

The creative

The creative concept for Phase 3 of the South Australian Go for 2&5[®] campaign has built on the original animated character, Vegie Man, to incorporate Vegie Kid, both made entirely of vegetables.

The TV commercial is educational, explaining what constitutes one serve of vegetables and also highlights the need for parents to role model good eating behaviours to children. The tag line is 'the more you eat, the more they'll eat' which is shown by Vegie Man modelling the eating of vegetables to his son, the Vegie Kid.

The Vegie Man is bright, colourful and engaging and by teaming this character with his Vegie Kid son, continues to appeal to a wide audience, from children to parents and grandparents.

Vegie Man and Vegie Kid also feature prominently in other campaign elements such as eyelites in shopping centres and community education resources.

Campaign elements

Phase 3 of the Go for 2&5[®] campaign is led by TV advertising and supported by radio, shopping centre eyelites and online advertising as well as community education materials.

A new radio advertisement has been created to particularly appeal to the secondary target audience of men. In line with the Phase 3 campaign focus, radio advertising will reinforce the primary campaign messages by talking about serve size and motivating parents to be good food role models for their children.

Online advertising will be introduced featuring interactive recipes.

Shopping centre advertising, community events and public relation activities will all support TV and radio advertising.

Research and evaluation

Phase 3 campaign evaluation will measure South Australians' knowledge, attitudes, beliefs and consumption of fruit and vegetables and Go for 2&5[®] campaign recognition.

It will involve pre and post campaign telephone surveys conducted by a market research agency on behalf of SA Health. In addition, state-wide data collected through SA Health's South Australian Monitoring and Surveillance System (SAMSS) and Health Monitor surveys will contribute to evaluation.

Getting Involved

Community level action to help people eat more fruit and vegetables is important. SA organisations such as local government, health services, community organisations, schools, childcare centres and libraries will be provided with community education resources to encourage them to get involved in the campaign. This can be done through the food they provide, their interactions with individuals and groups and through their waiting rooms and offices.

There are a number of Go for 2&5[®] print materials available as a part of the campaign including posters, recipes, lunch ideas, information on serve sizes and easy ideas to incorporate more fruit and vegetables into each day. Go for 2&5[®] resources can be ordered free of charge from SA Health, by completing an order form on the Go for 2&5[®] website (see below).

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.

South Australian programs

A number of South Australian programs also help to promote fruit and vegetable consumption. They include Start Right Eat Right in early childhood services, Crunch&Sip[®] and the Eat Well Be Active primary schools program in schools, the Healthy Workers initiative in workplaces, and OPAL and Community Foodies in communities. The new Healthy Eating Local Policies and Programs project is working with local government and community organisations to help them promote healthy eating. Information about these programs is available through the SA Health website.

Working in partnership

To assist South Australians to eat more fruit and vegetables, we need the engagement of many organisations across the state. This includes state and local government and non-government organisations from the health, horticulture, retail, food service, education and community sectors, as well as the media.

Industry bodies, commercial operators or other organisations with an interest in delivering or using the Go for 2&5[®] message or education materials to promote the health benefits of increased fruit and vegetables should contact SA Health on (08) 8226 6329.

How much should we eat for good health?

The recommended daily intake for adults is at least 2 serves of fruit and 5 serves of vegetables. The amount children need depends on their age, appetite and activity levels. The table below outlines the recommended minimum daily intake for children and adolescents.

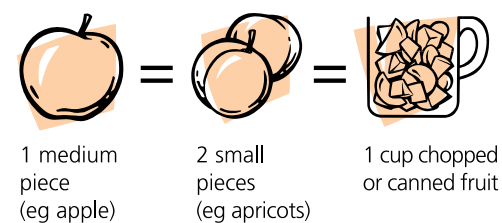
Age (years)	Fruit (serves per day)	Vegetables (serves per day)
2-3*	1	2
4-7	1-2	2-4
8-11	1-2	3-5
12-18	3-4	4-9
19+	2 or more	5 or more

