

Public Health Nutrition Framework for Action 2012-2016: Mango Mania Case Study

Project Name:	Mango Mania
Public Health Organization/ Zone: <i>(Vitalite, Horizon, OCMOH)</i>	Horizon Health Network – Miramichi area
Partner Organizations:	Schools in the Miramichi area
Contact Information: <i>(name of contact person, e-mail address, phone number)</i>	Renee Murphy: Renee.Murphy@HorizonNB.ca , 627-7563
Priority area for action:	<input checked="" type="checkbox"/> Food Security <input checked="" type="checkbox"/> Healthy Environments <input type="checkbox"/> Prenatal and early childhood <input checked="" type="checkbox"/> Breastfeeding <input checked="" type="checkbox"/> School-aged children and youth
Scope: <i>(e.g. province-wide, health network, zone, school district)</i>	Miramichi area school district
Target audience <i>(e.g. general population, local community, low-income group, 3rd graders)</i>	Kindergarten to grade 5 students
Dates	<i>Initiated:</i> 1 st Mango Mania was in 2005 <i>Case study submitted:</i> May 15, 2015 <i>Completed:</i> N/A
Level of completeness	<input type="checkbox"/> Planning stage <input checked="" type="checkbox"/> Ongoing <input type="checkbox"/> Terminated
Goals and Objectives:	
Goal: To promote, encourage and support healthy eating and physical activity with kindergarten to grade 5 students in the schools of Miramichi area.	
Objectives: <ul style="list-style-type: none"> Objectives are developed each year and vary with the activity. Objective for school year 2014-2015: Coordinate and offer 1 Mango Mania challenge to all schools in our area, using Smart Technology, during march 2015. 	
Underlying problem and evidence:	
<i>What was the motivation behind this initiative? What evidence was used to inform this initiative? If applicable, provide links to relevant literature, documents, and other resources used to inform this initiative.</i>	
The motivation behind this initiative is to promote healthy lifestyles to help prevent chronic diseases. The evidence used to inform this initiative comes from Health Behavior statistics from My community at a glance (NB Health Council): http://www.nbhc.ca/sites/default/files/documents/my_community_at_a_glance-9-miramichi_rogersville_blackville_area-nbhc-2014.pdf	

Description of the initiative:

What was your initiative? Who was involved? What was public health's involvement or role? Report on your unique context.

The Mango program is a population health (Miramichi area only) community-based program promoting, encouraging and supporting healthy eating and physical activity. The Mango Mania initiative is led by the Mango program involving Mango dietitians, Public Health (PH) Healthy Learners nurses and PH dietitians. Mango Mania targets kindergarten to grade 5 students of the Northumberland County and some schools in the Kent County. There are 23 schools in total that participate in the challenges.

The first Mango Mania challenge took place in 2005 and has been an annual initiative since then. It consists of two to three week long challenges per year. A month-long campaign is also organized for each Mango Mania, with information related to the challenge provided to the schools. The challenges are health related activities. Examples of past challenges include: eat a healthy snack, be active for 30 minutes each day, eat a healthy lunch, maximum of one hour of screen time per day. The children must record their health related activity on the forms provided by the Mango program. The class with the highest participation rate wins a visit from a member of the Mango Mania team and receives a healthy snack from Sobeys.

The initiative is evaluated by the teachers and modified to best meet the need of the teachers and students. It is technology friendly, the 2015 Mango Mania challenge was developed with the Smart Notebook software used in schools with Smart Boards. It was also decided to only offer one challenge this year that would last 3 weeks in March. For this last challenge a bingo type board with 20 classroom activities was developed. Most activities included a link for additional resources to help support the teachers.

Describe the extent to which your intervention integrated the strategic directions identified in the New Brunswick Public Health Nutrition Framework for Action 2012-2016

Capacity-building	<ul style="list-style-type: none"> • Mango Mania increases skills and knowledge related to healthy eating and physical activity with teachers, students and their parents by providing reliable resources.
Partnerships and collaboration	<ul style="list-style-type: none"> • Mango dietitians, Public Health dietitians, Healthy Learners nurses and school personnel collaborate to develop and deliver the Mango Mania challenges. Important partnerships have been created with the Anglophone North School District, their schools and their teachers. • Teachers are consulted prior to and after challenges are complete to obtain their input on what is needed and useful. The initiative has been shared with other Horizon areas and across the Anglophone North School district.
Knowledge management and communication	<ul style="list-style-type: none"> • Mango Mania challenges are developed by using knowledge around healthy eating, best practices and statistics. The information is organized and shared in a format that is meaningful and easy to use for the schools.
Comprehensive approach	<ul style="list-style-type: none"> • When Mango Mania challenges are developed, health determinants are taken in consideration to make the challenges as effective and applicable as possible.
Surveillance, monitoring, evaluation	<ul style="list-style-type: none"> • Sources of information about population health, such as the Canadian Community Health Survey and the New Brunswick Student Wellness Surveys, are consulted to help guide the development of the challenges. • Process evaluation: Evaluation with teachers at the end of the challenges to get their feedback.

Outputs:
Please share links to any resources, reports, or other materials emanating from this initiative. Please indicate if you have already shared this initiative with others or provide links to any presentation, articles, or other materials you used to share your work.

To obtain copies of Mango Mania, contact the Mango Dietitians:
 Renee Murphy: Renee.Murphy@HorizonNB.ca
 Melanie Goguen: Melanie.Goguen@HorizonNB.ca

Resources required:
Describe the resources that were required (human and capital) and who provided them.

Human resources: Dietitians and Healthy Learners nurses

Print Materials: Letters, handouts, activity sheets, etc.

Other Materials:

- Smart Notebook Software and training if needed.
- Prizes for winning class in each school: \$1,150.00 (not necessary – rewards don't have to be given)

Outcome measures, indicators, and evaluation:

Describe the outcomes of the initiative and the results of any evaluations completed to date. If outcomes or evaluation data are unavailable, describe any plans for evaluation, and outcome and indicators you plan to monitor.

An evaluation of Mango Mania was conducted in 2010. Our results have shown that Mango Mania activities helped raise awareness and changed certain attitudes toward healthy eating and physical activity in Miramichi school children and their parents.

Although actual change in children's eating habits and physical activity levels were moderate, the percentage of parents who encouraged their children to be more active and eat healthier seemed very promising. Our findings will help support dietitians who are working with similar groups to reduce the risk of obesity in school children or aspiring to undertake a school-based health initiative in their communities.

Indicators we plan to monitor:

- children and youth breakfast consumption
- children and youth fruit and vegetable consumption
- children and youth sugary beverage consumption
- children and screen time
- children and youth physical activity

Lessons learned:

What lessons have you learned? What are your impressions of why the initiative succeeded or failed?

- We have learned that teachers really appreciate this initiative because it helps them cover some of their health learning outcomes.
- We have learned that we need to make it as easy as possible for teachers because resources (time and financial) are very limited. It is for that reason that we always prepare packages that are ready to use. Teachers do not need to make photocopies or look for additional resources.
- We also learned that it is important to ensure good communication to the schools by sending letters or information sheets to all involved (school principals, teachers and parents).
- Having a winning class per school also helps motivate students and teachers to participate.
- Timing is also very important and things outside of our control like snow storms have a big impact on participation rate.

Recommendations and next steps:

We plan to continue offering Mango Mania to our area schools and are very happy to share the initiatives with others interested.