



Go for 2&5[®]
FRUIT VEG

An Australian Government, State and Territory health initiative.

Fruit and Vegetable Campaign **Information Bulletin.**



Introduction

SA Health launched a new phase of the statewide Go for 2&5[®] fruit and vegetable campaign in February 2008. The campaign aims to improve the health of South Australians by promoting increased fruit and vegetable consumption.

There is growing evidence that eating the recommended amount of fruit and vegetables not only contributes to good health, but also protects against a number of diseases.

Increasing fruit and vegetable intake is an SA Health priority and may be the single most important dietary change needed to reduce the risk of major diseases.

Most South Australian adults and children eat less than the recommended amounts of fruits and vegetables, particularly vegetables.

The Go for 2&5[®] campaign concept was developed by the Department of Health in Western Australia, and has proved effective in both Western Australia and Queensland in increasing fruit and vegetable consumption.

Increasing consumption requires action in two areas: changing people's attitudes, knowledge and skills and addressing the environmental factors inhibiting intake, such as supply, quality and price.

Target Audience

Although increased consumption is needed in all age groups, research suggests this phase of the campaign should target adults aged 25-54. This is because they are the main food buyers and meal preparers and have the most influence over what their families eat.

Campaign Focus

The SA campaign will emphasise local, seasonal fruit and vegetables, taste and enjoyment. It will promote the health, social, economic and environmental benefits of eating more fruit and vegetables.

The Message Strategy

Most people are already aware of the health benefits of eating fruit and vegetables, but research suggests the target audience:

- believes they are already eating enough and/or
- finds it hard to eat the recommended amounts, particularly five serves of vegetables.

Therefore the message strategy demonstrates to the target audience that they are not eating enough fruit and vegetables and that it is easy to increase their intake.



The Aim of the Campaign

The overall aims of the SA Go for 2&5[®] campaign are to:

1. Increase awareness of the need to eat more fruit and vegetables
2. Encourage increased consumption of fruit and vegetables.

Objectives of this phase of the campaign are to:

1. Raise the level of importance of the need to eat more fruit and vegetables.
2. Shift perceptions of fruit and vegetables.
3. Increase community knowledge of the amounts of fruit and vegetables recommended for good health.
4. Improve perceptions of the ease of preparing and eating both fruit and vegetables.

The aim is to support them to achieve a healthy lifestyle by offering easy food solutions. The campaign encourages people to build on their existing consumption by adding an extra serve of vegetables each day and to replace unhealthy snacks with fruit and vegetables.

The focus on vegetables is because the consumption of vegetables is considered more difficult to increase than fruit. This comes at a time when there is increasing evidence of the health benefits of eating vegetables.

The Logo

The Go for 2&5® logo appears on all campaign materials and was designed to assist people to remember the key campaign messages. It comprises a pictorial fruit and vegetable tally device of two fruit (green apple and an orange) and five types of vegetables (broccoli, yellow corn, red capsicum, orange carrot and green celery stick). In animation the device works to tally up 2 fruit and 5 vegies, with the celery stick as the final tally stroke.

The fruit and vegetables were chosen because they are commonly purchased, available all year round, reasonably inexpensive, and represent nutrition variety recommendations and consumption patterns of vegetables (raw, cooked, salad).

The result is a visually pleasing, colourful logo that reproduces well.



The Creative

The creative concept for the SA Go for 2&5® campaign draws heavily on the successful WA and Queensland campaigns.

It is centred around an animated character, Vegie Man, made up entirely of fruit and vegetables.

Our TV commercial has a distinct SA flavour, with the popular 'Mall's Balls', Adelaide's skyline with St Peter's cathedral and the Festival Centre, festival imagery including fireworks and musical instruments, and Vegie Man, who explains why we need to eat more fruit and vegetables, how many serves we should eat each day and provides delicious meal solutions.

Vegie Man is bright, colourful and engaging and appeals to a wide audience - from kids to parents.

Vegie Man will also feature prominently in other elements of the campaign such as outdoor roadside posters and other support items. Ultimately, Vegie Man will become an icon for healthy eating in South Australia.



The Campaign Elements

A key strategy to promote fruit and vegetables is a multifaceted mass media campaign. Television is the major advertising medium used to deliver the campaign message in this phase of the SA campaign. Three commercials will be screened statewide during the campaign period. Outdoor advertising, point of sale promotions in fruit and vegetable shops, radio advertising and regional community events will reinforce the television advertising.

Public relations activities will support the campaign messages.

Community level action to help people eat more fruit and vegetables is very important. Information has thus been sent to around 4,000 SA organisations such as local government, health services, doctors' surgeries, community organisations, schools and childcare centres to encourage them to get involved in the campaign by promoting fruit and vegetable consumption, for example through the food they provide, their interactions with individuals and groups and/or their waiting rooms and offices.

Publications for community members and a website www.gofor2and5.com.au provide information on how to add extra fruit and vegetables to the diet, and include quick, easy and delicious recipes.

