

## Everyday Foods and Superhero Foods

Everyday Foods are fun, quirky characters that were developed to depict healthy foods. To date 18 Everyday Food Characters have been created that transform into their Superhero Food Alias. The Everyday Food characters go about their day to day activities such as playing music, skate boarding, painting and reading. When the Everyday Foods transform into their Superhero pseudonym they gain super powers such as flight, strength, fire, speed and energy. In addition, when the Superhero Foods are eaten they also endow the consumer with super powers such as the ability to fight illness, energise and grow a healthy body.

Key themes of the Superhero Foods concept are:

- Everyday foods are Superhero Foods
- Eat a wide variety of foods from 5 food groups
- Eat a healthy breakfast everyday
- Choose Superhero Foods to be strong and healthy
- Superhero foods protect from illness, obesity and decay
- Be physically active











## Zombie Foods










Zombie foods are sickly, creepy characters that portray foods and drinks that are known as “discretionary or extra foods”. Discretionary foods contain low levels of essential nutrients and are energy dense and if chosen should only be eaten sometimes and in small amounts (Australian Health and Medical Research Council, 2014). The Zombie foods are high in sugar, salt and fat. Currently five Zombie foods have been developed which include: chocolate, chips, donut, energy drink and soft drink.

## Arch Enemies – Illness, Obesity and Decay

Developed to represent the possible long term consequences of unhealthy food choices, the arch enemies of the Everyday and Superhero Foods are Illness, Obesity and Decay. Also known as body monsters, these characters aim to destroy a healthy way of life. Although the arch villains depict negative health outcomes of poor food choices, the Superhero Foods concept emphasises modelling healthy behaviours to students such as eating a healthy breakfast, being physically active and eating a variety of foods from all five food groups. The Illness, Obesity and Decay characters are best friends with the Zombie Foods and are always lurking in the background waiting for an opportunity to strike when defences are low. The Superhero Foods have protective powers over their arch enemies which helps to fight them off. For example, the fruit and vegetable characters are protective foods and provide vitamins and minerals to strengthen the immune system and fight off illness.

Figure 1: Everyday Foods and Superhero Foods

	Healthy Town Citizens			Superhero Alias			Food Groups
	Name	Image	Characteristics	Alias Name	Alias Image	Super powers	
1	Mixed Grain		Long lasting energy	<i>Toasty</i>		Energises your body and brain	<b>Breads &amp; Cereals –</b> Energy Foods Eat Most
2	Healthy Cereal		Morning energy & clear thinking	<i>The Silver Spoon</i>		Teeming with Fibre to dodge hunger	
3	Pasta Bowl		Energy to grow a healthy body	<i>Noodle Ninja</i>		Energises your body and brain	
4	Mrs Brocc		Packed with vitamins to fight illness	<i>Mean Green</i>		Bursting with folate to keep cells healthy	Vegetables – Protective foods Eat Most
5	Arty Carrot		Crunchy carrot eaten raw cleans teeth	<i>The Dicer</i>		Loaded with vitamin A for super strong eyes	

6	Aces Apple		<b>Crammed full of vitamin C to fight illness</b>	<i>Atomic Apple</i>		<b>Army load of antioxidants to fight illness</b>	Fruit – Protective foods Eat Most
7	Sporty Banana		<b>Perfect pick me up – snack on the run</b>	<i>Super Fruity</i>		<b>Packed with potassium to power up the heart</b>	
8	Tinned Beans		<b>Full of fibre for long lasting energy</b>	<i>Bean Machine</i>		<b>Pumped with protein to grow a healthy body</b>	Meat/Protein – Body building Eat Some
9	Lean Meat		<b>Pumped with protein to repair and grow strong bodies</b>	<i>Beefy Boy</i>		<b>Jam packed with protein to build muscles</b>	
10	Fish Can		<b>Rich with Omega 3 to feed the brain</b>	<i>Flying Fish</i>		<b>Dripping with Omega 3 for super healthy hearts</b>	
11	Yum Yoghurt		<b>Chock-full of minerals for strong bones</b>	<i>Yo-Girl</i>		<b>Packed with Probiotics for fighting tummy illness</b>	Dairy foods – Body building Eat Some
12			<b>Bursting with Calcium for strong teeth</b>	<i>Yo-Boy</i>		<b>Erupting with Calcium to build super strong bodies</b>	













