



Avocados in Early Childhood



Avocado Activity Planning Map

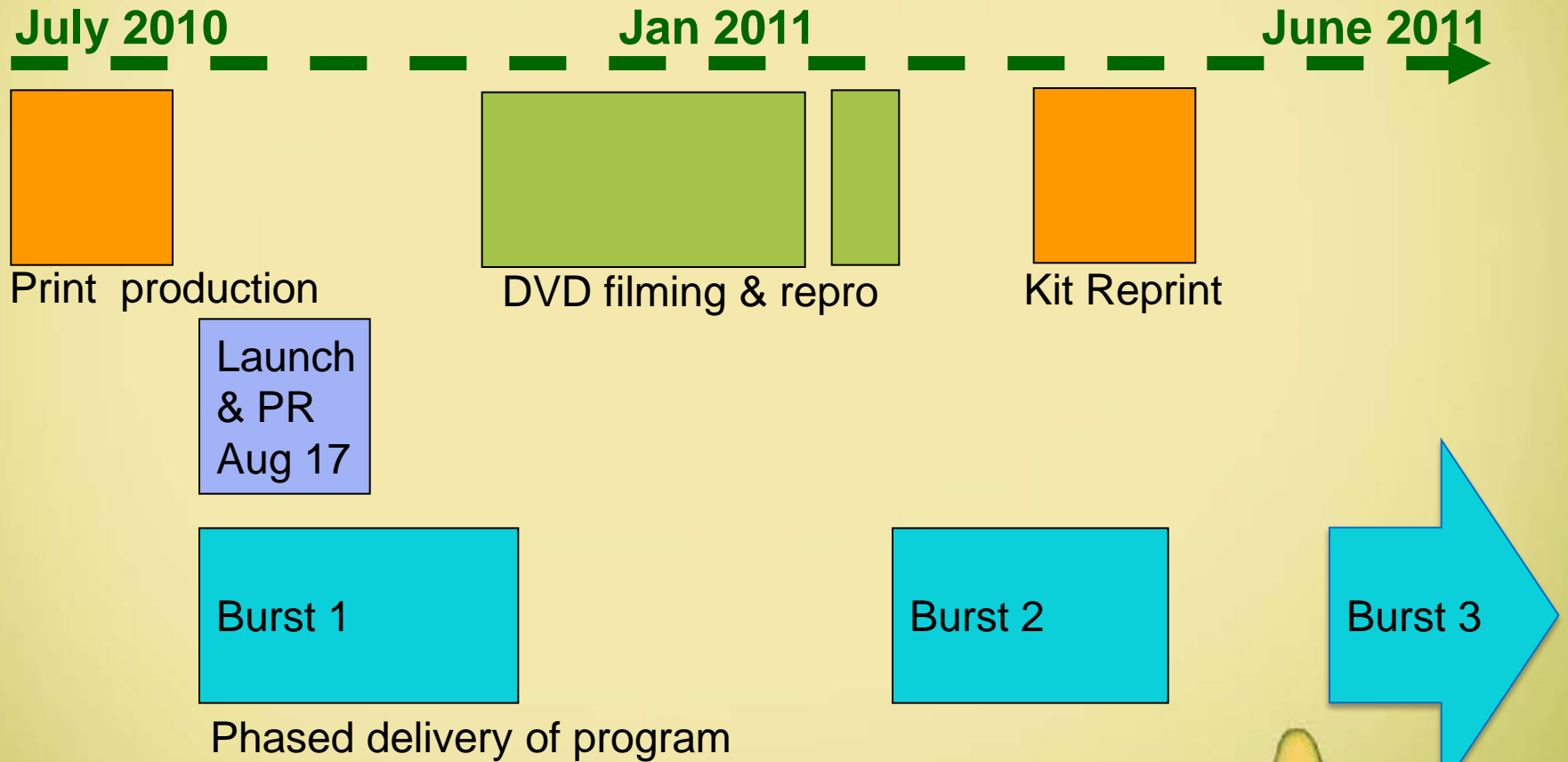


- Public Relation Activities
- Nutrition related activity
- Creative and Asset Development
- Media, Print and Online Activity
- Experiential Activity
- Influencer Programs



