

nom! Children

2024 IMPACT REPORT



ABOUT THE PROGRAM

Foodbank WA's nom! Children is an engaging activity-based and hands-on nutrition education program delivered by qualified public health nutritionists throughout Western Australia. The program empowers parents with young children aged 0–5 years with the knowledge, skills and confidence to feed their children and to create nutritious meals, giving them the best start in life.

WHO WE WORKED WITH

We engaged 22 community and parenting organisations, 5 local governments, and 3 State Government departments to support the delivery of nom! Children to families living in areas of high socio-economic disadvantage.

This included priority groups such as First Nations families, Culturally and Linguistically Diverse people, teen parents and incarcerated women.

nom! Children was delivered face to face and online to parents in regional and remote Western Australia including Mid West, South West, Peel and Pilbara regions.

PROGRAM DELIVERY



50
Programs



221
Sessions



1,316
Occasions of service

DEMOGRAPHICS

Of the 455 parents or carers who attended:



Most were female, aged 26–45 years with 1–2 children

94% were parents
5% were grandparents
1% were carers or guardians



52%
indicated they live in the most disadvantaged or low socio-economic index (SEIFA) areas



40%
reported their first language to be other than English



5%
identified as Aboriginal and Torres Strait Islander

EFFECTIVENESS

Participants reported **improvements** in the following areas:



Vegetable intake

62% of children and
69% of parents/carers increased their intake of vegetables



Food choices

75% of parents/carers used nutrition information panels more frequently to make food choices

63% of parents/carers compared unit prices to select low-cost healthy foods



Food literacy skills

94% improved their confidence in planning and preparing healthy foods for their child.

92% improved their confidence to use the skills and strategies they learnt to support healthy eating for their child.



Feeding practices

30% increase in parents preparing one family meal instead of multiple meals which reduces stress for parents and provides the child with an exposure to a variety of foods.

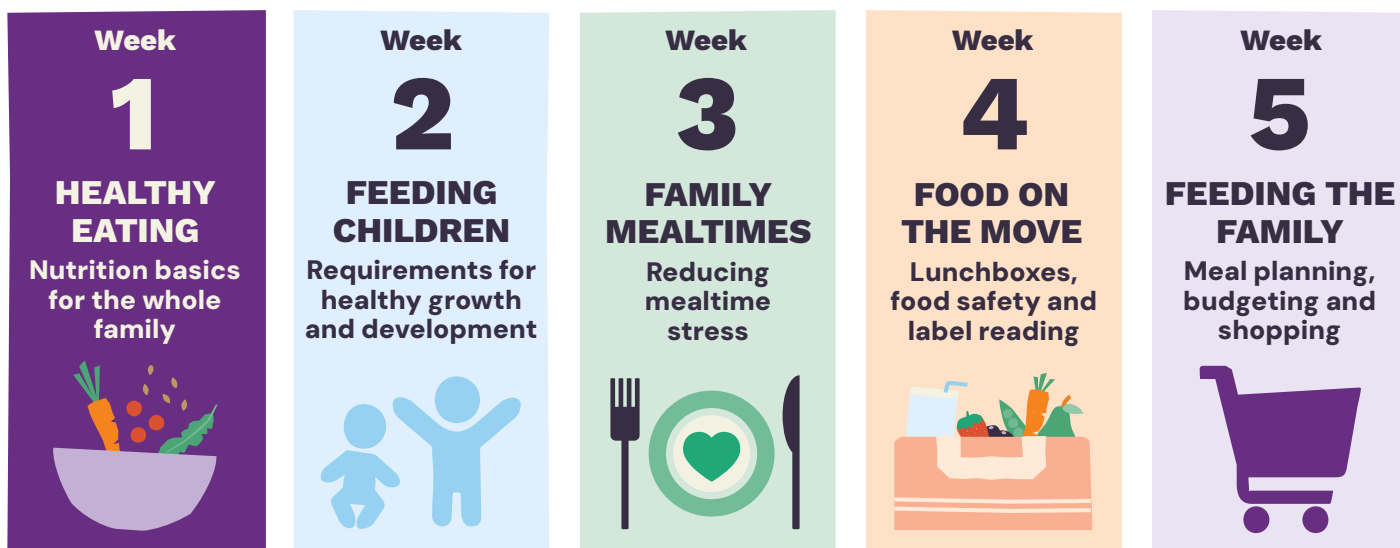
48% increase in establishing set routines for children's meals, encouraging healthier eating habits and structured boundaries.



For information on our other programs, scan the QR code, visit our website nom.org.au or email nom@foodbankwa.org.au



WHAT DO PARTICIPANTS LEARN?



DELIVERY SCHEDULE

In person program

Run over 5 weeks, each 2.5 hour session includes 60 minutes of interactive activities with discussion and 90 minutes of hands-on cooking and eating together with their children. Participants are given a comprehensive education resource book that supports program content called *Let's Feed the Family*, recipe booklets, shopping bag and a child's healthy eating plate.

Online program

Parents can participate in a fully interactive online program from the comfort of their own home. Delivered over 4 weeks the same content as the in person program is covered at each 1.5 hour session via Zoom. Participants receive weekly recipes to encourage them to cook and try easy new meals for their families.

PARTICIPANT AND COMMUNITY FEEDBACK

"It's hard to pick what I liked most as there were so many positives. The facilitator and staff were absolutely amazing which is what really made it enjoyable. If it weren't for their patience and understanding, it would have been extremely difficult to attend the sessions. The dishes were varied, easy to make and delicious. Getting to meet other parents with children of similar age or older was especially helpful to me, a first time mum."

Program Participant

"The facilitator gave parents the tools to make feeding their children easier, parents feel empowered to make healthy choices for their children and handle food issues without conflict."

Host Organiser

"The program was so valuable for mums entering the introduction to solids stage, advising them on nutrition and healthy choices at a low cost, many of the mum's resort to using premade baby foods or takeaways. More mums and babies will be referred to our program and the nom program will definitely be an ongoing workshop for TTP."

Host Organiser