

SIMPLY VEG

VEGPOWER

Kung Fu Panda: The Dragon Knight Lunch of Legends

EVALUATION

March 2023

As part of our 'Simply Veg' campaign, Veg Power produced an exciting resource in collaboration with DreamWorks Animation to support families in their quest to provide healthy, simple and affordable lunchboxes for their kids. The Kung Fu Panda: Dragon Knight lunchbox guide and planner gives parents and carers the information they need for a happy, healthy lunchbox as well as the tools to engage their children.

BACKGROUND

Our research found fewer than two in every 100 packed lunches eaten in English primary schools met nutritional standards and just one in five had any vegetables or salad included. In addition, with the current cost-of-living crisis it has been estimated that lunch box staples (e.g. bread, tomatoes, cheese) have increased in cost by 70% over the previous 18 months, putting more strain on families' food budgets.



So, we partnered with friends at DreamWorks Animation to create a lunchbox guide and planner to help parents and carers to get their children engaged in healthier lunchboxes. This was supported by expert advice and tips on the Simply Veg website.

BEHOLD THE LUNCH OF LEGENDS
Help Po and Wandering Blade unlock the power you need in your lunchbox by following the five sacred steps of a hero's lunch... main, fruit, snack, vegetable & water.

1 MAIN - SANDWICHES
A STRONG BODY & A TRUE HEART
A strong hero needs power, and a real sandwich needs fibre. Choose brown or wholemeal bread.
Bread, Wraps, Pittas, Rolls, Bagels
Add a filling that contains protein and vegetables to keep you filled up and ready for adventure.
Cheese & tomato, Ham & tomato, Cream cheese & salad, Tuna mayonnaise & sweetcorn, Hummus & grated carrot

2 FRUIT
HARNESS THE SWEET GOODNESS OF FRUIT.
One portion is one child's handful - don't forget to chop into bite-size pieces.
Apple, Sausage, Nectarine, Kiwi, Grapes, Berries, Melon

3 SNACK
LUNCHBOXES AREN'T THE SAME WITHOUT A SNACK, pick the ones with less sugar and salt.
Pretzels, Cereal bars, Rice cakes, Bread sticks, Popcorn, Cheese, Yoghurt, Yogurt

4 VEGETABLE
TRY RAW VEG, or even cold cooked carrots if your child prefers soft textures. One portion is one child's handful - don't forget to chop into bite-size pieces.
Sweetcorn, Radishes, Celery, Peppers, Sugar snap peas, Tomatoes, Cucumber

5 WATER
A TRUE HERO SEEKS THE PURITY OF CLEAR FRESH WATER.

OR SOMETHING DIFFERENT?
Leftovers, A boiled egg (or two), Cous cous salad with veg, Pasta salad with veg
Why not try these alternatives, last night's leftovers in a sealed container such as cooked chicken or salmon with veg can be perfect.

WEEKLY LUNCHBOX PLANNER
M T W T F S S
Main Fruit Snack Vegetable Water

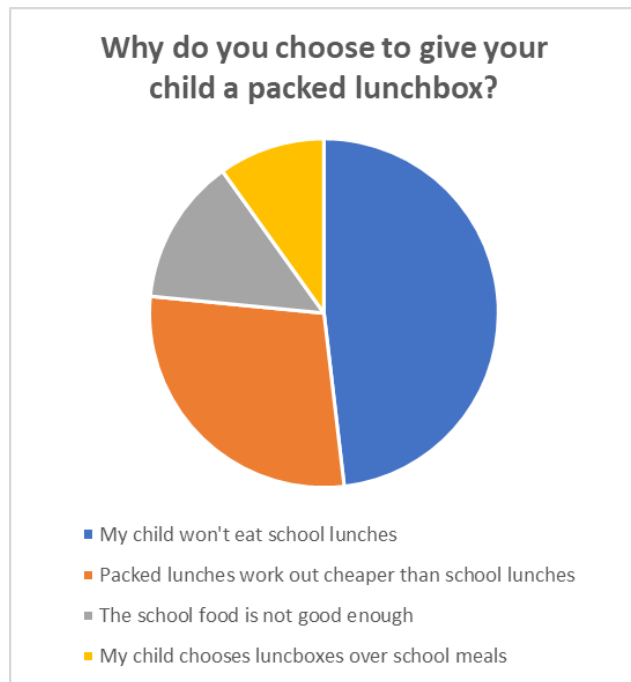
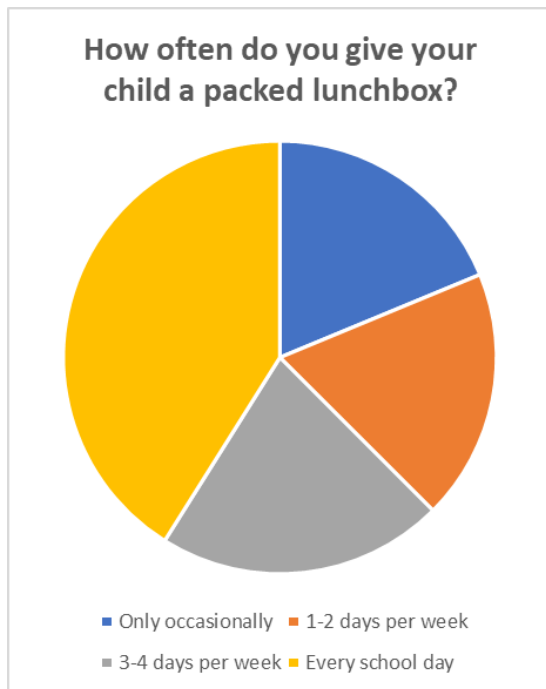
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EVALUATION

To test and evaluate the effectiveness of this resource we placed the resources with 2,000 children across 20 primary schools in Scotland, Northern Ireland and England in January and February 2023.

