5 A Day for Better Health Program
USA

World Health Organization
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Lorelei DiSogra, Ed.D. R.D.
Director - 5 A Day Program
National Cancer Institute
Bethesda, MD

Frances Taccone, Ph.D., R.D.
Director of Development
Produce for Better Health Foundation
Wilmington, DE
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.
Eating a diet rich in fruits and vegetables will reduce the risk of many types of cancer, hypertension, heart disease, stroke, and diabetes.
Recommended Daily Servings of Fruits and Vegetables
As part of a healthy, active lifestyle*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Vegetables</th>
<th>Fruits</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children ages 2 to 6</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Children over age 6, teenage girls, and most women</td>
<td>4</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Teenage boys and most men</td>
<td>5</td>
<td>4</td>
<td>9</td>
</tr>
</tbody>
</table>

*U.S. Dietary Guidelines 2000
Official Logo

fruits and vegetables

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.
“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

The Washington Post

The New York Times

THE WALL STREET JOURNAL.

“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.
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
Men

SHOOT FOR 9 SERVINGS OF FRUITS & VEGETABLES EVERY DAY

It's a slam dunk for helping men live healthier
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

A day looks like as part of a healthy diet:

- **Morning**: 1 count
- **Mid-day**: 2 counts (1 salad, 1 fruit)
- **Evening**: 2 counts (1 leafy vegetable, 1 fruit)
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