



Go for 2&5<sup>®</sup>  
FRUIT VEG

An Australian Government, State and Territory health initiative.

# Fruit and Vegetable Campaign Information Bulletin.

## Phase 2 - July 2009



## Introduction

SA Health launched phase 2 of the statewide Go for 2&5<sup>®</sup> fruit and vegetable campaign in July 2009. The campaign aims to improve the health of South Australians by promoting increased fruit and vegetable consumption.

Regular adequate fruit and vegetable intake contributes to good health and protects against a number of diseases. Increasing fruit and vegetable intake is a priority for SA Health and may be the single most important dietary change needed to reduce the risk of major diseases.

Phase 2 of the Go for 2&5<sup>®</sup> campaign commences at a time when ambitious new national targets have been set to increase fruit and vegetable consumption.<sup>5</sup> The targets for both children and adults are:

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

The baseline figure for each state has yet to be clarified.

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

Health authorities recommend that adults eat at least 2 serves of fruit and 5 serves of vegetables every day for good health. Data collected in 2008 shows that South Australian adults on average already consume around 1.9 serves of fruit and 3.3 serves of vegetables every day.<sup>1</sup>

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

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

## Phase 1 campaign results

Phase 1 of the campaign ran from February to June 2008 and included television, radio and billboard advertising, public relations and community activities. Advertising on TV was extended to maintain campaign momentum, and continued periodically until June 2009.

Phase 1 was evaluated using telephone surveys prior to and after the main advertising period. The total increase in consumption was almost 0.4 serves per day in total.

	Baseline July 2006 <sup>2</sup> Serves per day	After Phase 1 July 2008 <sup>1</sup> Serves per day
Fruit	1.7	1.9
Vegetables	3.2	3.3

Adults aged 18 years and over. Due to rounding to one decimal point, the figures in this table do not add up to 0.4.

Also, comparing baseline data from March 2005<sup>3</sup> (prior to any promotion of Go for 2&5<sup>®</sup> in South Australia) and July 2008<sup>1</sup>, there have been improvements in adults aged 18 years and over in:

- The proportion who report eating 2 or more serves of fruit per day (45.6% to 62.7%).
- The proportion who report eating 5 or more serves of vegetables per day (12.9% to 19.3%).
- The proportion of adults who think they should be eating more vegetables (25.4% to 30.6%).
- Prompted awareness of the Go for 2&5<sup>®</sup> message (27.8% to 84.5%).

## Phase 2

The overall aims of the South Australian Go for 2&5<sup>®</sup> campaign are to:

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

Most people are already aware of the health benefits of eating fruit and vegetables. However, campaign tracking during phase 1 pointed to the need to further explore barriers to increasing consumption. SA Health then commissioned focus group research to explore understanding of the Go for 2&5<sup>®</sup> message, barriers to consumption (including understanding of serve size) and ways to change eating habits. This research suggested the target audience in South Australia:

- Cannot correctly identify how much a 'serve' of fruit or vegetables is.
- May think five serves of vegetables means eating five different vegetables each day (regardless of the amount).
- Wants to eat vegetables, but doesn't know how to get enough in their diet.

Based on research findings, phase 2 focuses on increasing understanding of what constitutes a serve of vegetables and how 2 serves of fruit and 5 serves of vegetables can be incorporated into the daily diet through quick and easy meals.

Phase 2 of the Go for 2&5<sup>®</sup> campaign is led by TV and supported by press. The focus is on vegetables because their consumption is considered more difficult to increase than fruit.

Providing a clear explanation of serve size will help the target audience understand what 'Go for 2 serves of fruit and 5 serves of vegetables every day' 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 change in order to get more fruit and vegetables into their day.

## Target audience

Although increased consumption is needed in all age groups, research suggests the campaign should target adults aged 25-54 because they are the main food shoppers and meal preparers, and have the most influence over what their families eat. The campaign aims to reach those with children aged up to 12 years and people from lower socio-economic backgrounds.

## The logo

The Go for 2&5® logo appears on all campaign material and was designed to help people remember the key campaign message. 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 phase 2 of the South Australian Go for 2&5® campaign is centred around an animated character, Vegie Man Chef, made entirely of vegetables.

