

Go for 2 & 5[®]

FRUIT VEG

NSW Go for 2&5[®]
2007 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 Go for 2&5[®] campaign in NSW during 2007.

The Australian Guide to Healthy Eating recommends that adults eat at least 2 serves of fruit and 5 serves of vegetables each day. These amounts vary for children depending on their age.

Data from the 2006 NSW Population Health Survey indicated that just over half of adults in NSW ate the recommended 2 serves of fruit each day, while just under 10% of adults ate the recommended 5 serves of vegetables.

In 2005–06, about two-thirds of children ate the recommended serves of fruit and 38% 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 (eg. 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 2&5

Campaign strategies

Phase 1: 25 February to 31 March 2007

The campaign focused on encouragement and aimed to increase awareness of the need to eat more fruit and vegetables and to improve perceptions of the ease of preparing and eating vegetables.

Phase 2: 22 April to 2 June 2007

The campaign encouraged self-assessment of behaviour to gauge whether people were actually consuming 2 serves of fruit and 5 serves of vegetables each day. Initiatives targeting children and young people were also incorporated into this phase.

Campaign elements

The main advertising medium used was television, with a series of advertisements. Phase 1 introduced a 30-second execution ('Veggie Man'), supported by a 15-second practical example execution 'Stirfry' over five weeks. Phase 2 provided a follow-up 30-second execution 'Dame Edna' with a 15-second support 'Salad and fresh vegetables' for a further six weeks after a three week off-air break. The range of communication strategies employed throughout NSW included:

- broadcast media:
 - television
 - radio
 - print media
 - cinema
- printed resources
- web-based information
- outdoor and in-store promotions.

Evaluation

The NSW Go for 2&5[®] Campaign was evaluated through a pre- and post-campaign telephone survey of 700 NSW adults (primarily food purchasers / preparers) at each phase. An initial benchmark (pre-measure) was conducted prior to the launch of Phase 1. This was followed by a final post campaign evaluation measure after the two campaign phases.

The questionnaire was adapted from the Commonwealth Department of Health and Ageing's national Go for 2&5[®] campaign evaluation.

Sample characteristics

	Benchmark n=700 %	Follow up n=700 %
Gender		
Male	25	24
Female	75	76
Age (years)		
34 or less	27	28
35–44	45	42
45+	27	30
Highest education qualification received		
Completed School Certificate	20	17
Completed High School Certificate	16	17
TAFE certificate or diploma	24	19
University or equivalent	35	42
Employment status		
Employed full-time	40	41
Employed part-time	26	29
Unemployed / looking for work	4	3
Retired	1	2
Student	2	3
Home duties	22	21
Household income		
Less than \$20,000	8	8
\$20,000 to \$40,000	15	14
\$40,000 to \$60,000	18	16
\$60,000 to \$80,000	15	15
More than \$80,000	30	31

Results: campaign impact

- There was a marginal increase in consumption of 2 or more serves of fruit each day (from 67% pre to 69% post).
- There was a significant increase recorded in the consumption of 5 or more serves of vegetables each day (from 12% pre to 16% post).



2&5[®] campaign in NSW

- Knowledge of the recommended intake of fruit started at a very high level, and therefore only marginally increased between pre- and post-campaign (from 93% pre to 95% post) (Figure 1).
- Knowledge of the recommended intake of vegetables increased significantly (from 30% pre to 45% post) (Figure 2).
- Attitudes towards fruit and vegetable consumption remained greatly unchanged between pre- and post-campaign. However, there was a significant increase in those who 'strongly' agreed that they enjoyed the taste of most vegetables (up from 70% pre to 78% post) (Figures 3 and 4).
- In overall terms though, attitudes toward fruit consumption were slightly more positive than they were toward the consumption of vegetables.
- There were few changes pre- and post-campaign in relation to the perceived health consequences of not eating enough fruit and vegetables. The exceptions to this were found in relation to high cholesterol, and overweight and obesity (for which there were significant increases).

Figure 1: How many serves of fruit respondents felt they should eat in a day:

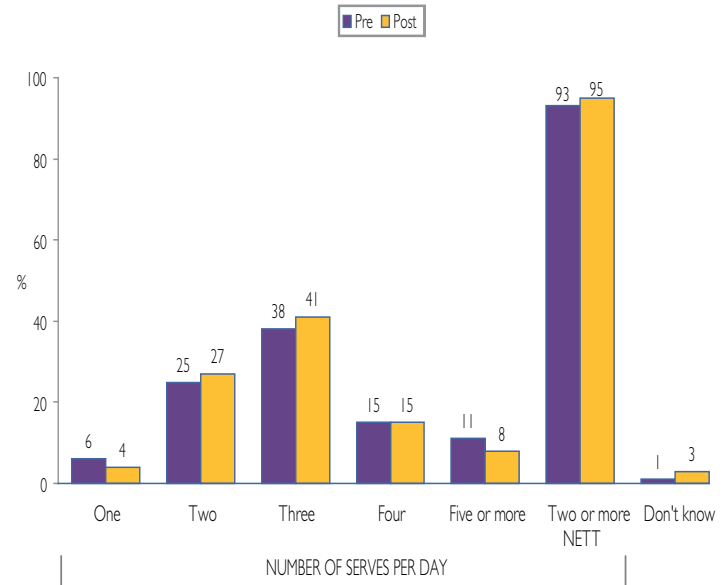
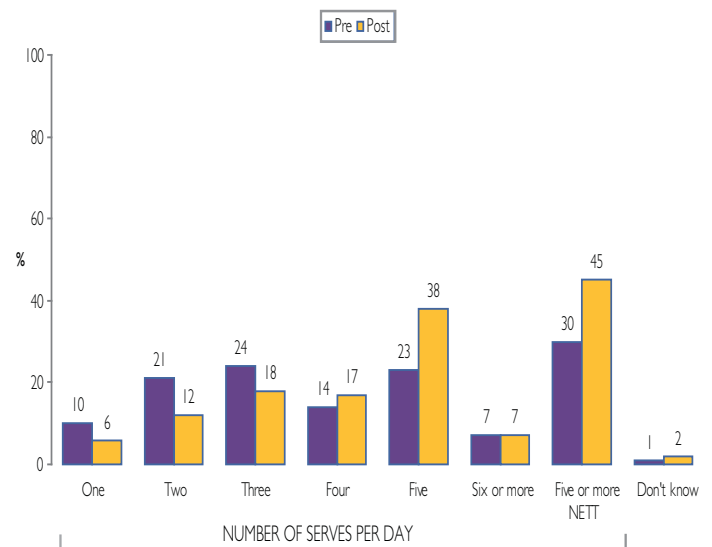


Figure 2: How many serves of vegetables respondents felt they should eat in a day:



Results: advertising performance

- There was a significant increase in unprompted awareness of the category of fruit and vegetable advertising (up from 46% pre to 68% post); and the majority of the unprompted recall post-campaign could be attributed to the NSW Go for 2&5[®] campaign.
- Prompted recall of the specific Go for 2&5[®] executions was also relatively high (64% for Vegie Man, and 51% for Dame Edna).
- In total, 74% of all respondents had prompted recall of at least one campaign execution.
- Message take-out was generally in line with campaign objectives.
- Almost two-thirds also believed that their children had seen the advertising.
- There was a significant increase in recall of a campaign slogan, and also of the correctly nominated Go for 2&5[®] tag.
- There was also a significant increase in the perceived relevance of the advertising (in terms of those who indicated that it was 'very relevant' to them) (42% pre and 54% post).



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Figure 3: To what extent respondents agreed or disagreed with a number of statements about fruit:

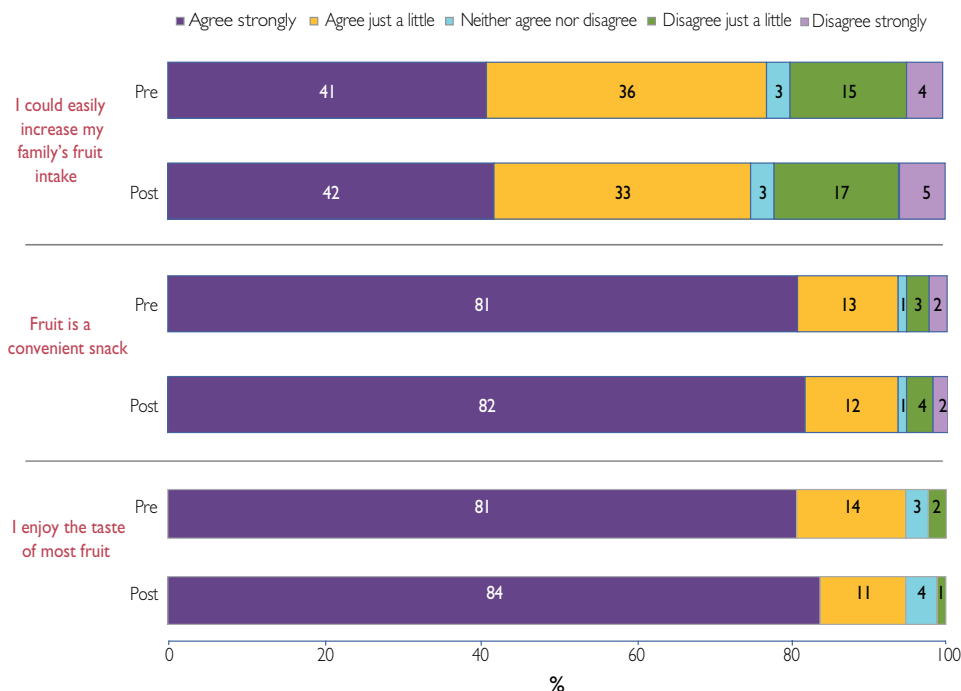


Figure 4: To what extent respondents agreed or disagreed with a number of statements about vegetables:

