



FFY 2018 Kids' Tasting Survey Instructions

Background: The Kids' Tasting survey/disc voting (previously called "bean counts") has been running since 2015. It is the campaign's tool for identifying Food Hero recipes for which children show the highest preference ratings after they have tasted a sample of that recipe. Results are also used to inform new campaign content and materials.

Kids' Tasting surveys/disc votes are:

- Designed to be short so kids can easily fill them out or cast their vote (using a counting disc) after a tasting event.
- Used to test Food Hero recipes, including those that are already kid approved. A Unit may test any FH recipe based on their programming, or help on the statewide effort by testing recipes that are not yet kid approved.
- Available in English and Spanish.
- Designed for kids, especially K – 8 (our primary audience for this assessment). There is an adult version to use locally with Adults, as needed. The adult results will not be used at the state level.

Some ways the assessment can be used include,

- Marketing highly rated recipes as "Kid Approved" throughout the campaign.
- Helping to get "Kid Approved" recipes on foodservice menu rotations locally.
- Influencing healthy eating norms in schools and other Unit sites and promoting Food Hero recipes by showcasing assessment results in a variety of ways such as on the Food Hero Bulletin Board or a PA announcement in schools or having kids talk about the recipe at home.

Directions for Administering Paper Surveys

POLICY REMINDER: Voluntary Participation and Reinforcements – Kids and adults always have a choice to participate in any Food Hero evaluation process. Participants do not need to complete the survey to receive the incentive or reinforcement

Kid's Tasting Survey

My Grade is: _____

For each question, **circle** one face.

1	Do you like the way this food looks?	Don't like yet!	Sort of...	Like!
2	Do you like the way this food tastes?	Don't like yet!	Sort of...	Like!
3	Would you eat this food if it were served in your school cafeteria?	No!	Maybe...	Yes!

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Incentives or reinforcements should always fit one or all of these criteria:

- Match the message/content you are delivering that day at the event;
- Be connected to an ongoing Food Hero message being delivered at that site;
- Be directly related to a survey question/indicator (e.g. eating more fruits and veggies)

7 Steps for Administering Kids' Tasting Paper Survey:

Step 1. Administer to a group of kids directly after they have tried a Food Hero recipe (in a classroom or cafeteria, Boys and Girls Club, food pantry, summer feeding site, etc).

Step 2. In your verbal instructions to kids, include some version of the following statement, re: voluntary participation:

“We would like for you to complete this survey. You may skip questions you do not want to answer, but we hope you will answer all of them. You do not need to put your name on this survey. Your answers will only be used to tell us which recipes your group likes. “

Step 3. Tell kids some version of the following statement: “Please write your grade, and check the box if you are a boy, a girl, or prefer not to answer the question. You may also leave this question blank if you do not want to answer.”

Step 4. Tell kids some version of the following statement: “We want to know how you feel about the food you tried, and this is only about your opinion, so there is no right or wrong answer.”

Step 5. There are three questions on the survey, and directions are similar for each question. Tell kids some version of the following statement for completing the survey: “In the orange row, think about how the food looks. Circle the frowning face if you do not like how it looks yet. Circle the middle face if you sort of like how it looks. Circle the smiley face if you liked how it looked.

In the blue row, think about how the food tasted. Circle the face that says ‘Don’t like it yet’, ‘Sort of’, or ‘Like!’”

In the green row, “Would you eat this food if it were served in your school cafeteria? Circle the face that says ‘No,’ ‘Maybe,’ or ‘Yes!’”

Step 6. When each group is finished with the survey, you can offer participants a hand stamp, sticker, or pencil.

Step 7. Gather all surveys and attach to a completed coversheet, found here: <http://foodhero.org/kids-tasting>. Send to campus, as indicated on the coversheet.



