



## FFY 2015 Kid's Tasting Intercept Survey Protocol

### **Background:**

The Food Hero campaign aims to increase fruit and vegetable consumption among SNAP-eligible moms with school-age children living at home. As part of our continuing efforts to evaluate and refine the Food Hero campaign, we are asking units to use a new survey tool in your HUBS at sites where you see school-age children. These surveys are designed to be short so that kids can fill them out after a tasting event. Surveys are available in English and Spanish. Results from the kid's food survey will help inform the future direction of Food Hero campaign materials.

**Important note:** there is a Teen and Adult version of the tasting survey per request from specific Units. For those two versions please refer to this protocol as well. Notably our priority at this time for various reasons is the Kids version followed by the Teens version and then the Adult version.

### **Description of Kid's Food Survey:**

The kid's food survey will be used to help identify the Food Hero recipes for which school children show the highest preference ratings after they have tasted our recipes. When Food Hero recipes are served at school events and other public venues, students can fill out a brief survey, OR educators can opt to use the "vote with your bean" method (more on that in instructions below) that asks if they like the recipe sample and whether they want to see it as a meal option in their school cafeteria. At some locations, we hope to add a plate waste observation to the protocol (more on that also, below).

We plan to use the feedback from this survey in multiple ways, including the following:

- Convert popular recipes to quantity level and accredit them so they meet national Child Nutrition Services guidelines (for schools and childcare facilities through a multi-partner collaboration project).
- To begin marketing highly rated recipes as "[kid approved](#)."
- Units working with local partners, help get locally "[kid approved](#)" recipes on foodservice menu rotations.
- To influence healthy eating norms at schools and other Unit sites, and promote Food Hero recipes being added to the cafeteria line, by clearly posting the results of the voting process in a Food Hero display. Students/parents can see which recipes their school/site favored and may be more likely to try new healthy recipes if they can see their peers'/kids approval.

**\*\*Campus loves to see photos of your work!** Please send them anytime! If there is a person in the photo aim to get a photo release: <https://www.foodhero.org/photo-release>. However there are many photos you can take without a release, such as of posters hung and people without their faces. Email to [Food.Hero@oregonstate.edu](mailto:Food.Hero@oregonstate.edu) or Lauren Tobey.

## **Directions for Administering Surveys**

**Voluntary Participation and Incentives** – Kids and adults always have a choice to participate in any Food Hero evaluation process. Participation in these surveys is voluntary and kids do not need to complete the surveys to receive an incentive item.

Any distributed Food Hero incentive item, as always, should match the message you are delivering that day at the event, be connected to an ongoing Food Hero message being delivered at that site, OR be directly related to a survey question.

### **Administering Kid’s Food Survey:**

1. This survey can be administered to a group of kids directly after they have sampled a Food Hero recipe (such as in a classroom, Boys and Girls Club, food pantry, DHS office, summer feeding site, or the cafeteria).
2. In your verbal instructions to kids, please begin by including some version of the following statement to inform them that their participation is voluntary: *“We would like for you to complete this survey. You may skip questions you do not want to answer, but we hope that you will answer all of them. You do not need to put your name on this survey. Your answers will only be used for reports to help us make better programs for you and other Oregon students.”* If you have incentives such as hand stamps or stickers to pass out to kids, please also reassure them that they may receive the incentive whether or not they complete the survey.
3. Ask kids to fill in their grade at the top of the survey, unless you are at a school site and will be able to label the grade for a group of surveys on the Food Hero coversheet.
4. Tell them some version of the following statement: *“We want to know if you like the food you tried, and there is no correct answer. We want your opinion.”*
5. There are three questions on the survey and the directions are similar for all three questions. Tell kids some version of the following statement: *“circle the smiley face if you like the way the food looks (or tastes) or you would eat it if it were served in the school cafeteria, the neutral (or middle) face for sort of like it or maybe, or the frowning face if you do not like it yet, or you don’t think you would eat it.”*
6. Offer all participants a hand stamp, sticker, or other incentive, like a pencil, when the group is finished filling out surveys. Some kids may try to vote twice to get an extra incentive, so be aware of this possibility.
7. Collect the surveys and attach a Food Hero coversheet to the batch, and mail or scan/email to send to campus. Please send to:

Lauren Tobey  
Extension Family and Community Health  
Oregon State University  
106 Ballard Hall, Corvallis, OR, 97331  
Email: [Food.Hero@oregonstate.edu](mailto:Food.Hero@oregonstate.edu)

### **Directions for Kid’s “Vote with your Bean” (instead of the Kid’s Food Survey)**

If time limitations or a large group of kids make it difficult to have them complete paper surveys, educators may opt to set up a bean count option to allow kids to vote quickly and secretly. We want to use standardized solid plastic containers so that they will be less likely to be influenced by the votes of their peers, and we will have better idea of their true taste preferences.

For this option, you will need three covered containers to represent the response options for the final question on the paper survey. Containers should be solid, not transparent, and have a lid with a smaller hole to put the beans through so that students cannot see how their peers have already voted (like an oatmeal tub covered with paper, voting labels and a hole cut in the plastic lid). Containers with lids, or pouring beans into sealable bags, will make it easier to transport from the site. Attach one label—provided on page 5 of this document—to each of the three containers: 1) A container with a smiley face, labeled “Like”; 2) a container with a neutral face, labeled “Sort of”; 3) a container with a frowning face labeled “ Don’t like yet.”

### **Verbal Instructions to Students:**

1. As with the survey option, in your verbal instructions to kids, please begin by including some version of the following statement to inform them that their participation is voluntary: *“We would like for you to help us with this study, but you may also decide not to participate. This bean vote is anonymous, which means no one will know how you voted, unless you choose to tell them. By participating you will help us come up with better recipes and programs for you and other Oregon students.”* If you have incentives such as hand stamps or stickers to pass out to kids, please also reassure them that they may receive the incentive whether or not they participate in vote with your bean.
2. Give each student 1 bean (educators who have used this method before recommend using jumbo-size lima beans because they are easier for kids to handle). Tell students to put the bean in the “Like” container if they would eat the food if it were served in the school cafeteria, the neutral-face container labeled “Sort of” if they might want to eat it, and the “Don’t like yet” container if they wouldn’t eat it.

### **Tally the votes:**

Count the beans in each container to determine the number of votes for each. Tallying bean votes might make a good intern or volunteer project, if time is short.

Write the bean totals for each category on a Food Hero coversheet and mail or scan/email to send to campus. Please send to:

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**Sharing the results:**

If educators want to graph the results to display them to students as part of Food Hero displays, or share them with foodservice staff at the site, counting provides the most accurate information.

**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 provide an important way to verify that the Kid Food Survey votes are valid. By validating the votes with another method, we can make a stronger case that preferred recipes are indeed “kid approved” for a general audience of kids. **At the following link you will find a worksheet to use for conducting a plate waste observation:** <https://www.foodhero.org/tasting>.