

Title

Fiskesprell (Fish Wriggling) – encouraging seafood consumption (Norway)

Short description

Fiskesprell, meaning fish wriggling, is a national diet program that aims to increase seafood consumption among children and adolescents. Together with staff in kindergartens and schools, Fiskesprell aims to make seafood a natural choice.

The objective of all activities in Fiskesprell is to enable children and young people to eat more seafood. This is done by motivating and inspiring adults who are responsible for the diets of children and adolescents and the youth themselves to prepare enjoyable seafood meals. Children and adolescents eat generally less seafood than recommended by health authorities, and as such do not benefit from the important health effects that seafood has. From a health standpoint, it will be beneficial if the consumption of fish and other seafood is increasing, especially among children and adolescents.

It is important to facilitate equal opportunities for all children and youth so that the program can help to reduce inequalities. All offers through Fiskesprell is free, making it more viable for socioeconomically disadvantaged communities, and is offered to kindergartens, schools, children, young people and parents across the country.

Most children in Norway attend kindergarten. As such, encouraging healthy eating habits in children at a young age can help form habits that will endure into adulthood. Fiskesprell courses for kindergarten and after-school employees are a contribution to the follow up on the Directorate of Health guidelines for food and meals in the kindergartens.

Topic

Consuming – food

Characteristics (type, level)

Local/Regional/National Intervention

Country/Countries of implementation

Norway

Aims and Objectives

The aim is to encourage children and young people in Norway to have more seafood in their diet by teaching teachers and parents to be instructors in how to make exciting seafood meals. Seafood from the Nordic waters is considered to be both more nutritious and having a smaller climate footprint than meat consumption.

- To encourage healthy nutritional practices knowledge and attitudes among students, through educational programs.
- To encourage teachers and parents to make healthy choices through actions aimed at raising awareness and providing dietary and nutritional information to teach children and young people about the advantages of having more seafood in their diet.

Target Group

Teachers of and parents in public schools.

Status

Ongoing

Start and Completion dates

2007 – today

Lifestyle and Behavior Change

The Fish Wriggling program is a part of preventive public health work aiming at changing people’s behaviors around food through its educational nature. Specifically, students of participating schools and their parents receive information and education on healthy and healthy nutrition and diet about the use of more seafood. This can result in them changing their eating habits towards healthier choices.

Effects on:

Health and Wellbeing	Directly by changing eating habits toward healthier dietary choices.
Vulnerable populations	Not specifically since Fish Wriggling is an universal program aiming at giving the same knowledge to all taking part.
Environment	The teachers, parents and in second hand students take part in educational activities within the program, where are taught about the positivity of using more seafood in their diet also matter of the positive effects that will have on the climate footprint compared to e.g. meat production.

Initiated and/or implemented by

The activity is collaboration between the Health and Care Ministry, Ministry of Trade, Industry and Fisheries, Norwegian Seafood Council, The National Institute of Nutrition and Seafood Research, Health Directorate and Directorate of Fisheries to raise capacity in nutrition and seafood through its courses for teachers in the food and health, physical education and other subjects.

Stakeholders and sectors involved

- Stakeholders are Health and Care Ministry, Ministry of Trade, Industry and Fisheries in Norway.
- Involved are Norwegian Seafood Council, The National Institute of Nutrition and Seafood Research, and the Health Directorate and Directorate of Fisheries

Financial support

Main financial supporter have been Norwegian Seafood Council

Evidence-base

The Fish Wriggling program's team comprises of nutritionists, food technicians, psychologists, epidemiologists, sociologists, statisticians and others.

Main activities

The main activities include the teaching of how to prepare tasty, healthy, meals for young and children in Norway.

Evaluation

It has been only quantitative descriptive evaluation of who have been taken part in the program. That a large number of teachers, kindergarten staff and teachers have been given training in how to make good seafood, and been motivated to do so. 261 events in kindergartens and schools, which has been carried out with financial support from Fish Wriggling. Around 18,000 participants have gotten experiences with seafood that is suitable for the whole family.

Main results

A large number of teachers, kindergarten staff and teachers have been given training in how to make good seafood, and been motivated to do so.

Key success factors and barriers

The key barrier is the cost of the program. The program costs are heavy on materials.

INHERIT Perspective

Fiskesprell is addressing behaviour change by focussing on consuming and dietary choices impacting health by teaching teachers (kindergartens and schools) and parents how to make healthy seafood meals. To eat fish is also considered more environmentally friendly and sustainable by giving a smaller climate footprint than the consumption of red meat.

More information

Fich Wriggling Web-page: <http://www.fiskesprell.no>

Contact

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