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**TITLE:** Project JA: a novel approach to stimulate a positive attitude from children to fruits and vegetables consumption and to the movement

**CONTENTS:**

- Background and objectives: Consumption of fruit and vegetables among children is generally below recommended levels. In addition it has been shown that only 1/3 of high school students get the recommended levels of physical activity. Different interventions have been demonstrated to be of help in stimulating fruit and vegetables consumption and movement in children. The objective of this presentation is to show the methodology, design and participation results of a recreational intervention developed in Argentina during 2016: Project JA
- Methods: A pilot program was developed during 2015, through 7 presentations in 6 schools. Following this pilot program a definitive interactive workshop has been developed by a team conformed by physician, nutritionist, physical education teacher with the collaboration of a scriptwriter. The workshop includes a performance with dances and interactive games with the children's participation lasted 45 minutes, following by 20 minutes exchange of professionals and children and photographs. Fruits colors and movement games and activities were emphasized
- Results: From March 2016 to January 2017, 200 workshops were performed in 71 schools and other places (hospitals and sciences expo) at 29 cities in the 24 Argentinean provinces, with participation of around 25000 children aged 6-12. Twenty six thousand brochures and 30000 fruit units were brought to the participants and teachers.

A brief video will be shown, including the most popular moments of the workshop and participant's interviews regarding the workshop

- Conclusions: The methodology chosen for the workshop had a great acceptance by the participant children and the teachers and a positive approach to fruits and vegetables consumption and to movement has been perceived.

**Keywords:** fruits, vegetables, movement, children.