

Fruit and Vegetable Campaign **Information Bulletin.**



Introduction

The Department of Health's Nutrition Program improves health by promoting good nutrition in Western Australia. 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 the average person's fruit and vegetable intake is a State health priority and may be the single most important dietary change needed to reduce the risk of major diseases.



Television commercial

Most people in Western Australia eat less than the recommended amounts, particularly of vegetables.

A number of strategies are required to change consumer attitudes, knowledge and skills and address some of the environmental factors (supply, quality and price) inhibiting intake. Consistent effort by a number of sectors will be required in the long term to improve consumption. Multi-faceted mass media campaigns are a key strategy to promote fruit and vegetables.

The Aim of the Campaign

The overall aims of the WA Fruit and Vegetable campaign are to:

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

The objectives of this phase of the campaign are to:

1. Encourage awareness of the need to eat more fruit and vegetables, particularly vegetables.
2. Improve perceptions of the ease of preparing and eating vegetables.

The Focus on Vegetables

The consumption of vegetables is considered more difficult to increase than fruit. In order to keep the message clear and simple this phase of the campaign focuses on vegetables. Also, research shows that the level of vegetable consumption in Western Australia is well below the recommended level. This comes at a time when there is increasing evidence of the health benefits of eating vegetables.

Target Audience

Research from previous WA Fruit and Vegetable campaigns suggests that although increased consumption is needed in all age groups, this phase of the campaign should target adults. This is because adults are the main food buyers and meal preparers and they have the most influence over what their families eat.

The Message Strategy

Most people are already aware of the health benefits of eating vegetables but research suggests the target audience believe they are:

- already eating enough and/or
- find it hard to eat the recommended five serves.

Therefore, the message strategy demonstrates to the target audience that they are not eating enough vegetables and that it is easy to increase their intake. The aim is to support them to achieve a healthy lifestyle – offering them easy solutions to the problem. The campaign encourages people to build on their existing consumption by adding an extra serve of vegetables.

The Logo

This campaign's "Go for 2 & 5" logo builds on the awareness of the previous Department of Health's "2 Fruit 'n' 5 Veg Every Day" message, which promoted eating two serves of fruit and five serves of vegetables every day. Although this campaign phase focuses on vegetables, the use of the "Go for 2 & 5" logo will promote fruit as well.



The Creative

Television chefs are popular icons with the public, particularly the campaign target group. The campaign materials use an animated 'vegetable man' character with the voice of Aristos, the Surprise Chef, a high-rating TV chef. In the television commercial, the 'vegetable man' informs viewers their vegetable intake is lower than recommended and encourages them to 'fit a few more vegies in your day'. He does this via an entertaining cooking demonstration.

The Campaign Elements

Television is the major advertising medium used to deliver the campaign message. A number of versions of the commercials will be screened statewide during the campaign period. Outdoor advertising, point-of-sale promotions, food demonstrations, radio promotions and regional community events will reinforce the television advertising. Public relations activities during the campaign period will support the campaign messages.



Trolley ad

Consumer publications 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.



Website Homepage

Campaign Timing

This first phase of the campaign was launched on Sunday 21 April, 2002. Campaign activity is scheduled throughout the year. It is envisaged this campaign will be extended with other phases throughout the next three years.

Research and Evaluation

The campaign was informed by extensive Department of Health research collected over the last few years. The television advertising development was guided by testing the concepts with over 600 people. The concepts were positively received and relevant to the target audience.

The campaign will be evaluated using telephone surveys prior to and immediately following the campaign. These surveys will measure the:

- awareness of, reaction to and message take-out of the campaign and
- television advertising effects on adults' beliefs and attitudes.

The information collected from these surveys will direct future phases of the campaign.

Campaign development was also guided by key fruit and vegetable industry representatives.



Boom gate ad

Why promote fruit and vegetables?

Fruit and vegetables as a group 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 and sodium. The benefits of eating diets high in fruit and vegetables are still being discovered. As well as providing many of the essential nutrients we need for good health, they protect against a number of diseases.



Increasing fruit and vegetable intake decreases the risk of diseases such as heart disease, hypertension, stroke, type 2 diabetes, and many forms of cancer.

Diets high in green vegetables and cruciferous vegetables (i.e. broccoli, cauliflower, kohlrabi, Brussels sprouts and cabbage) are protective against cancers. Eating more fruit and vegetables can assist in reducing overweight and obesity. The fibre in fruit and vegetables helps reduce the risk of constipation.

Diets high in fruit and vegetables are high in folate, which assists in the prevention of neural tube defects such as spina bifida.

How much fruit and vegetables are we currently eating?

Recent research shows that most adults in Western Australia would benefit from increasing their fruit and vegetable intake. Western Australian adults eat, on average, 2.6 serves of vegetables per day, half the recommended five

serves for good health. Although people eat vegetables on most days, they need to increase the amount and variety they eat.

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

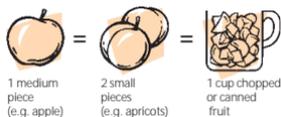
Why aren't we eating more fruit and vegetables?

Most adults in Western Australia know that fruit and vegetables are healthy. The main reason they are not eating more fruit and vegetables is they think they are already eating enough. Habit, time, quality and price are other reasons. Only 32% are aware that the recommended intake of vegetables is five or more serves per day, and the majority (88%) are aware of the recommended fruit intake. Consumers want simple, easy ways to increase their fruit and vegetable intake.

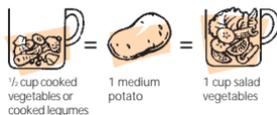
How much fruit and vegetables should we eat for good health?

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

Publications and further campaign information are available on the campaign website www.gofor2and5.com.au or by phoning HealthInfo on 1 300 135 030.

If you would like to discuss ways in which you or your organisation could be involved, contact the Nutrition and Physical Activity Branch, Department of Health on telephone 9222 2062.

