



## Fruit and Vegetable Campaign **Information Bulletin.**



## Introduction

Queensland Health launched the statewide Go for 2&5\* fruit and vegetable campaign in October 2005. The campaign aims to improve the health of Queenslanders by promoting increased consumption of fruit and vegetables. 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 fruit and vegetable consumption is a Queensland Health priority and may be the single most important dietary change needed to reduce the risk of major diseases.

Most people in Queensland eat much less than the recommended amounts of fruits and vegetables, particularly vegetables. The Go for 2&5\* campaign concept was developed by the Department of Health in Western Australia, and has proved effective in increasing consumption of fruit and vegetables.

Increasing consumption requires action in two areas: changing people's attitudes, knowledge and skills and addressing the environmental factors inhibiting intake, such as supply, quality and price.

## 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 Queensland 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 undertaken in Queensland suggests that although increased consumption is needed in all age groups, this phase of the campaign should target adults aged 25-55.

This is because adults are the main food buyers and meal preparers and they have the most influence over what their families eat.



Television commercial

## The Aim of the Campaign

The overall aims of the Queensland 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.

## The Message Strategy

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

- already eating enough and/or
- find it hard to eat the recommended amounts, particularly five serves of vegetables.

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

The Go for 2&5<sup>®</sup> logo was designed to assist people in remembering the key campaign messages. 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 the Queensland campaign draws heavily on the successful Western Australian Go for 2&5<sup>®</sup> campaign.

It is centred around an animated character, Vegie Man, made up entirely of fruit and vegetables.

Our TV commercial has a distinct Queensland flavour, featuring reef, surf and tropical fruits and Vegie Man, who explains why we need to eat more fruit and vegetables, how many serves we should eat each day and provides delicious meal solutions.

Vegie Man is bright, colourful and engaging and, appeals to a wide audience - from kids to parents.

Vegie Man will also feature prominently in other elements of the campaign such as supermarket eyelettes, 24 sheet posters and other support items.

Ultimately, Vegie Man will become an icon for healthy eating in Queensland.



Outdoor 24 Sheet Poster

## The Campaign Elements

A key strategy to promote fruit and vegetables is a multi-faceted mass media campaign. Television is the major advertising medium used to deliver the campaign message, particularly in the first stage of the campaign. 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 be utilised at different stages of the campaign to reinforce the television advertising. Public relations activities during the campaign period will support the campaign messages.

Consumer publications and a website

[www.gofor2and5.com.au](http://www.gofor2and5.com.au) provide information on how to add extra fruit and vegetables to the diet, and include quick, easy and delicious recipes.

The Go for 2&5<sup>®</sup> Nutrition Criteria and Style Guide have been developed to ensure that the implementation of the Go for 2&5<sup>®</sup> 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<sup>®</sup> campaign as a health education campaign promoting increased consumption of fruit and vegetables.

The success of the campaign relies on the understanding, cooperation and support of those using and promoting the Go for 2&5<sup>®</sup> brand.



Website Homepage

## Campaign Timing

This first phase of the Queensland campaign was launched on 9 October 2005. Campaign activity is scheduled throughout the remainder of 2005 and 2006. It is envisaged this campaign will be extended with other phases over the next four years.

## Working in Partnership

Queensland Health aims to work closely with government and non-government organisations from the health, horticulture, industry, education, and community sectors. These organisations can work together to increase the reach of the Go for 2&5<sup>®</sup> message in Queensland.

The Australian, State and Territory Governments are working together with other key organizations to promote fruit and vegetables as part of a healthy diet using the Go for 2 &5<sup>®</sup> campaign, developed by the Western Australian Department of Health. This initiative is being coordinated by the National Public Health Partnership.

Industry bodies, commercial operators or organizations with an interest in delivering health messages to consumers can formally license in to use the Go for 2&5<sup>®</sup> campaign to promote the health benefits of increased fruit and vegetable consumption. For more details contact Horticulture Australia on (02) 8295 2300.

## Research and Evaluation

Extensive research, evaluation and consultation with industry guided the development of the successful West Australian campaign. The evidence-based campaign achieved its aims in terms of awareness and relevance of advertising, message take-out and demonstrated changes in attitudes, knowledge and behaviour, including increased consumption of fruits and vegetables.

In Queensland, the campaign will be evaluated using telephone surveys prior to, and following each phase. These surveys will measure Queenslanders' knowledge, attitudes and beliefs about fruit and vegetable consumption, campaign recognition, and self-reported consumption of fruit and vegetables.

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



## 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 reduce the risk of overweight and obesity, while the fibre in fruit and vegetables can help avoid 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 Queensland would benefit from increasing their fruit and vegetable intake. Queensland adults eat, on average, only 2.2 serves of vegetables per day, less than 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. Queensland adults eat, on average, only 1.6 serves of fruit per day, and most people should eat more for their health.

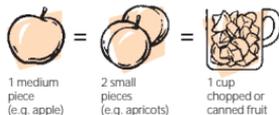
## Why aren't we eating more fruit and vegetables?

Most adults in Queensland know that fruit and vegetables are beneficial for health. 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. Consumers want simple, easy ways to increase their fruit and vegetable intake.

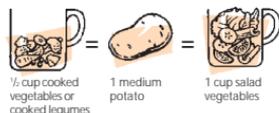
## How much fruit and vegetables should we eat for good health?

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

Further campaign information is available on the campaign website [www.gofor2and5.com.au](http://www.gofor2and5.com.au). Materials such as the Go for 2&5\* consumer guide, posters and general campaign brochure are available by contacting the Queensland Health Publications Unit on (07) 3234 1053.

If you would like to discuss ways in which you or your organisation could be involved, contact the Health Promotion Unit, Queensland Health on (07) 3405 5253.

An Australian Government, State and Territory health initiative.