The TV commercial is educational, explaining what constitutes one serve of vegetables and demonstrating how to incorporate more vegetables into daily meals.

Vegie Man Chef is bright, colourful and engaging, and appeals to a wide audience – from children to parents.

Vegie Man also features prominently in other campaign elements such as press, shopping trolley advertising and other supporting items such as community education resources.

## Working in partnership

The campaign is supported by the South Australian Fruit and Vegetable Coalition, 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 the state 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.



## The campaign elements

TV is the major advertising medium used to deliver the campaign message in phase 2 of the South Australian Go for 2&5® campaign. Three commercials will be screened across the state. Recipes in the press, shopping trolley advertising, point of sale promotion in local supermarkets and fruit and vegetable shops, community education resources and community events will reinforce the TV advertising. Public relations activities will also support the campaign.

Community level action to help people eat more fruit and vegetables is very important. An information pack has been sent to approximately 5,000 South Australian organisations, such as local government, health services, community organisations, schools, childcare centres and libraries, to encourage them to get involved in the campaign.

This can be achieved through the food they provide, their interactions with individuals and groups and through their waiting rooms and offices.

The website [www.gofor2and5.com.au](http://www.gofor2and5.com.au) provides information on how to add extra serves of fruit and vegetables to your diet and includes 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.

## Research and evaluation

Phase 2 campaign evaluation will use telephone surveys to measure South Australians' knowledge, attitudes and beliefs about fruit and vegetable consumption, campaign recognition and 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 and bioactive compounds and are low in fat, energy (kilojoules) and sodium (salt).

The benefits of diets high in fruit and vegetables are still being discovered. They provide many of the essential nutrients needed for good health. 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.

## Why aren't we eating more fruit and vegetables?

The main reason people are not eating more is that they think they are already eating enough. Habit, time, quality and price are other reasons. In July 2008, only 19% of adults reported eating 5 or more serves of vegetables each day (the recommended amount).<sup>1</sup> However, only 31% think they should eat more. For fruit, 63% of adults reported eating 2 or more serves of fruit per day while 45% think they should eat more.<sup>1</sup>

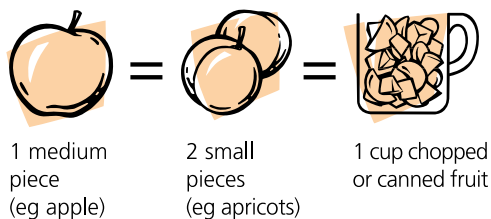
Only 44% are aware that the recommended intake of vegetables for adults is five or more serves per day, while 80% are aware of the recommended fruit intake.<sup>1</sup> Consumers want simple, easy ways to increase their fruit and vegetable intake.

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

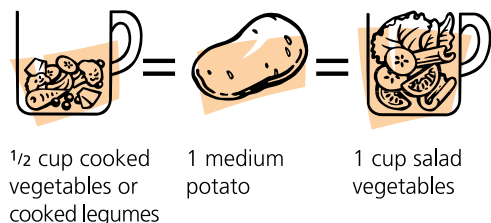
The recommended daily intake for adults is at least 2 serves of fruit and 5 serves of vegetables. The amount children need depends on their age, appetite and activity levels. The table below outlines the recommended daily intake for children and adolescents.

Age (years)	Fruit (serves per day)	Vegetables (serves per day)
2-3 <sup>4</sup>	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

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



One serve of VEGETABLES is 75 grams or:



## For more information

More campaign information, including community education resources (such as the Go for 2&5® posters and seasonal recipe books) along with an order form, is available on the South Australian section of the Go for 2&5® campaign website at [www.gofor2and5.com.au](http://www.gofor2and5.com.au)

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

- 1 SA Health. Health Monitor July 2008. Adults aged 18 years and over (n=2010).
- 2 SA Health. Health Monitor July 2006. Adult aged 18 years and over (n=1910).
- 3 SA Health. Health Monitor March 2005. Adults aged 18 years and over (n=2026).
- 4 The Australian Guide to Healthy Eating does not provide recommendations for those under 4 years. These figures are those referred to in the 2007 National Children's Nutrition and Physical Activity Survey.
- 5 National Partnership Agreement on Preventive Health.

**SAfvc**  
South Australian  
Fruit & Vegetable Coalition



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