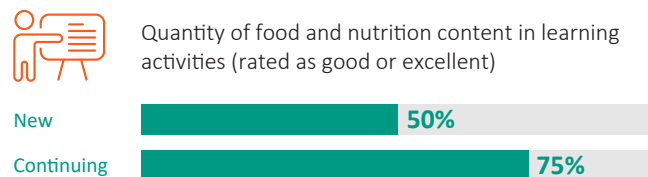
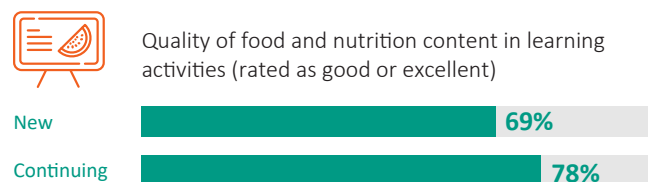
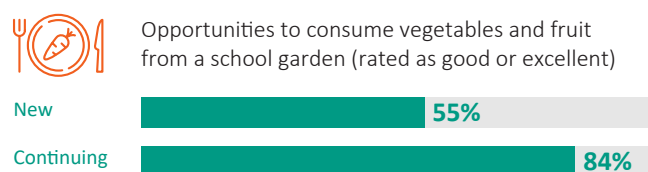


Key impacts

The results showed that teachers observed improvements in various indicators when assessing the current state within the school compared to the status before the implementation of *Pick of the Crop* (POTC).



In addition, a higher percentage of respondents in continuing schools rated the current status of the indicator as positive compared with new schools, suggesting ongoing improvements over time.



Students are becoming more positive about healthy food choices



The children are eating more fresh vegetables on a daily basis from our gardens

* New schools only

A program delivered by

health+wellbeing
Queensland

An initiative of



Queensland
Government

2022 Evaluation Summary



Sustained improvements in continuing schools

Schools in their second year of implementation of *Pick of the Crop* have continued to build upon the impacts and outcomes achieved in their first year of implementation. For example:



87%

said that the **provision of vegetables and fruit to 'students who are unable to supply their own', increased or greatly increased.**



89%

said that **student consumption of vegetables and fruit at school had increased or greatly increased.**



79%

reported an **increase in healthy eating being embedded into school policies.**



24%

considered *Pick of the Crop* to have had a **major influence on the incorporation of food and nutrition into other subject areas.**



One student and her brother, who are heavily involved in our garden, have started eating vegetables at home because of vegetables introduced to them through our school garden. They now bring cucumbers and carrots to fruit snack every day.

Lessons learned

- Implementation of *Pick of the Crop* is feasible and continues to achieve immediate impacts.
- *Pick of the Crop* builds on school successes, with ongoing implementation moving towards intermediate outcomes.
- Regional coordinators are a critical resource and enabler of success.
- Funding, co-branding (with implementation partners), signage, newsletter ideas, recipes, and the Facebook group are valuable assets for school staff.
- To enhance sustainability of the program, the potential role of champions and *Pick of the Crop* ambassadors should be explored.
- Integrating *Pick of the Crop* across the school curriculum is crucial for sustainability of the program and important for achieving the primary goal of *Pick of the Crop*, that is improving vegetable and fruit consumption.
- Opportunities to increase *Pick of the Crop* brand awareness include expanding communications and marketing of the program.
- Schools have demonstrated resilience to external factors such as COVID-19, weather events, and short staffing when implementing *Pick of the Crop*.

2022 Evaluation Contributors

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For more information about *Pick of the Crop* visit

www.hw.qld.gov.au/pick-of-the-crop

Acknowledgements

Health and Wellbeing Queensland thanks the *Pick of the Crop* implementation partners and schools for their contribution to this evaluation.