



Avocados in Early Childhood



Avocado Activity Planning Map



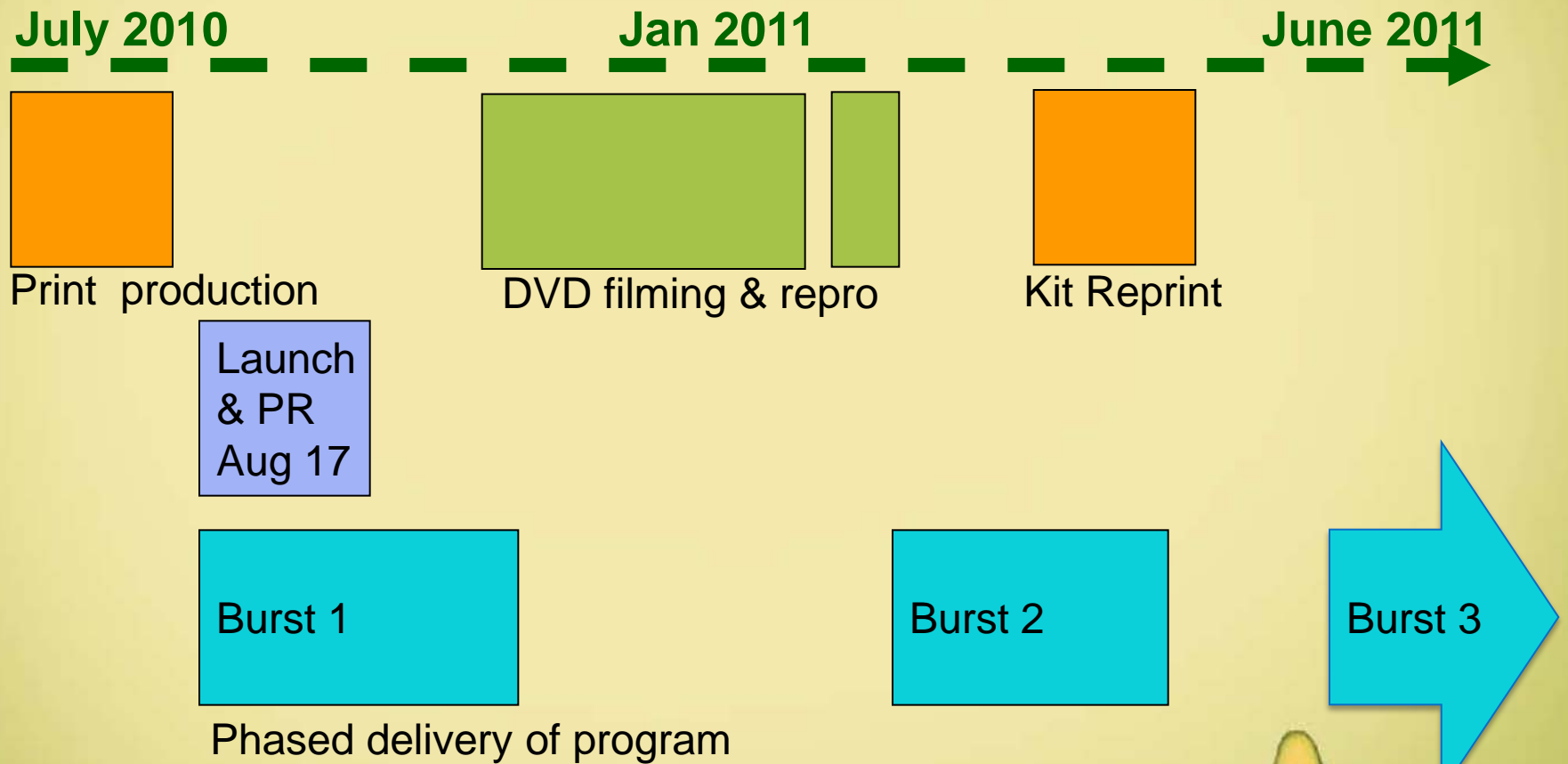
- Public Relation Activities
- Nutrition related activity
- Creative and Asset Development
- Media, Print and Online Activity
- Experiential Activity
- Influencer Programs



Australian Avocados

Overview

Key Activities:



Resource production



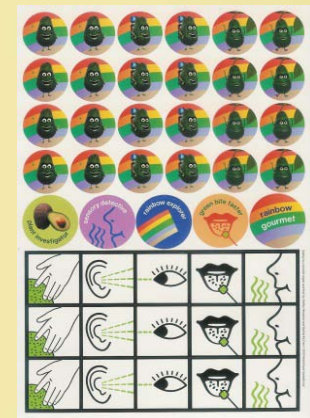
Kit

+



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.



