

Media Release



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The Cancer Council supports 'Go for 2 Fruit & 5 Veg™' campaign to help reduce cancer risk

A national healthy eating campaign, which has its Adelaide launch today, is a welcome development in the fight against the obesity epidemic, according to The Cancer Council South Australia.

As a founding member of the South Australian Fruit and Vegetable Coalition, The Cancer Council South Australia, supports today's launch of the Go for 2&5™ campaign.

The Cancer Council South Australia's Chief Executive, Associate Professor Brenda Wilson, said that rapidly rising obesity rates, which if left unchecked, especially amongst children, would result in a new generation of people suffering from chronic diseases including cancer.

"In Australia, it is estimated that more than 6,000 cancer deaths each year may be due to three major risk factors; inadequate intake of fruit and vegetables, inadequate physical activity, and overweight and obesity," she said.

Over 90 per cent of South Australian adults do not eat enough vegetables, and more than half do not eat enough fruit to help protect against developing chronic diseases like heart disease, diabetes and some cancers, according to figures released from the South Australian Health Omnibus Survey 2004.

According to The Cancer Council's Coordinator Public Health Nutrition, Dr Simone Lee, "On average, South Australians are only eating one and a half serves of fruit, and two and a half serves of vegetables a day, well below the minimum recommendation of 2 and 5."

"And while 7 in 10 people surveyed knew they should be eating at least 2 serves of fruit a day, only around 20 per cent knew they should be eating at least 5 serves of vegetables daily."

Dr Lee says: "Eating 5 serves of vegetables a day is as easy as:

- 1 cup of salad vegetables at lunch, plus,
- Vegetable strips and salsa dip as a snack, plus,
- 1 medium potato and 1 cup of mixed vegetables at dinner."

The Cancer Council South Australia offers a number of resources to help South Australians reduce their cancer risk through healthy eating and physical activity. Together with brochures and posters, the Cancer Council's Speakers' Bureau offers a team of trained community educators who can provide a detailed presentation on diet and cancer prevention.

More information is available by calling The Cancer Helpline **13 11 20**.

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Fast facts:

- Australian data suggests that between 5-12 per cent of cancers are attributable to low consumption of fruit and vegetables.
- The Cancer Council South Australia recommends adults should eat at least:
 - 2 serves of fruit daily
 - 5 serves of vegetables daily
- A serve of fruit is:
 - 150grams of fresh fruit
 - 1 medium-sized piece (eg an apple)
 - 2 smaller pieces (eg apricots)
 - 1 cup canned or chopped fruit.
- A serve of vegetables is:
 - 75 grams of vegetables
 - ½ cup of cooked vegetables
 - 1 medium potato
 - 1 cup of salad vegetables
 - ½ cup cooked legumes (dried beans, peas or lentils)
- The South Australian Fruit and Vegetable Coalition (SAFVC) is a group of organisations from the horticulture, health, education and environment sectors working collaboratively to promote fruit and vegetable consumption in SA.
- The Go for 2&5™ campaign in SA builds on and supports a national advertising campaign, funded by the Commonwealth Department of Health and Ageing, with the common aim of increasing the overall consumption of fruit and vegetables in Australia for better health. www.gofor2and5.com

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For more information and interviews, please call Sheryl Klingner, Manager Communications on 8291 4119 or 0402 046 774.