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What is Supper Heroes?

An online, family-based program promoting:



Reduced food waste

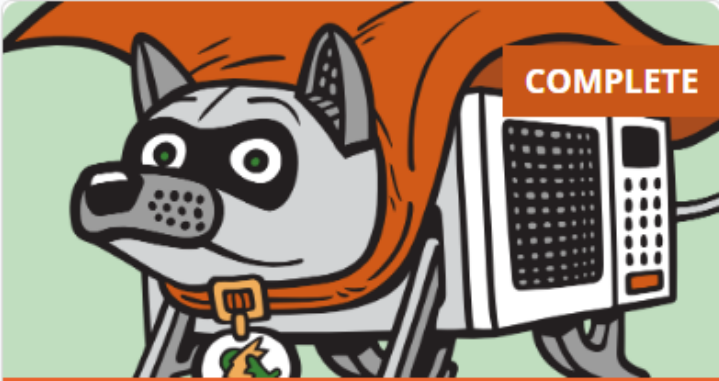


Increased plant-based protein consumption

What is Supper Heroes?

[Missions](#) [Toolbox](#) [Recipes](#) [Help](#) [Account](#) 

COMPLETE YOUR NUTRITION MISSION



Supper Heroes initiation

Number of lessons: 3

Mission 1

In this intro mission, your family will learn about how the program is organized and the various missions your family will complete to become Supper Heroes!



Save time and money at the grocery store

Number of lessons: 4

Mission 2

In this mission, your family will learn practical tips to reduce your food waste while saving time and money at the grocery store!



Lightning fast and delicious meals at home

Number of lessons: 4

Mission 3

In this mission, your family will learn about Supper Hero kitchen tools, food skills, and recipes that will allow you to make lightning fast and delicious meals.

Feasibility Study

Conducted in 2023:

30 families in Ontario with a child 9-14 years old

77% retention



Findings:



Household food waste decreased by 1.1 kg per week on average



Increase in food-waste related attitudes, perceived behavioural control, and intentions among mothers.



Plant-based protein consumption increased among mothers



Increased perceived behavioural control and intentions related to plant-based intake among mothers.



Increase in the number of children who correctly identified the best before date definition at post-intervention

Demonstrated acceptability and promise for a larger study

Randomized Control Study

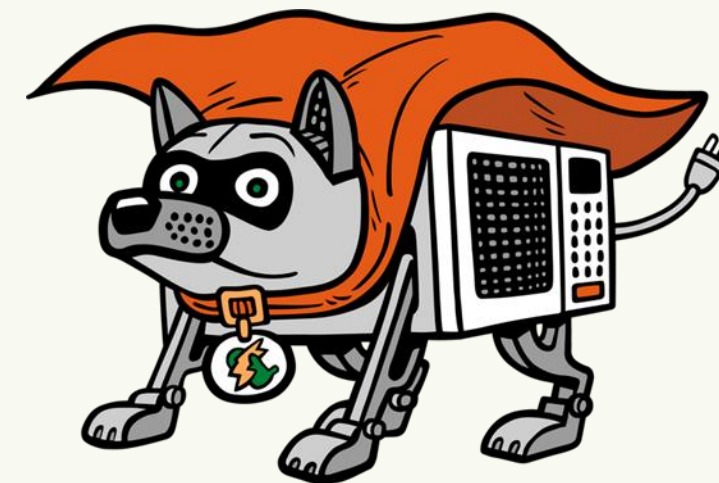
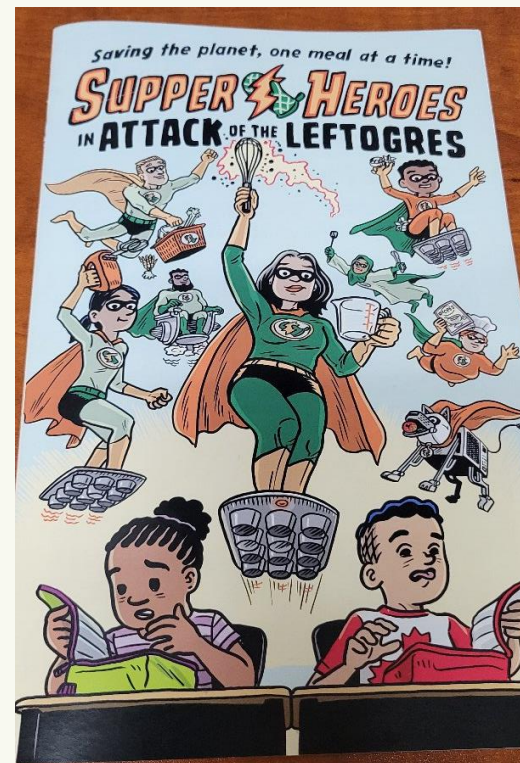
7-Weeks

