



Go for 2&5[®]
FRUIT VEG

Summary Report:

Evaluation of the NSW Go for 2&5[®]
Fruit and Vegetable Campaign



Acknowledgments

NSW Health implemented the NSW Go for 2&5[®] in partnership with the Cancer Institute NSW and Horticulture Australia.

In addition to the above three main partner organisations, the following organisations were members of the Reference Group which contributed campaign support and advice:

- Association of Independent Schools
- Cancer Council (NSW)
- Catholic Education Commission
- Collaborative Centre for Aboriginal Health Promotion
- Department of Education and Training
- Diabetes Australia
- Healthy Kids School Canteen Association
- Hunter New England Area Health Service
- Multicultural Health Communications Service
- National Heart Foundation
- NSW Food Authority
- Sydney Markets

Introduction

Recent research shows that most people in NSW would benefit from increasing their fruit and vegetable intake. Adequate daily consumption of fruit and vegetables can help prevent coronary heart disease, some forms of cancer, overweight /obesity and constipation. It can also reduce blood pressure and blood cholesterol levels and improve control of diabetes.

The Go for 2&5[®] campaign was originally developed by the WA Department of Health to promote increased fruit and vegetable consumption and successfully rolled out in three jurisdictions. In 2006, NSW Health, the Cancer Institute NSW and Horticulture Australia joined forces to implement Go for 2&5[®] in NSW.

Aim and Objectives

The main aim of the NSW Go for 2&5[®] was to contribute to an increase in the proportion of NSW adults and children consuming the recommended amounts of fruit and vegetables.

The specific NSW Go for 2&5[®] campaign objectives focused on increasing:

- Awareness of the recommended daily intake of fruit and vegetables amongst the target audience;
- Positive attitudes toward fruit and vegetable consumption amongst the target audience; and
- Knowledge of the health benefits of eating the recommended daily intake of fruit and vegetables amongst the target audience

Creative Concept and phases

The creative concept for the campaign involved two animated vegetable characters: Vegie Man and Dame Edna Everidge.

Phase 1 aimed to increase awareness of the need to eat more fruit and vegetables. This featured Vegie Man informing people that their vegetable intake is lower than recommended and to improve perceptions about the ease of preparing vegetables.

In Phase 2 Dame Edna prompted people to self-assess the number of serves of fruit and vegetables they are really eating compared with the required 2 and 5 serves. Initiatives targeting children and young people were also incorporated into this phase.

Campaign Components

The multi-strategy Go for 2&5[®] campaign included:

TV advertising

- A thirty-second TV advertisement featuring “Veggie Man”, supported by a fifteen second practical example of a “Stirfry”) (for 5 weeks from 25 February to 31 March 2007) them to ‘fit a few more vegies in your day’.
- A thirty second follow-up TV advertisement featuring “Dame Edna” with a fifteen-second support advertisement on “Salad and fresh vegetables” (six weeks from 22 April to 2 June 2007)

(See 30 and 15 second advertisements from both campaign phases attached.)

Press advertising

- Koori Mail
- Sunday Telegraph

Radio advertising

- NESB Radio
- Traffic reports

Cinema advertising in the Autumn school holiday period

Publications

- Consumer booklet
- 4 fact sheets
- Poster
- Recipe cards
- *Eat Smart* booklet of appealing recipes for children

Web-based information

- NSW section on www.gofor2and5.com.au
- On-line multilingual fact sheet: *Fitting more fruit and vegetables into your diet* fact sheet was available in 11 languages (English, Chinese; Vietnamese; Arabic; Korean; Italian; Macedonian; Serbian; Turkish; Thai; and Khmer).

Out door advertising

- Maxi Bus which has an extensive route around Sydney. (See photoattached)

In store promotions

- Trolley ads in Coles supermarkets
- A total of 199 fruit and vegetable demonstrations were conducted from 14 May – 27 May 2007. These were undertaken in Woolworths, Coles and Independent supermarkets across NSW (metropolitan and regional).