The Go for 2&5® Nutrition Criteria and Style Guide have been developed to ensure that the implementation of the Go for 2&5® campaign encourages eating habits in line with the Dietary Guidelines for Australians and the Australian Guide to Healthy Eating. They aim to preserve the integrity of the Go for 2&5® campaign as a health education campaign promoting increased consumption of fruit and vegetables.

The success of the campaign relies on the understanding, cooperation and support of those using and promoting the Go for 2&5® brand.

Campaign Timing

The campaign was launched in early February 2008 and is envisaged to extend over three years.

Working in Partnership

The SA campaign is supported by the South Australian Fruit and Vegetable Coalition (SAFVC), which includes government and non-government organisations from the health, horticulture, industry, education, and community sectors who have agreed to work together to promote fruit and vegetable consumption in SA using the Go for 2&5® message.

Industry bodies, commercial operators or organisations with an interest in delivering health messages to the public can formally license in to use the Go for 2&5® campaign to promote the health benefits of increased fruit and vegetable consumption. For more details contact Horticulture Australia on (02) 8295 2300.

Research and Evaluation

Extensive research, evaluation and consultation with industry guided the development of the successful WA campaign. The evidence-based campaign achieved its aims in terms of awareness and relevance of advertising, message take-out and demonstrated changes in attitudes, knowledge and behaviour, including increased consumption of fruits and vegetables.

In SA, the campaign will be evaluated with telephone surveys. These will measure South Australians' knowledge, attitudes and beliefs about fruit and vegetable consumption, campaign recognition, and self-reported consumption of fruit and vegetables.

Why promote fruit and vegetables?

As a group, fruit and vegetables are rich in vitamins, minerals, and phytochemicals (plant chemicals). They are good sources of fibre, vitamin C, vitamin A (carotenoids), folate, potassium and other vitamins, minerals, bioactive compounds and are low in fat, energy (kilojoules) and sodium (salt).

The benefits of eating diets high in fruit and vegetables are still being discovered. They provide many of the essential nutrients needed for good health, and protect against a number of diseases. Increasing fruit and vegetable intake decreases the risk of diseases such as heart disease, hypertension (high blood pressure), stroke, type 2 diabetes and many forms of cancer. Eating more fruit and vegetables can assist in maintaining a healthy weight.

The fibre in fruit and vegetables helps reduce the risk of constipation. Diets high in fruit and vegetables are high in folate, which helps prevent neural tube defects such as spina bifida.

How much fruit and vegetables are adults currently eating?

Research shows that most SA adults would benefit from increasing their fruit and vegetable intake.¹

SA adults eat, on average, 2.6 serves of vegetables per day, about half the recommended five serves for good health.¹ Although people eat vegetables on most days, they need to both increase the amount and the variety they eat.

SA adults eat, on average, 1.6 serves of fruit per day, and most people should eat more for their health.¹

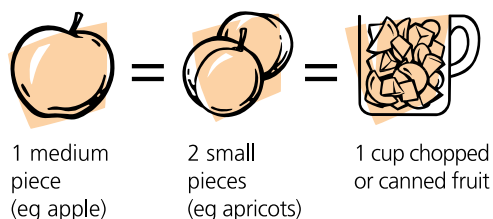
Why aren't we eating more fruit and vegetables?

Most people know that fruit and vegetables are healthy. The main reason they are not eating more is they think they are already eating enough. Habit, time, quality and price are other reasons. Only 35% are aware that the recommended intake of vegetables for adults is five or more serves per day, while the majority (84%) are aware of the recommended fruit intake.² Consumers want simple, easy ways to increase their fruit and vegetable intake.

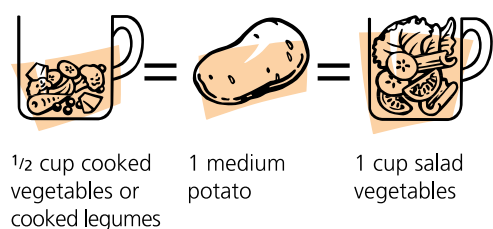
How much fruit and vegetables should adults eat for good health?

The recommended daily intake for adults is at least two serves of fruit and five serves of vegetables every day.

One serve of FRUIT is 150 grams of fresh fruit or:



One serve of VEGETABLES is 75 grams or:



For more information

Further campaign information including materials such as the Go for 2&5[®] consumer guide, posters, seasonal recipe books, fact sheet and general campaign brochure along with an order form is available on the SA part of the campaign website www.gofor2and5.com.au

For further Go for 2&5[®] information and to discuss ways in which your organisation can be involved, visit www.gofor2and5.com.au or contact the SAFVC secretariat on (08) 8349 4493. SA Health manages the campaign: contact the Health Promotion Branch on 08 8226 6329.

References

1. Department of Health. South Australian Monitoring and Surveillance System. Adults aged 19 years and over, averages 2002-2006
2. Department of Health, Health Monitor survey, July 2006: adults aged 18 years and over.

SAfvc
South Australian
Fruit & Vegetable Coalition



An Australian Government, State and Territory health initiative.

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January 2008