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### **'GO FOR 2 AND 5' continues to encourage fruit and veg eating**

NSW Minister for Health Reba Meagher today announced the start of the second phase of the successful 'Go for 2 and 5' fruit and vegetable campaign for NSW families.

The \$1 million campaign, a joint initiative of NSW Health and the Cancer Institute NSW is set to build on the success of last year's campaign, run early to mid 2007.

Ms Meagher said the memorable 'vegie man' struck a chord with the community and encouraged more people to eat the recommended daily serves of fruit and vegetables.

"The NSW Government is committed to reducing the number of overweight and obese people across the state which includes promoting healthy food and lifestyle choices," Ms Meagher said.

"The Go for 2 and 5 campaign has proved to be an effective healthy lifestyle and anti-obesity initiative right across the country.

"The 2008 campaign sees the return of the 'vegie man' advertisement as well as a new 'Autumn solutions' ad which offers two healthy meal suggestions," Ms Meagher said.

Ms Meagher said advertisements would appear in cinemas from today, while television advertisements would commence in late April and run until mid June.

Go for 2 and 5 targets NSW families to increase their consumption of fruit and vegetables through:

- Increased awareness of the recommended daily intake of fruit and vegetables;
- An increased positive attitude toward fruit and vegetable consumption;
- Increased knowledge of the health benefits of eating the recommended amounts of fruit and vegetables.

Ms Meagher said results from the 2007 campaign are promising, with a significant increase in the consumption of fruit and vegetables each day:

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| ▪ The number of five or more serves of vegies each day up to<br><b>16 per cent from 12 per cent</b> | ▪ The number of two or more serves of fruit each day up to<br><b>69 per cent from 67 per cent</b> |
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New to this year's campaign is a fact sheet, *'Thrifty ways to Go for 2 and 5'*, which offers suggestions for smart shopping and the preparation and storage of healthy foods in order to keep costs down for families.

"This is very timely as many families are struggling with rising costs and interest rates," Ms Meagher said.

The fact sheet and other useful campaign materials are available on the Go for 2 and 5 website.

Ms Meagher said the additional funds for the 2008 campaign make the total spend by the NSW Government \$2.55 million over two years.

Go for 2 and 5 is a key initiative of the NSW Government's *Live Life Well* campaign, aimed at helping the community to lead healthier lifestyles and avoid ill health.

For more information on healthy eating and physical activity go to:

[www.gofor2and5.com.au](http://www.gofor2and5.com.au)  
[www.livelifewell.nsw.gov.au](http://www.livelifewell.nsw.gov.au)

[www.healthykids.nsw.gov.au](http://www.healthykids.nsw.gov.au)  
[www.cancerinstitute.org.au](http://www.cancerinstitute.org.au)