Evaluation

Tracking study

A campaign tracking study was undertaken to help evaluate the Go for 2&5[®] campaign processes and impacts. A benchmark survey was administered via CATI prior to the launch of phase one of the campaign in February 2007. This was followed up with a post campaign survey in May/June 2007 after completion of the two campaign phases.

The sample for the benchmark and post surveys consisted of 700 NSW residents who were parents of children under the age of 18 years, and who were responsible for food purchase or preparation within their household. The sample was skewed towards females due to the need for respondents to satisfy the screening question that ensured that they were the main food purchaser or preparer within their household.

Findings from the follow up survey compared with the benchmark survey are as follows:

1. Campaign Awareness

- *There was a significant increase in unprompted awareness of the category of fruit and vegetable advertising (up from 46% to 68%);*
- *There was a significant increase in recall of a campaign slogan, and also of the correctly nominated Go for 2&5[®] tag; and*
- *There was also a significant increase in the perceived relevance of the advertising amongst campaign recallers (in terms of those who indicated that it was 'very' relevant to them);*
- *In total, 74% of all respondents had prompted recall of at least one campaign execution;*
- *Almost two thirds of the campaign recallers also believed that their children had seen the advertising;*
- *Almost one quarter of all respondents indicated that their children had been speaking about healthy eating as a result of the advertising;*
- *Around three in ten respondents indicated a greater willingness by their children to eat both fruit and vegetables;*
- *Just under one fifth of all respondents indicated that they (or their children) had accessed the Internet to obtain information or materials on healthy eating or fruit and vegetables in the past few months;*

2. Awareness of the Recommended Daily Intake of Fruit & Vegetables

Fruit - Respondents were asked to indicate how many serves of fruit they should eat in order to maintain good health.

- *The vast majority of respondents felt that two or more serves of fruit were necessary for good health.*

Vegetables - Respondents were asked to indicate how many serves of vegetables they should eat in order to maintain good health.

- Awareness of the recommended vegetable in-take increased significantly.

3. Attitudes towards the Recommended Daily Intake of Fruit and Vegetables

- *Attitudes towards fruit and vegetable consumption remained greatly unchanged between the benchmark and follow-up. However, there was a significant increase in those who 'strongly' agreed that they enjoyed the taste of most vegetables (up from 70% to 78%);*
- *Attitudes toward fruit consumption were slightly more positive than they were toward the consumption of vegetables;*
- *There were few changes in relation to the perceived health consequences of not eating enough fruit and vegetables with the exception of high cholesterol, and overweight/obesity (for which there were significant increases).*

4. Knowledge of the Health Benefits of Eating the Recommended Daily Intake of Fruit and Vegetables

- *Respondents who indicated that they should eat more (44%), and those who have attempted to increase their intake (41%), were significantly more likely to agree 'strongly' that they could easily increase their family's intake of vegetables;*
- *Knowledge in relation to the amount of fruit recommended on a daily basis to maintain good health started at a very high level, and was therefore only marginally increased between the benchmark and follow-up (from 93% to 95% who indicated that it was two or more serves);*
- *Knowledge in relation to the amount of vegetables recommended on a daily basis to maintain good health increased significantly (from 30% to 45% who indicated that it was five or more serves)*

5. Behaviour Change towards the Recommended Daily Intake of Fruit and Vegetables

- *There was an increase in consumption of two or more serves of fruit each day (from 67% to 69% of all respondents);*
- *There was a significant increase recorded in the consumption of five or more serves of vegetables each day (from 12% to 16%);*
- *There was also a significant increase in those indicating that they consumed one less than the recommended amount (with 13% of all respondents indicating that they generally ate 4 serves of vegetable a day in the benchmark, and 23% indicating likewise in the follow-up);*
- *The proportion of respondents indicating that they had tried to increase their (or their family's) fruit in-take decreased between the benchmark and follow-up (potentially due to the seasonal differences, i.e. the benchmark was conducted in summer and the follow-up in winter). There was also a marginal decrease in relation to vegetables;*

Campaign Support Activities

Approximately 660,000 campaign publications were ordered by, and distributed to, Area Health Services, partner organisations and community groups. The fact sheets and the *Eat Smart* brochure proved to be particularly popular resources.