We asked parents to respond to a short online survey with an incentive of a £100 shopper voucher prize draw. We received 112 responses, enough to give us a clear indication of the effectiveness of the resources.

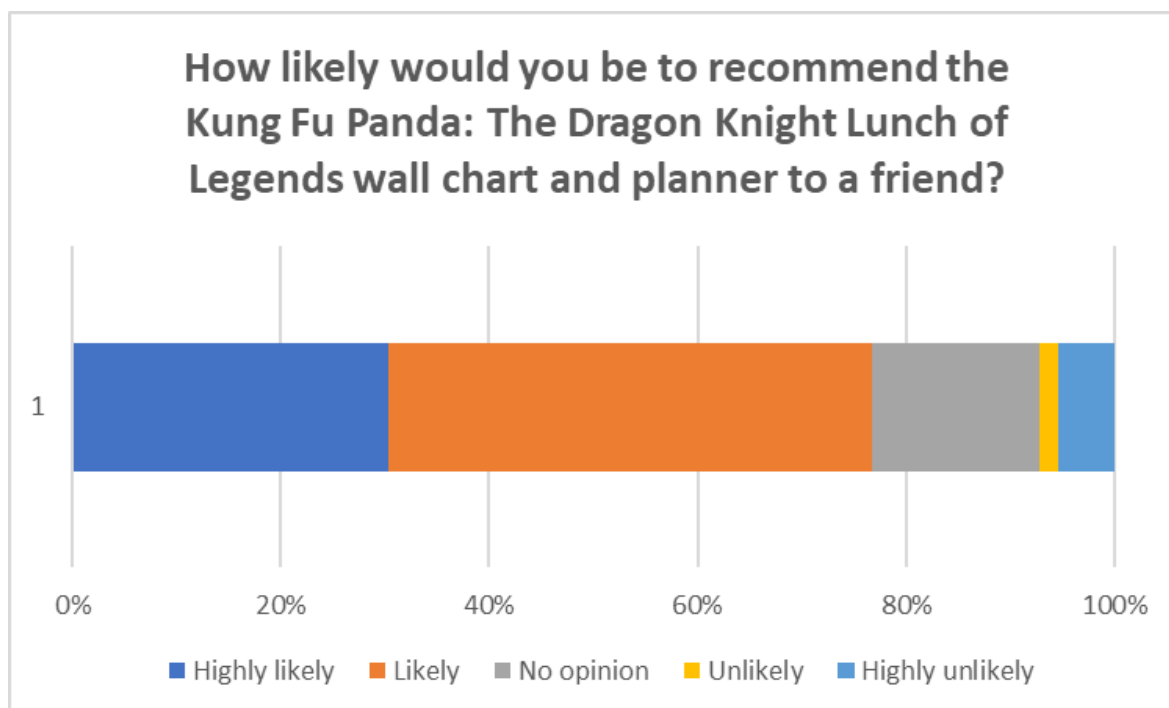
RESULTS: ABOUT LUNCH BOXES



RESULTS: IMPACT OF RESOURCE

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
My child thought the Kung Fu Panda: The Dragon Knight Lunch of Legends was fun	31%	43%	21%	3%	2%
The wallchart and planner encouraged my child to be more involved in helping choose and prep their lunch box contents	25%	44%	20%	8%	4%
The wallchart and planner were helpful in encouraging my child to be more accepting of a healthier lunch box	23%	51%	14%	6%	5%
The wall chart and planner helped me to make improvements to the contents of my child's lunchbox (such as additional portions of fruit and/or vegetables or less sugar).	28%	40%	20%	8%	4%
The wall chart and planner will help make a lasting improvement to the content of my child's lunchbox.	25%	44%	25%	6%	5%

RESULTS: RECOMMENDATION



COMMENTS FROM PARENTS & CARERS

The artwork was very appealing and helped get my son on board, allowing me to make changes that I had wanted to introduce for some time (particularly leaving out a sugary pudding), which he had previously resisted.

He was very excited to show me the wall chart and couldn't wait to give suggestions what we could pack in his lunch.

This is a great way to encourage children to help and get involved in healthy eating and choose the food they like to eat.

I use this for all 3 of my children aged 5,7 and 11 this has helped me keep my lunch boxes more healthy and gave me new ideas on what to put in their lunch box

It was brilliant, helped such a lot

I struggled to get my child to eat healthy options but when she brought this home, she will only eat the items of the chart now. It's been a real help.

Overall, I think it is amazing! I've introduced it to a load of parents and family! Great Job!

These were brilliant and offered great encouragement for my child to help with his packed lunch and try eat all the healthy things inside.

CONCLUSIONS

Although the sample size for this survey is small it is clear that 7 out of 10 parents & carers had a positive and beneficial experience with this resource, including 25% who had a very positive experience.

It is our recommendation to further roll out these resources to more children.