



# Fruit & Veg for Schools Ambassador Pack.



## What is it all about?

We are suggesting that schools enlist the help of pupil 'Ambassadors' to increase whole school engagement and participation in the Fruit & Veg for Schools initiative.

Schools can appoint a small group of pupil Ambassadors, we suggest three to five. You may wish to recruit from your School Council or open the opportunity to all pupils. Ambassadors can enlist the help of a small team of others, if they wish.



### *The role of the Ambassadors will be to:*

- encourage others to take part in the Fruit & Veg for Schools initiative;
- support and sign-post activities taking place in school related to initiative;
- help plan additional activities to make eating more fruit and vegetables fun and engaging.

You can use the resources in this pack to advertise for, recruit and brief your Ambassadors!

## Thank your Ambassadors

At the end of each term, you could present a certificate of thanks to your Ambassadors, using the Fruit & Veg for Schools certificate available.

Fruit & Veg for Schools Ambassador	
This certificate is awarded to:	
_____	
For	_____
Teacher	_____ Date _____
As part of the Stronger Starts Fruit & Veg for Schools initiative	
Stronger Starts	British Nutrition Foundation

As part of the Stronger Starts Fruit & Veg for Schools initiative



# Fruit & Veg for Schools Ambassador Needed



## Our school needs Fruit & Veg for Schools Ambassadors

Our school is part of Fruit & Veg for Schools! This means that we'll be getting extra fruit and vegetables to eat in school.



We know that most children and young people aren't eating enough fruit and vegetables and are therefore missing out on important vitamins, minerals and fibre.

In order to help change this, we need Ambassadors to encourage pupils in our school to eat more fruit and vegetables and try different types. They will do this by being enthusiastic and planning activities and fun ways to tell others about Fruit & Veg for Schools and help them get involved!

### Interested?

You can get a more details from: \_\_\_\_\_

Application closing date: \_\_\_\_\_

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As part of the Stronger Starts Fruit & Veg for Schools initiative

**Stronger  
Starts.**

 **British  
Nutrition**  
Foundation

# Fruit & Veg for Schools Ambassador job description



## You will need to be:

A role  
model  
for  
change

Enthusiastic  
so you can  
motivate  
others

Confident about  
speaking to  
other pupils so  
you can tell them  
about Fruit & Veg  
for Schools and  
why eating more  
fruit and  
vegetables is  
important



Able to think  
of fun ways to  
help others  
meet the  
challenge of  
eating more  
fruit and  
vegetables

A good  
leader



# Fruit & Veg for Schools Ambassador application form



Name: \_\_\_\_\_

Form/Class: \_\_\_\_\_

Give three reasons why you think you would be good for this job.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Explain one or more of your ideas for promoting eating more fruit and vegetables and making it fun for others.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**Stronger  
Starts**

 **British  
Nutrition**  
Foundation





# Fruit & Veg for Schools Ambassador support Sheet

Dear \_\_\_\_\_

Congratulations on becoming one of our school's  
Fruit & Veg for Schools Ambassador.



## What to do next?

Meet with the  
member of staff  
who will be helping  
the Ambassadors with  
their ideas.



**Assemble your  
squad!** Choose a  
few other  
pupils to help you.



Meet with your  
team to work  
on your plans.



## Our 10 top Ideas to help you get started

Here are some ideas for ways you could promote fruit and vegetables in your school.

*“Plan to do a  
presentation in  
assembly to tell  
others about Fruit &  
Veg for Schools, why  
eating more fruit  
and vegetables is  
important etc”*

*“Make a leaflet, or  
create a digital  
campaign, providing  
useful ideas and tips  
for how to eat more  
fruit and vegetables,  
especially a variety.”*

*“Plan a special  
lunchtime event  
based around fruit  
and vegetables. This  
could be once a  
term or more often  
if you have lots of  
good ideas!”*

*“Organise art,  
poetry or cooking  
competitions with  
the theme of fruit  
and vegetables.”*

*“Speak to the school  
catering team and  
get them onboard.  
Perhaps they could  
introduce a  
vegetable of the  
week or month?”*

*“Invite local  
companies into  
school to talk to  
pupils, staff, and  
parents and carers  
about what they  
produce or grow.”*

*“Start growing  
your own fruit  
and vegetables  
in school.”*

*“Run a weekly  
market stall and  
invite parents and  
carers to choose  
fruit and vegetables  
to take home to eat  
or cook with.”*



*“Start a fruit and  
vegetable tuck shop  
at lunch time, using  
the fruit and  
vegetables provided  
by the Fruit & Veg  
for Schools  
initiative.”*

*“Write information  
for the school  
website to let  
parents and carers  
know what is  
happening and how  
they can support.”*