Overview

Key Activities:



Resource production



Kit

+



DVD

+



Stickers



Australian Avocados

Launch and PR campaign

August 17th 2010

Key Results

- 20 pieces of coverage were secured, including *2GB*, *Ninemsn*, *Adelaide Advertiser*, *Herald Sun*, *AAP*, *Maitland Mercury*
- Note: only 17 childcare centres provided their consent to be pitched to local news and photo desks
- A product drop (including the educational kit) was distributed to a total of 19 media outlets, nine long lead, six mid-lead and four short-lead

Herald Sun

A diet of education

CHILDREN are being encouraged to explore a "rainbow" of fruit and vegetables.

Avocado growers yesterday launched a national resources kit for early childhood educators to encourage better eating among three to five-year-olds. Eating My Colourful Vegies and Fruit is designed to equip carers with information to help sway dietary preferences and lay the foundations for healthy eating.

It has a special focus on green plant foods and avocado, a rich source of dietary fibre with little sugar.

Adelaide Advertiser

FRUIT AND VEG

Healthy eating kit

CHILDREN are being encouraged to explore a "rainbow" of fruit and vegetables in a bid to improve the diet of Australian youngsters.

Avocado growers yesterday launched a national resources kit for early childhood educators to encourage better eating among three to five-year-olds. Eating My Colourful Vegies and Fruit is designed to equip carers with information to help sway children's dietary preferences and lay the foundations for healthy eating patterns.



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Launched 2nd September 2010

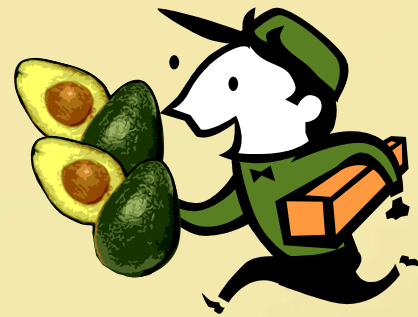
Focuses on:

- Information about the initiative with samples of the 'Eating My Colourful Vegies & Fruit' kit
- Recipes for children aged 6 months – 5 years old
- Avocado nutrition information
- Registration and data collection function