All eight Area Health Services as well as the Children's Hospital Westmead supported the campaign. Campaign support activities generally built on existing health promotion being undertaken in the following settings:

- School communities (teachers, canteen staff, parents and children)
- Hospitals (staff, community centres and patrons)
- Community based organisations (libraries, councils etc.)
- Childcare centres (staff and parents).

Examples of some 'Go for 2 and 5' conducted by Area Health Services and partner organisations included:

- Local campaign launches in health facilities to engage staff
- Introduction of a regular fruit & veg stall on the hospital grounds at Ryde Hospital
- Healthy Food Fast Recipe Books added to a number of library collections
- Campaign information included on staff payslips.
- Distribution of fresh fruit to staff members/high school students.
- Tastings of exotic fruit and unusual vegetables
- Fruit and veg quizzes (Healthy Food Fast Cookbooks used as prizes).
- Free cooking classes and cooking demonstrations
- Colouring-in competitions.
- The Cancer Council NSW supported the Go for 2&5® campaign through their Relay for Life fundraising events

Conclusions

The NSW Go for 2&5[®] campaign clearly gained visibility amongst the prime target audience (those responsible for food preparation for children), and though reported from the perspective of parents, the campaign appears to have generated discussion, and also potential increases in the willingness of children to eat both fruit and vegetables.

Given the high initial awareness level of recommended amount of fruit, it was not surprising to find that the increase in awareness recorded at follow-up was of a marginal nature. However, in terms of the recommendation for vegetable consumption, the initial levels measured at benchmark were relatively low and the campaign had a relatively strong here. That is, awareness of the recommended intake level for vegetables increased significantly at follow-up – where 38% nominated the specific amount of five serves per day, while 45% had indicated a level of five or more serves.

Attitudes can be difficult to change in the short term. Fruit and vegetable consumption generally remained unchanged between the benchmark and follow-up. However, there was a significant increase in the proportion of respondents who 'strongly' agreed that they enjoyed the taste of most vegetables.

Attitudes toward fruit consumption were found to be more positive than they were toward the consumption of vegetables, and given the greater gap in current and recommended intakes of vegetables compared with fruit, this suggests a need to concentrate on shifting attitudes toward vegetables in subsequent campaigns.

The campaign was successful in increasing the recommended daily intake for both fruit and vegetables. However, there were few changes between the benchmark and follow up in relation to the perceived health consequences of not eating fruit and vegetables.

While the main aim of implementing the Go for 2&5[®] campaign in NSW is to increase the proportion of NSW adults and children consuming the recommended amount of fruit and vegetables, a behavioural objective of this nature is more of a long-term goal. This is evident from previous evaluations of the Go for 2&5[®] campaign in other states. As such there were no real expectations of significant movements to be made in this regard between the benchmark and follow-up measures as part of this campaign evaluation.

Even so, the measures included did suggest that there were some changes in consumption patterns with an increase in the consumption of two or more serves of fruit each day and a significant increase recorded in the consumption of five or more serves of vegetables each day.

Overall, the campaign results attained to date show a promising shifts in attitudes, knowledge and behaviours on the path towards increased consumption of fruit and vegetables. Experience with Go for 2&5[®] in Western Australia indicates that the campaign will need to be sustained for at least three years to achieve significant behaviour change at the population level. Future NSW campaigns need to focus on increasing knowledge of the recommended serves of vegetables where both knowledge and behaviour at baseline were significantly lower than they were for fruit.