Intervention

Control

Supper Heroes On-line
Missions

Emails with information about
general health and sustainability



RCT Study Goals

Reduce Food Waste:

Does online program help families throw away less fruit and vegetable food waste?

Healthier Eating Habits:

Help families eat more plant-based proteins (like beans, lentils, tofu).

Understand Why Habits Change:

Learn how things like attitudes, family expectations, and confidence influence these new habits.

Check Long-Term Impact:

See if families keep these habits 6 months after the program ends.



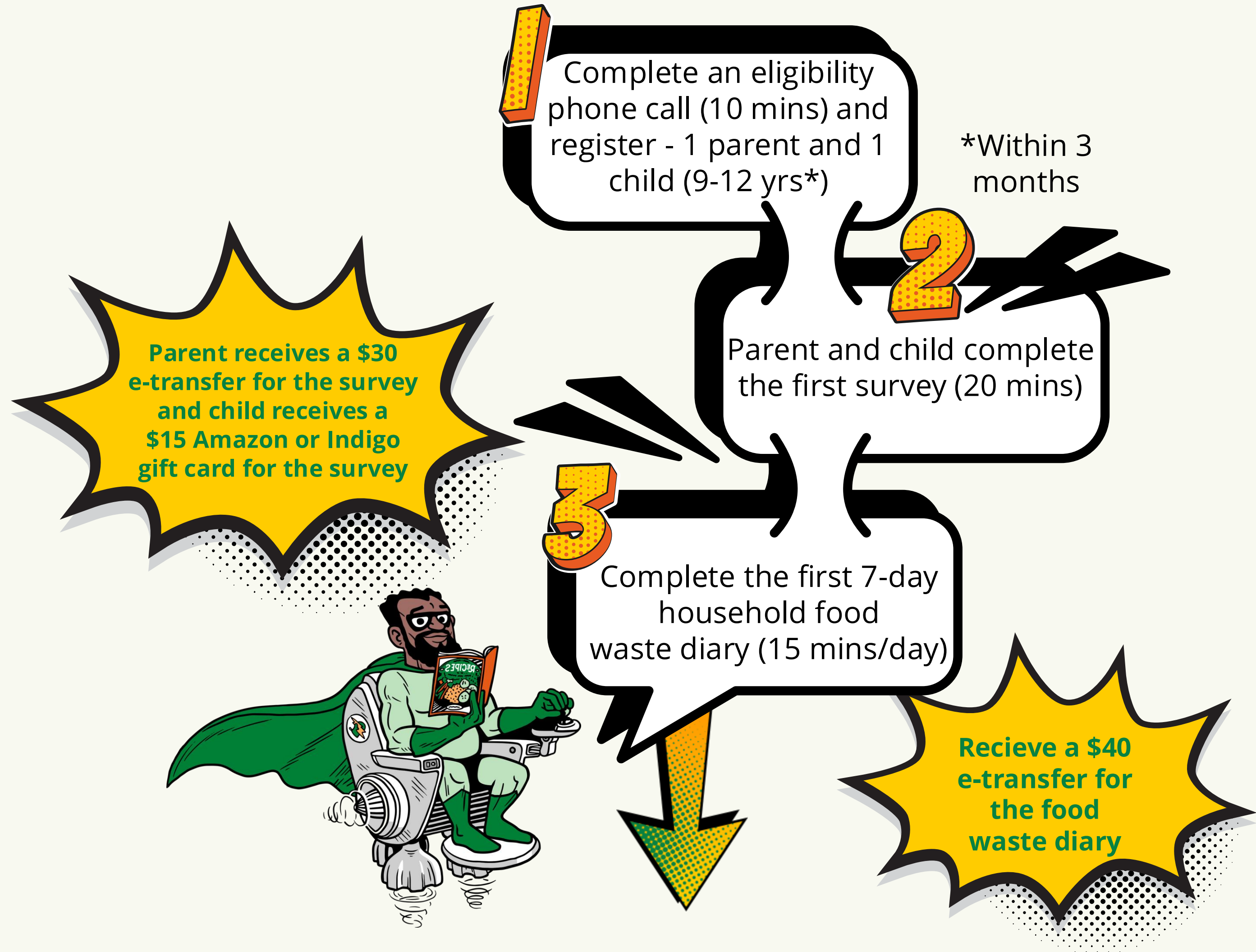
Who are we recruiting?

We are welcoming 300 families who:

- ✓ Live in Ontario
- ✓ Have a child 9-12 years old
- ✓ Do NOT have household members who follow a vegan or vegetarian diet
- ✓ Comfortable communicating in English
- ✓ One parent willing to take part



Study Steps.....



4

Complete an online program OR** receive weekly emails for 7-weeks. Both are focused on environmentally-friendly behaviours!

**Randomly assigned

5

Parent and child complete the second survey (20 mins)

Parent receives a \$30 e-transfer for the survey and child receives a \$15 Amazon or Indigo gift card for the survey

6

Complete the second 7-day household food waste diary (15 mins/day)

Receive a \$40 e-transfer for the food waste diary



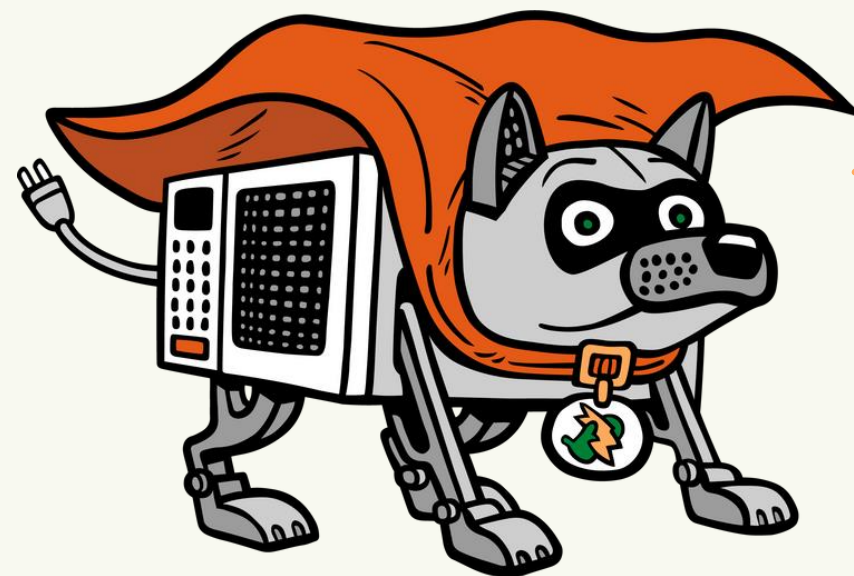
6 months later...

Parent will complete the
third survey and the third
7-day household food
waste diary

1

All done!

Receive a \$30
e-transfer for the
parent survey and
\$40 e-transfer for food
waste diary



How can you help?

Share the study information with your networks!

- Social media
 - Facebook - @[supperheroes](#)
 - Instagram - @[supperheroesuofg](#)
 - LinkedIn - coming soon!
- Newsletters
- Post physical flyers
- Email me at spare@uoguelph.ca
- Study email: supperheroes@uoguelph.ca





THANK YOU!