

Go for 2&5[®]

FRUIT VEG

NSW Go for 2&5[®]
2008 campaign evaluation



Promoting healthy eating

To encourage people to eat more fruit and vegetables, the NSW Department of Health, the Cancer Institute NSW and Horticulture Australia joined forces to implement the second Go for 2&5[®] campaign in NSW during 2008.

The Australian Guide to Healthy Eating recommends that adults eat at least two serves of fruit and five serves of vegetables each day. These amounts vary for children depending on their age.

Data from the 2007 NSW Population Health Survey indicated that just over half of adults in NSW ate the recommended two serves of fruit each day, while just over 10 per cent of adults ate the recommended five serves of vegetables.

In 2005–06, about two-thirds of children ate the recommended serves of fruit and 38 per cent consumed the recommended serves of vegetables.

Campaign aim

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

Campaign objectives

To increase:

- awareness of the recommended daily intake of fruit and vegetables
- positive attitudes toward fruit and vegetable consumption
- knowledge of the health benefits of eating the recommended daily intake of fruit and vegetables
- fruit and vegetable consumption.

Target audience

Primary	Adults from 20 to 50 years of age (mainly food purchasers / preparers).
Secondary	Children and young people.
	Horticultural industry and producers.
	Fruit and vegetable distributors and retailers.
	Health and education professionals.

How much is a serve?

Fruit

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

- 1 medium-sized piece (e.g. apple)
- 2 smaller pieces (e.g. apricots)
- 1 cup canned or chopped fruit
- ½ cup (125mL) 100% fruit juice
- 1½ tablespoon dried fruit (e.g. sultanas or 4 dried apricot halves).

Vegetables

One serve of vegetables is 75 grams or:

- ½ cup cooked vegetables
- 1 medium potato
- 1 cup salad vegetables
- ½ cup cooked legumes (dried beans, peas or lentils).



Further information

For more information on healthy eating and physical activity go to:
www.gofor2and5.com.au
www.livelifewell.nsw.gov.au
www.healthykids.nsw.gov.au
www.cancerinstitute.org.au



The Go for

Campaign strategies

The 2008 NSW *Go for 2&5*[®] campaign was aired between 3 April and 14 June. It focused on encouragement and aimed to increase awareness of the need to eat more fruit and vegetables and also to improve perceptions of the ease of preparing and eating vegetables.

The media strategies differed across 2007 and 2008 according to budget. In 2007 the campaign ran across two phases from February to June, with 11 weeks of free-to-air (FTA) television, compared to one phase and seven weeks of FTA television (plus four weeks cinema advertising) in 2008.

Campaign elements

The main advertising mediums used were television, cinema and radio. A 30-second advertisement (Vegie Man) was shown in metropolitan and regional cinemas in NSW over the first four weeks (from April 3 to 26), which included the school holiday period. It was then aired on television supported by a 15-second practical example advertisement (Autumn Solutions) from the week commencing 27 April 2008. The range of communication strategies employed throughout NSW included:

- broadcast media:
 - television
 - cinema
 - radio
- print media (*Koori Mail*)
- printed resources
- web-based information.

Evaluation

The 2008 NSW *Go for 2&5*[®] campaign was evaluated using a pre/post design. The sample included NSW residents who were parents of children under the age of 18 years, and who were responsible for food purchasing or preparation within their household (the primary target audience). The pre-campaign survey (n=699) provided a baseline measure while the post-campaign survey (n=700) was used to evaluate the impact of the campaign.

The questionnaire was similar to that used for the 2007 campaign evaluation.

Sample characteristics

	Benchmark n=699 %	Follow up n=700 %
Gender		
Male	22	22
Female	78	78
Age (years)		
34 or less	26	26
35–44	42	42
45+	32	32
Highest education qualification received		
Completed School Certificate	17	16
Completed High School Certificate	16	15
TAFE certificate or diploma	23	26
University or equivalent	44	43
Employment status		
Employed full-time	40	41
Employed part-time	34	32
Unemployed / looking for work	2	2
Retired	1	1
Student	1	2
Home duties	18	20
Household income		
Less than \$20,000	7	5
\$20,000 to \$40,000	13	13
\$40,000 to \$60,000	12	14
\$60,000 to \$80,000	18	14
More than \$80,000	36	39