Delivery of the program

Getting the learning resource
and avocado samples to 408
Early Childhood Centres



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Feedback from centres

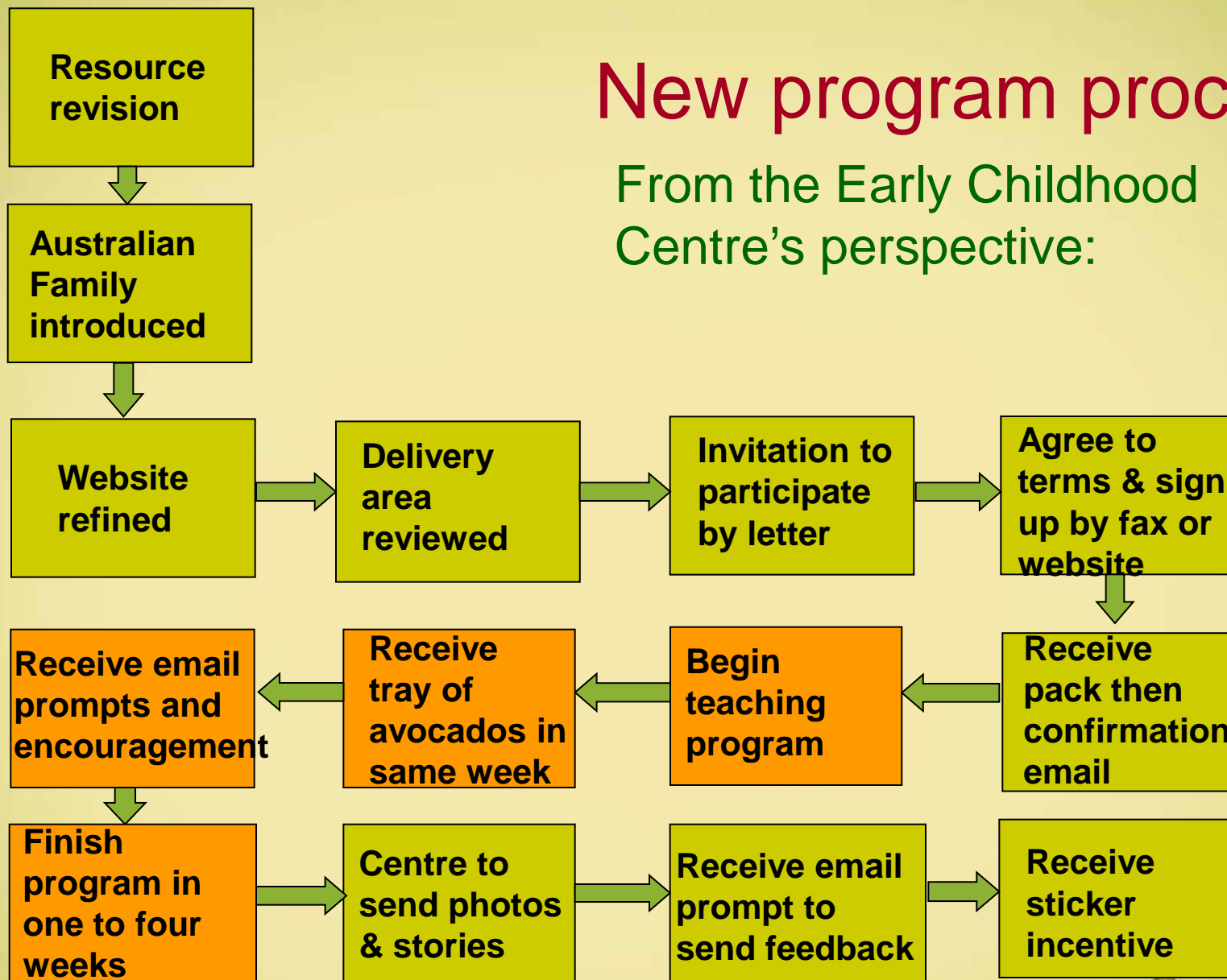
Enthusiastic response from educators and children



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New program process

From the Early Childhood Centre's perspective:



Learnings and Ongoing Refinement

1. Continue the roll out of the 'Eating My Colourful Vegies and Fruit' and avocado samples to early childhood centres throughout Australia.

- Scoping study
- EDMs
- Extend PR campaign



PR for Early Childhood 2011/12

Challenge:

- Due to privacy and child protection laws, Child Care Centres are reluctant to agree to publicity

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- Roll-out is a continuation of 2010/11

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- Lack of early childhood images – a must for media

Plan for 2011/12:

- Roll-out phase two and three differently
- Main focus on family and mummy bloggers, health writers/bloggers
- Secondary focus on local media to capture those centres willing to participate

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- Need to create new news
 - Develop online poll on avocado website to provide statistics for media
 - Use incentive to encourage response rate

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- Build a library of images of small children, avocados and early childhood centres
 - Images can be generic so they can be used nationally



Learnings and Ongoing Refinement

2. Update website

- Scoping study
- EDMs

3. Re-assessing delivery mechanism

- Registration process
- 2 streams for avocado delivery



Bursts 1, 2 and 3 Status Update

	Burst 1	Burst 2	Burst 3
EC centres	72	336	600
NSW		NSW: 143	NSW: 170
VIC		VIC: 70	VIC: 147
		QLD: 85	QLD: 139
		SA: 29	WA: 83
		WA: 6	SA: 59
		ACT: 2	TAS: 1
		TAS: 1	



Bursts 1, 2 and 3 Status Update

	Burst 1	Burst 2	Burst 3
No. of children participating	2,971	23,711	31,555

TOTAL children who have participated to date:

58,237