13	Cheesy Cheese		<b>Chock-a-block with calcium for strong bones</b>	<i>Speedy Cheese</i>		<b>Crazy full of calcium for super strong bones</b>	
14	Cool Glass		<b>Gushing with hydration to cool the body</b>	<i>Wonder Water</i>		<b>Busting with hydration for supercharged blood flow</b>	
15	Milk Maid		<b>Full of hidden minerals for strong bones and teeth</b>	<i>Mighty Milk</i>		<b>Strong indestructible skeleton</b>	
16	Working Spud		<b>Stuffed with energy to keep you moving</b>	<i>Masher Man</i>		<b>Bursting with vitamins for fighting fit bodies</b>	Vegetables – Protective foods Eat Most
17	Athletic Tomato		<b>Packed with antioxidants to protect the body</b>	<i>Saucy Lady</i>		<b>Seriously full of antioxidants to fight illness</b>	
18	Farmer Orange		<b>Great sporty snack to quench thirst</b>	<i>Vitamin C Lion</i>		<b>Roaring with Vitamin C to boost the bodys defences</b>	Fruit – Protective foods Eat Most

Figure 2: Zombie Foods






	<b>Zombie Foods</b>	<b>Image</b>	<b>Zombie Powers</b>	<b>Packed with</b>
1	Zombie Choc		Rots teeth and body stores fat	Fat & sugar
2	Zombie Chips		Stuffed full of fat & salt best friends with obesity	Salt & fat
3	Zombie Energy		Crammed with sugar & caffeine – stresses out the brain, heart & body	Sugar & caffeine
4	Zombie Donut		Seething with sugar & fat – drains energy makes the body sluggish	Fat & sugar
5	Zombie Fizz		Sugar overload – best friends with decay	Sugar

Figure 3: Arch Enemies











	<b>Name</b>	<b>Image</b>	<b>Special powers</b>
1	Illness		Attacks the body when defences are low Wears out the immune system
2	Obesity		Hoards fat in the body and steals fitness and slows you down
3	Decay		Rots teeth making them weak. He hates hygiene.

Figure 4: Children Characters

	Name	Image	Description
1	Healthy Joe & Friend		<ul style="list-style-type: none"> <li>• Hanging out &amp; socialising</li> <li>• Mind is switched on doing school work, puzzles, games</li> <li>• Fit and active</li> </ul>
2	Healthy Joe		<ul style="list-style-type: none"> <li>• Enjoys eating everyday, healthy foods which protects &amp; energizes his body.</li> </ul>
3	Unhealthy Joe in the future		<ul style="list-style-type: none"> <li>• Overweight</li> <li>• Unsocial</li> <li>• Sad mind / depressed</li> <li>• Always feels tired, no energy to play</li> </ul>
4	Healthy Matt		<ul style="list-style-type: none"> <li>• Fit</li> <li>• Active</li> <li>• Energetic</li> <li>• Happy</li> </ul>
5	Unhealthy Matt		<ul style="list-style-type: none"> <li>• Tired / lacking energy</li> <li>• Unhealthy weight/overweight</li> <li>• Feeling sick</li> <li>• Unfit</li> <li>• Sad mind / depressed</li> </ul>
6	Healthy Matt & Jess		<ul style="list-style-type: none"> <li>• Fit</li> <li>• Active</li> <li>• Energetic</li> <li>• Happy</li> <li>• Social</li> </ul>
7	Unhealthy Matt & Jess		<ul style="list-style-type: none"> <li>• Tired / lacking energy</li> <li>• Unhealthy weight/overweight</li> <li>• Feeling sick</li> <li>• Unfit</li> <li>• Sad mind / depressed</li> </ul>