

5 A Day for Better Health Program USA

World Health Organization
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Goal

To increase consumption of fruits and vegetables to 5 to 9 servings a day for all Americans.

To make 5 A Day the most recognized, respected, and practiced dietary recommendation in America.

Scientific Rationale

Eating a diet rich in fruits and vegetables will reduce the risk of many types of cancer, hypertension, heart disease, stroke, and diabetes.

Dietary Guidelines For Americans

Recommended Daily Servings of Fruits and Vegetables
As part of a healthy, active lifestyle*

	VEGETABLES	FRUITS	TOTAL
Children ages 2 to 6	3	2	5
Children over age 6, teenage girls, and most women	4	3	7
Teenage boys and most men	5	4	9

Official Logo



EAT 5^{to} 9 A DAY
for better health

Origin of 5 A Day Program

- 1988 - Launched in California with NCI grant
- 1991 - Launched nationally as a partnership between the National Cancer Institute (NCI) and Produce for Better Health Foundation (PBH)
- Largest public-private partnership for nutrition/health in the USA
- One of the most widely recognized health brands
- Broadest and most visible population-based nutrition initiative for health promotion and disease prevention

Partner Roles

National Cancer Institute

- National health authority
- Lead government agency
- Scientific credibility
- Trademark owner
- Government collaboration
- Communications
- Strategic dissemination
- Research grants

Produce for Better Health Foundation

- Fruit & vegetable industry lead
- Supermarket/foodservice lead
- Fundraising/Logo Licensing
- Advocacy with UFFVA



National 5 A Day Partnership 2002

- National Cancer Institute
- Produce for Better Health Foundation
- Centers for Disease Control and Prevention
- United States Department of Agriculture
- American Cancer Society
- Produce Marketing Association
- National Alliance for Nutrition and Activity
- California Department of Health Services
- United Fresh Fruit and Vegetable Association
- Association of State and Territorial Directors of Health Promotion and Public Health Education



Non-profit Partners

- United Fresh Fruit & Vegetable Association
- National Alliance for Nutrition and Physical Activity
 - Strengthen National & State Nutrition, Physical Activity and Obesity Programs
 - Strengthen National School Lunch and other Child Nutrition Programs
- American Cancer Society

American Cancer Society

- Dietary Guidelines
- Advocacy - nutrition policy, support for CDC and NCI
- Training, programmatic support and technical assistance
- Dissemination of 5 A Day intervention research
- Consumer research
- 5 A Day messages into programs and materials
- Financial support

Private Sector Partners

- 700 corporate donors
 - All major fruit & vegetable growers
 - Shippers, Wholesalers
 - Food processors (frozen, canned, dried, juice)
 - All major supermarkets & Wal-Mart
- Other companies
 - Health Insurance, Banks
 - Agricultural & Pharmaceutical companies

State and Local Partners

- State Health Departments - 5 A Day State Coordinators
- U.S. Uniformed Services
- Indian Health Service
- Community Coalitions –public, private and non-profit sector members

National Program Components

- State, Regional, and Community Interventions - school, worksite, church, supermarket, community programs
- Communications
- Environmental and Policy Change
- Industry Collaboration
- Research – Intervention, behavior-change, consumption trends, consumer-testing

MOU with Department of Agriculture

Department of Health and Human Services

National Cancer Institute

Centers for Disease Control and Prevention

AND

United States Department of Agriculture

Food, Nutrition, and Consumer Services

Research, Education and Economics

Marketing and Regulatory Programs



MOU with Department of Agriculture

The cooperating agencies will work together to encourage and promote the 5 A Day for Better Health Program and encourage all Americans to eat 5 to 9 servings of fruits and vegetables a day.



Food and Drug Administration

New Dietary Guidance Message

“Diets rich in fruits and vegetables may reduce the risk of some types of cancer and other chronic diseases”

- National Cancer Institute

New Fruit & Vegetable Health Message

USA TODAY
Lee Curtis explains it all

The Washington Post
HOME EDITION
Friday, August 1, 2003

The New York Times
Washington Final

THE WALL STREET JOURNAL.
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JULY 10, 2003

**"DIETS RICH IN FRUITS AND VEGETABLES
MAY REDUCE THE RISK OF SOME TYPES OF
CANCER AND OTHER CHRONIC DISEASES."**
— U.S. National Cancer Institute, as endorsed by the U.S. Food and Drug Administration.

Dole Food Company, Inc. believes in the power of fresh fruits and vegetables to improve health, and will carry it to consumers on our products. As the largest fruit and vegetable company in the world, we are proud to continue our legacy of leadership in health and nutrition. To further that mission, we've created the Dole Nutrition Institute to support basic research and nutrition education. And making this all the Dole Nutrition System. For more information go to www.walldo.com.

David H. Mandock
Chairman & CEO
Dole Food Company, Inc.



NATIONAL
CANCER
INSTITUTE



NCI's Key Initiatives

Translating Science into Action

- Increasing Fruits and Vegetables in Schools
- African American Men's 9 A Day Campaign – Reducing Health Disparities
- Men's 9 A Day Campaign
- Stronger Message – Cancer, High Blood Pressure, Heart Disease, Stroke, Diabetes and Eat 5 to 9 A Day.

Budget: FY'03 \$4M
FY'04 \$4M



Increasing Fruits and Vegetables in Schools

USDA/NCI/PBH/ ASFSA collaborative projects to increase availability of F/V in schools:

- 4-State Pilot Fruit & Vegetable Snack Program
- “Fruits and Vegetables Galore- Helping Kids Eat More” How to Kit

African American Men's 9 A Day Campaign

Reaching African American Men

- Radio ads
- Brochure/materials
- Website
- TV “Helping Brothers Get Healthy”
- Ongoing publicity
- Partnerships w/African American groups
- Network of physicians
- Body & Soul faith-based program



NATIONAL
CANCER
INSTITUTE



Men

SHOOT FOR 9
SERVINGS OF
FRUITS &
VEGETABLES
EVERY DAY

shoot for  a day

It's a slam dunk for
helping men live healthier



EAT A DAY

Men's 9 A Day Campaign

- Sports Celebrities
- Website
- Radio PSAs
- Media
- Public relations
- State/local activities

Research

- National Nutrition and Health Surveys
- Telephone Surveys
- Focus Groups
- Web-TV Tests
- Intervention/Behavioral

Qualitative Research Findings

- Clearly state recommendation
- Reinforce benefits.
- Show what recommended servings of F/V actually looks like.
- Provide simple, clear suggestions about how to eat more F/V.
- Reinforce it is one of the easiest and best things to do for your health.

Visuals Are Powerful

what a day looks like as part of a healthy diet

morning



counts as
1



counts as
1

mid-day

counts as
2



counts as
1

evening



counts as
2



counts as
1



counts as
1

Program Results

- Increase in Awareness
 - 22% 1992 to 40% 2002
- Increase in Consumption
 - ½ serving between 1992 & 1996

Current Awareness and Consumption

- Awareness of 5 A Day
 - 44% Women, 22% Men
- Awareness of Gender-Specific Recommendation
 - 14% Women, 3% Men
- Eating at least 5 A Day
 - 40% Women, 29% Men
- Eating Recommended Amounts
 - 13% Women, 4% Men

Future Priorities

- Expand Fruit & Vegetable School Snack Program
- Launch Faith-Based Initiative
- Environmental Change
- Health Disparities
- Trans-NCI Strategic Dissemination
- Trans-NIH Collaboration