

A **FRESH** Face at Western

By: Anne Zok, Nutrition Manager, Western University

FRESH is the new face of nutrition at Western! Developed by graduate students enrolled in the Masters of Food and Nutritional Sciences program at Brescia University College, FRESH exists in partnership with Hospitality Services to engage students, through a variety of strategies, to improve the food and nutrition environment at Western. FRESH stands for “Food Resources and Education for Student Health”. It is a research based, peer nutrition education program aimed at:

1. Increasing awareness,
2. Building food skills,
3. Rewarding healthy eating, and
4. Influencing the foodservice environment.

FRESH was initially launched in the fall of 2012, and has gained momentum ever since.



There are currently several components to FRESH:



The educational portion of the program where arrangements can be made to have FRESH peer educators come out and conduct nutrition presentations and/or cooking demonstrations upon request. My favourite by far has been the cooking demonstrations. It's amazing to witness the confidence level of a student soar, having just made their very own personalized stir fry or fruit crepe!



A rebranding of the “Lifestyles” to-go program where healthy meal selections can be made “on the fly”. FRESH 4U was essentially the first component of FRESH introduced to the Western Community.

The “Healthier 4U” vending program highlights healthier options within the vending machines across campus. The program designates one row in select campus machines for healthier snack items. Students are looking for quick, convenient, and low-cost snack items; the Healthier 4U program helps to meet this demand.