Source: Australian Guide to Healthy Eating

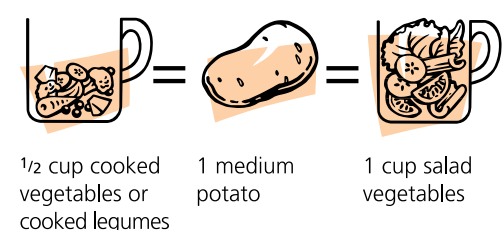
* The Australian Guide to Healthy Eating does not provide recommendations for those under age 4 years. These figures are those referred to in the 2007 National Children's Nutrition and Physical Activity Survey.

What is a serve size of fruit and vegetables?

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



One serve of VEGETABLES is 75 grams or:



Information

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

References

1. National Partnership Agreement on Preventative Health.
2. South Australian Monitoring and Surveillance System (SAMSS), June 2009.
3. SA Health, Health Monitor June 2005. Adults aged 18 years and over (n=2026).
4. SA Health, Health Monitor June 2009. Adults aged 18 years and over (n=1853).
5. South Australian Monitoring and Surveillance System (SAMSS), Jan-Dec 2010. Adults aged 18 years and over (n=5685).
6. McGregor Tan Research 2010, Go for 2&5[®] campaign evaluation, June-July 2010. Adults aged 25-54 years (n=800).
7. McGregor Tan Research 2011, Go for 2&5[®] Campaign: research on advertising concepts, focus groups report, May 2011.



August 2011

Go for 2 & 5[®]

FRUIT VEG

Fruit and Vegetable Campaign Information Bulletin. Phase 3 - September 2011



Introduction

In late 2008 ambitious national targets were set to increase fruit and vegetable consumption in Australia.¹ The targets for both children and adults are to:

- Increase the average number of daily serves of fruit by 0.2 serves per day by 2013 and 0.6 serves by 2015.
- Increase the average number of daily serves of vegetables by 0.5 serves per day by 2013 and 1.5 serves by 2015.

For each state and territory the baseline for national targets has been set as the average number of daily serves of fruit and vegetables eaten by children (aged 5-17 years) and adults (18 years and above) in June 2009. In South Australia, the baseline in June 2009 for children aged 5-17 years was 1.8 serves of fruit and 2.3 serves of vegetables; and for adults aged 18 years and over, 1.6 serves of fruit and 2.8 serves of vegetables.²

Phase 3 of the statewide Go for 2&5[®] campaign was launched in September 2011. The campaign aims to increase the fruit and vegetable consumption of South Australians to meet the above national targets and reduce the burden of disease and demand on the health system. Health authorities recommend that Australian adults need to eat at least 2 serves of fruit and 5 serves of vegetables a day to obtain health benefits.

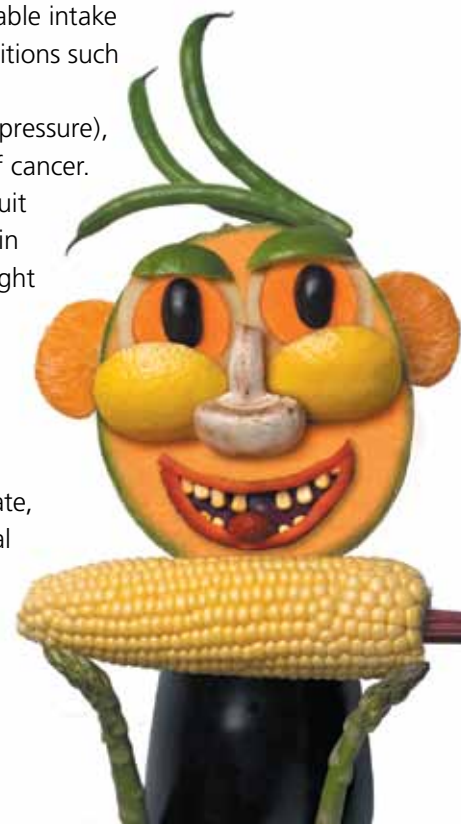
Increasing fruit and vegetable consumption requires action in two main areas:

- Changing people's attitudes, knowledge, skills and habits.
- Addressing the environmental factors inhibiting intake such as supply, quality and price.

