

# Easy Meals with Vegetables: Multimedia resources for vegetable cooking literacy

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**Background:** Evidence of the protective effect of vegetables on health is well documented. The recommended intake is at least three serves a day, however, over 35% of New Zealanders are not meeting this intake with a significant trend downwards over the past five years. Alongside affordability and accessibility, cooking literacy can improve cooking confidence and be part of the solution to improve diet quality.

**Purpose:** To develop multimedia resources to support vegetable knowledge and cooking literacy across key population groups, particularly where vegetable consumption is low.

**Methodology:** A three-way partnership was established between the Heart Foundation, Vegetables.co.nz and the Health Promotion Agency.

Over 20 A4 cards have been developed with information about availability, storage and preparation of vegetables along with more than 70 short recipe videos. Both have been designed for people with low skills, limited budget and equipment.

**Results:** In 2018, a range of communication activities have promoted the multimedia resources on websites, newsletters, at conferences and via social media channels.

Collaboration with education, health and food industry sectors has helped to further amplify messages around increasing vegetable knowledge and cooking literacy to a wider audience. This has included use of the resources by teachers within the Year 7/8 food curriculum and partnering with Foodstuffs NZ to share content across Pak'nSave digital channels.

**Conclusion:** A joint communications plan will further guide collaborative activities within and between sectors to maximise engagement and reach of the resources during 2019. Evaluation of the cards and videos is currently being planned.

Cards are available for download or order here:

<https://www.nutritionandactivity.govt.nz/nutrition/easy-meals-vegetables>

Videos can be viewed or shared from here:

<https://www.youtube.com/user/HeartFoundationNZ/featured>