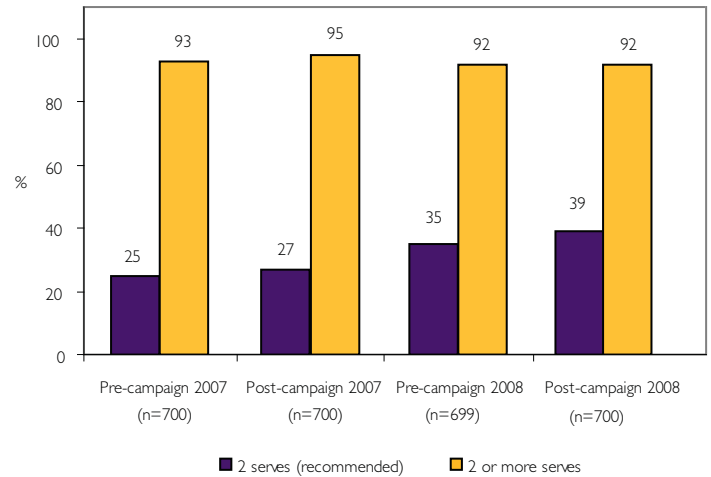


2&5[®] campaign in NSW

Results: campaign impact

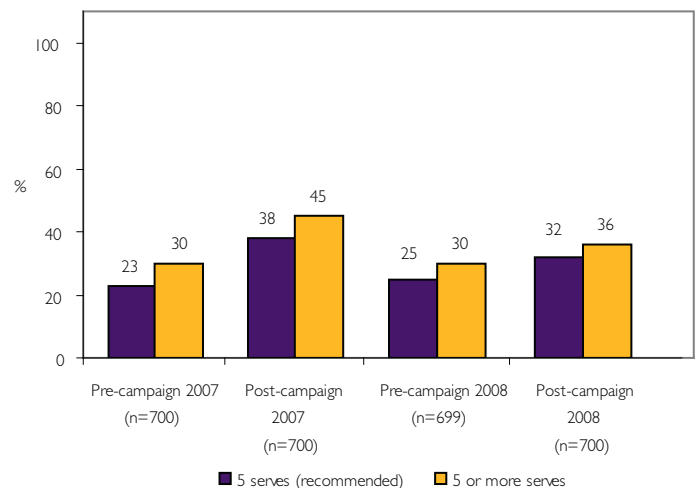
- Most respondents are aware they should be eating at least two serves of fruit per day (92 per cent pre and post). Knowledge of the specific campaign recommendation of two serves has been steadily building over time (from 25 per cent pre 2007 to 39 per cent post 2008) (Figure 1).
- Fewer respondents are aware they should be eating at least five serves of vegetables per day, however a significant increase was observed in 2008 from 30 per cent pre to 36 per cent post. Knowledge of the specific campaign recommendation of five serves also increased significantly from 25 per cent pre to 32 per cent post, however this is not sustained when advertising is off air (Figure 2).
- The consumption of two or more serves of fruit each day remained steady across the 2008 campaign (60 per cent pre and post); so too did consumption of five or more serves of vegetables each day (from 10 per cent pre to 11 per cent post). A third of respondents, however, did report they had or intended to increase their consumption of fruit and/or vegetables as result of the campaign.
- Lower levels of vegetable consumption is also related to a lack of awareness of the recommendation. While most of those consuming five serves of vegetables per day are aware of the recommendation (88 per cent), only 30 per cent of those consuming less than recommended (four serves or less per day) are aware that they should be eating five (or more) serves. This is not observed for fruit (Figures 3 and 4 over the page).
- Several factors unrelated to the campaign are likely to have impacted on fruit and vegetable consumption over the 2007 and 2008 campaigns, including seasonality (availability and variety) and increased pressure on household budgets as a result of interest rate rises, higher fuel prices and the increase in price in 2007 for fruit and vegetables.
- There are mostly positive attitudes towards the taste, convenience and ease of preparation of fruit and/or vegetables, which have remained unchanged by the campaign and indicate they are not significant barriers to consumption. There has, however, been a steady increase in the proportion of parents who think they should be eating more fruit over the 2007 and 2008 campaigns (this has remained unchanged for vegetables).

Figure 1: Awareness of the two serves recommendation for fruit consumption (2007 & 2008)



Base: Total Sample from each survey.

Figure 2: Awareness of the five serves recommendation for vegetable consumption (2007 & 2008)



Base: Total Sample from each survey.