Directions for Kids' Tasting Disc Voting

(Use in place of Paper Survey)

If time limitations or having a large group of kids make it difficult to use the paper survey, educators may want to use the counting disc option to allow kids to vote quickly and secretly. Note: while educators have commonly given students beans to use in voting, many units are now starting to use counting discs and have shared their preference for them over beans, for two main reasons:

- They're plastic and easy to clean and re-use
- The counting discs available on the order form are larger than 1.5" in diameter and pass the "choke-tube test", which is not the case for the beans.

Step 1. Replace beans with voting discs. Please order discs through Brenda, using the FH order form.

Note: these discs come in sets with four different color choices. To make sure kids focus on voting and not the color of their counting disc, make sure to use only one color per group of kids together in the room.

Step 2. Set up a voting system. Please use standardized voting containers—as described below—so kids will be less likely to be influenced by peer/classmate votes. This will make our voting system more valid.

Use three identical containers with a label to represent each of the response options:

- 1) A smiley face, labeled "Like"
- 2) A neutral face, labeled "Sort of"
- 3) A frowning face, labeled "Not yet"

Containers should be solid, not transparent, and have a small hole punched through the lid for inserting the beans. This helps prevent the influence of how their peers voted. For example, three oatmeal tubs covered with paper and labeled with voting options with a small hole cut into the lids works well (see example set up on next page).

Step 3. Use FH voting labels. Labels are available to print from the Community Toolkit on the Food Hero website.

<http://foodhero.org/sites/default/files/healthtools/Tasting%20Survey%20Labels%20Bilingual.pdf>



Step 4. Verbal Instructions for Students while Disc Voting:

As with the paper survey option, in your verbal instructions to kids, please begin by including some version of the following statement, re: voluntary participation:

“We would like for you to help us with this study, but you may also decide not to participate. This voting is anonymous, which means no one will know how you voted, unless you want to tell them. By voting you are helping us come up with better recipes and programs for you and other Oregon students.”

Give each student one (1) counting disc (students only vote on the taste preference question when using the disc voting method). Tell students to put the disc in the container labeled “Like” if they like the way the food tastes; place in the container labeled “Sort of” if they kind of like the taste, or the “Don’t like yet” container if they don’t like the taste yet.

Step 5. Tally the Votes. Count the discs in each container to determine the number of votes for each. Tallying votes might make a good project for an intern or volunteer. Educators have also used this as an opportunity for an extended project with students at the school site, e.g. having students tally votes and graph/display their class data.

A quicker alternative to counting larger votes for units with access to a digital scale, is to weigh the discs and divide the total weight by weight of an individual disc (be sure to zero out the container you use to hold the discs on scale). Some scales will be more accurate/sensitive than others, so you will want to calibrate your scale to determine its sensitivity and accuracy. For example, when trying this method out on two scales on campus, one registered the weight of a single counting disc and another wouldn’t

register until 25 discs had been placed in the container. In this case, dividing the total weight by the weight of 25 discs will give an estimate of the total number of discs.

Step 6. Mail the voting results to campus. Write the disc voting totals for each category on a Food Hero coversheet and mail or email to campus:

Kids' Tasting Assessment / Lauren Tobey
Extension Family and Community Health
Oregon State University
106 Ballard Hall, Corvallis, OR 97331

Email: Food.Hero@oregonstate.edu

Optional Step: Showcasing Kids' Tasting Results.

If educators want to graph the results to include them on Food Hero displays, or share them with food service staff at the site, counting or weighing both provide accurate information (though weighing, especially if you have a sensitive scale, is quicker).

Here is an optional template to help with graphing/displaying results:

http://foodhero.org/sites/default/files/health-tools/tasting_survey_results_english.pdf

Directions for Plate Waste Observations:

If school sites have the capacity and educator resources to conduct a plate waste observation, this information will also help indicate preference rating for "Kid Approved" recipes and can verify that the Kids' Tasting votes are accurate. By validating the votes with this method, we can make a stronger case that preferred recipes are indeed "Kid Approved" for a general audience of Oregon kids.

The following link will provide a worksheet to use for conducting a plate waste observation: <https://www.foodhero.org/tasting>



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