Why promote fruit and vegetable consumption?

Increasing fruit and vegetable intake is a priority for Australians and may be the single most important dietary change to promote health and reduce the risk of diet-related disease. Diets high in fruit and vegetables provide many of the essential nutrients needed for good health. As a group, they are rich in vitamins, minerals, and phytochemicals (plant chemicals) and good sources of fibre, vitamin C, vitamin A (carotenoids), folate, potassium and other vitamins, minerals and bioactive compounds. They are low in fat, sodium (salt) and energy (kilojoules).

Increasing fruit and vegetable intake decreases the risk of conditions such as cardiovascular disease, hypertension (high blood pressure), stroke, and some forms of cancer. In addition eating more fruit and vegetables can assist in maintaining a healthy weight and controlling diabetes. 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.



Phase 1 and 2 campaign objectives and results

The objectives of Phase 1 of the Go for 2&5[®] campaign, that ran from February 2008 until June 2009 and included television, radio and billboard advertising, public relations and community activities, were to:

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

The objectives of Phase 2 of the campaign, that ran from July 2009 until July 2011 and was led by TV advertising and supported by press, were to:

- Further increase understanding of the Go for 2&5[®] message.
- Increase understanding of how much a serve size of vegetables is, thus making it easy for people to 'mentally' build a picture of how much they should be eating.
- Increase understanding of how 2 serves of fruit and 5 serves of vegetables can be incorporated into the daily diet by providing fast and easy menu options, with a focus on substitution.

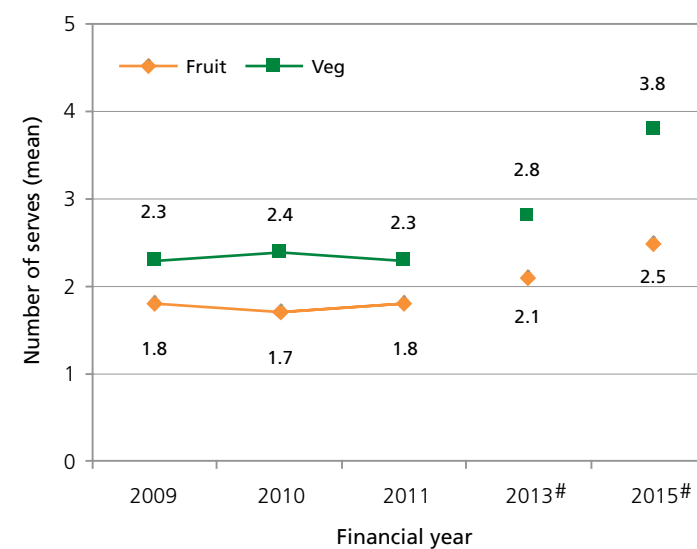
The figures below show there has been little change in average daily consumption of fruit and vegetables since

national targets were agreed in 2008 and baseline intakes set in June 2009. This indicates that increased action is required in the next few years if targets are to be met.

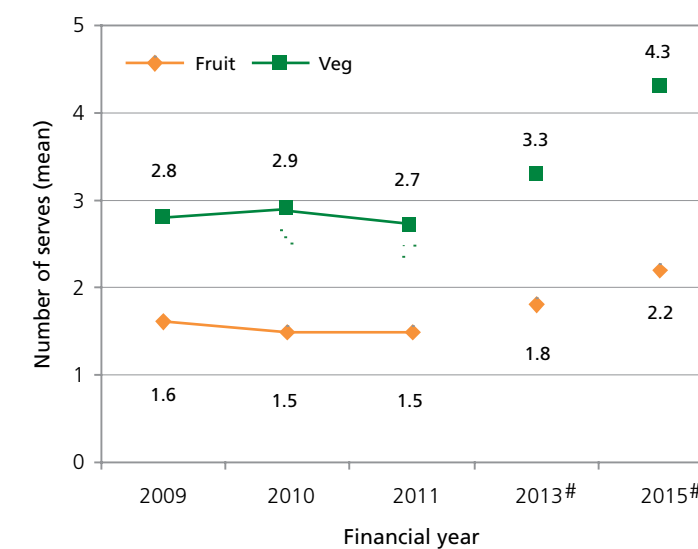
There have been a number of important observations and improvements in knowledge, awareness and behaviours in South Australian adults when comparing the most recent data with data collected prior to the commencement of the Go for 2&5[®] campaign.