NSW Go for 2&5[®] 2008 campaign evaluation

- There were few changes pre- and post-campaign 2008 (and compared to the 2007 campaign) in relation to the perceived health consequences of not eating enough fruit and vegetables.

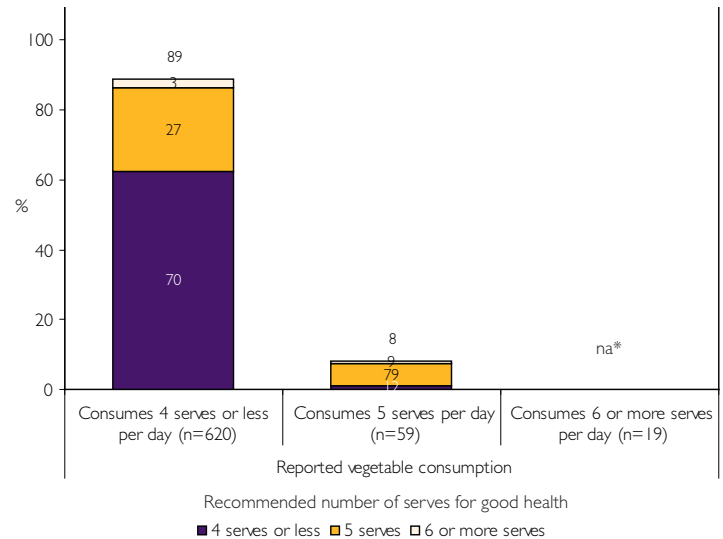
Results: advertising performance

- There was a significant increase in unprompted awareness of the category of fruit and vegetable advertising (from 58 per cent pre to 74 per cent post); and most of the unprompted recall in the follow-up read could be attributed to the *Go for 2&5*[®] campaign.
- Prompted recall of the specific *Go for 2&5*[®] executions was also relatively high for 'Veggie Man' (55 per cent pre to 75 per cent post), reflecting both residual recognition from the 2007 campaign and the impact of the 2008 campaign. In total, 79 per cent of all respondents in 2008 had prompted recall of at least one campaign execution.
- Just over two-thirds (68 per cent) of those who recalled the campaign indicated that their children had also seen the advertising.
- Most respondents find the campaign very (50 per cent) or somewhat (40 per cent) relevant, however the campaign performs best among females.
- Around seven in 10 respondents indicated that the campaign strongly communicated messages about the need to eat two serves of fruit and five serves of vegetables for your health (71 per cent 'a lot') and that most Australians are not eating enough vegetables (68 per cent 'a lot').

Summary

The *Go for 2&5*[®] campaign advertising performance was primarily positive, with good recall and recognition and personal relevance. The campaign was most successful in achieving an increase in awareness of the recommended daily intake of fruit and vegetables among the target audience, which has been sustained overtime for fruit, however not for vegetables.

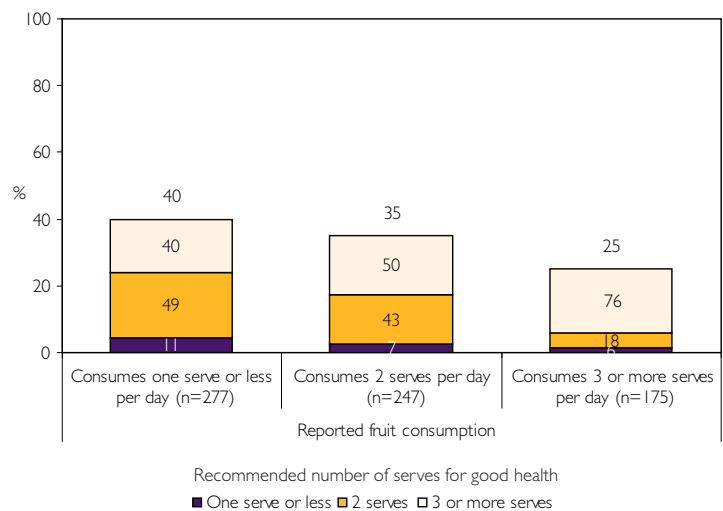
Figure 3: Self-reported daily intake of vegetables by reported number of daily serves required for good health (Post-campaign 2008)



Base: Total Sample Post-Campaign 2008 survey.

* Sample size too small to report on breakdown.

Figure 4: Self-reported daily intake of fruit by reported number of daily serves required for good health (Post-campaign 2008)



Base: Total Sample Post-campaign 2008 survey.

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