Australian
Avocados

Launched 2nd September 2010

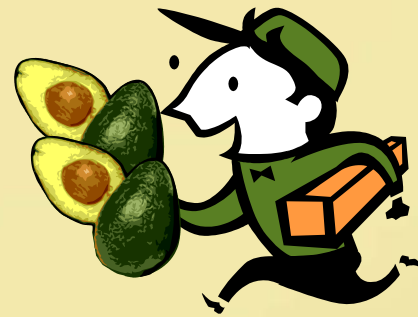
Focuses on:

- 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



Australian
Avocados

Feedback from centres

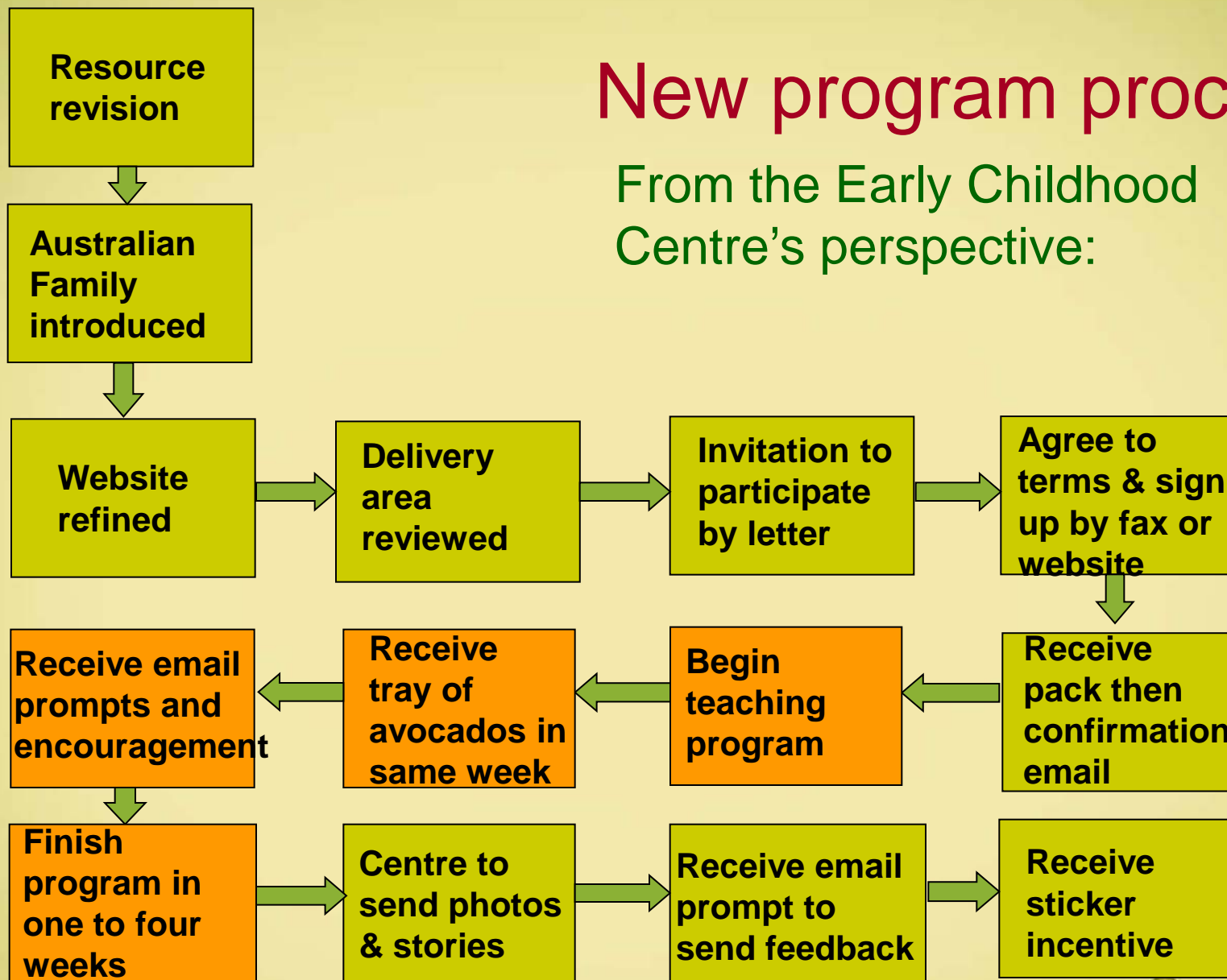
Enthusiastic response from educators and children



Australian
Avocados

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

-
- Roll-out is a continuation of 2010/11

-
- 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

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

-
- 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