- The proportion of adults able to correctly identify the number of daily fruit and vegetable serves required for good health has increased between 2005 and 2009 (Fruit, 72.9% to 82.7%: Veg, 17.5% to 34.7%).^{3,4}
- The proportion of adults who tried to eat more vegetables increased from 13.3% (2005) to 19.6% (2009).^{3,4}
- Awareness of the Go for 2&5[®] message has increased from 57% (2005) to 84.8% (2009).^{3,4}
- Since 2002 there has been an increasing proportion of adults who report eating the recommended 2 or more serves of fruit per day, 46.8% in 2010.⁵
- Since 2002 there has been an increasing proportion of adults who report eating the recommended 5 or more serves of vegetables per day, 11.1% in 2010.⁵
- A greater proportion of females than males report meeting recommendations for fruit (52.1% compared with 41.2%) and vegetables (13.3% compared with 8.9%).⁵

Mean number of daily serves of fruit and vegetables consumed by South Australian children aged 5 - 17 years



Mean number of daily serves of fruit and vegetables consumed by South Australian adults



Note: Data reported per financial year July - June.

Data points for 2013 and 2015 display the increase in mean daily serves of fruit and vegetables required to meet national targets (see page 1).

Data source: South Australian Monitoring and Surveillance System (SAMSS), June 2009-11. Children aged 5-17 years, adults aged 18 years and over.

Phase 3

The overall aims of the South Australian 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.

Phase 2 evaluation positively showed that more than two in five South Australians recognised a need to eat more fruit and vegetables, and those who tried to increase their consumption identified potential health reasons to be the most encouraging influence. One in three South Australians reported trying to increase their vegetable intake during Phase 2 of the campaign.⁶

Following Phase 2, focus groups were commissioned to explore the Go for 2&5[®] campaign messages and barriers to consumption. The main messages portrayed by the target audience (see below) in South Australia were:

- Cost, quality, time and interpretation of a serve are the greatest barriers to increasing fruit and vegetable intake.
- Parents want to do the right thing nutritionally for their children and have the opportunity to role model healthy eating behaviours.
- Fathers' role modelling behaviour and attitude towards eating more fruit and vegetables was an important influence on children's consumption.
- The target audience supported continued use of Veggie Man and supported the introduction of a Veggie Kid.⁷

Based on these research findings, the focus of Phase 3 is to continue educating the target audience on what constitutes a serve size and emphasizes the need not only for adults to increase their consumption but to also model good eating behaviours to children.

Providing additional reinforcement of serve size concepts will help the target audience better understand what 'Go for 2 serves of fruit and 5 serves of vegetables everyday' actually means. With greater understanding of what a serve size is, it will be easier for people to evaluate what they currently eat and what they may need to add or swap in order to get more fruit and vegetables into their day.

The campaign focus is on vegetables as less people eat the recommended serves of vegetables than eat the recommended serves of fruit. Additionally, increasing vegetable consumption is perceived to be harder than increasing fruit.

Target audience

Increased consumption is needed in all age groups. However, research has identified that the primary target group for the campaign is women aged 25 – 54 years with children up to age 12 years, inclusive of people from lower socio-economic backgrounds. They are the main food buyers and meal preparers and have a key influence over what their families eat.

A secondary target audience of men aged 25 – 54 years with children up to 12 years has been introduced for Phase 3 of the campaign. Men eat less fruit and vegetables than women and play a pivotal role in influencing children's diets.

