5 A Day Europe

Presentation for WHO on August 26, 2003 by Morten Strunge Meyer Danish Cancer Society
Agenda

- Brief overview
- Partners
- From science to campaign
- Budgets
- Results
- Effective activities
- Critical self-assessment
- Future plans
Brief overview 1

National slogans differs:

- 3 A Day in Hungary
- 2+2 A Day in Holland
- ½ kilo in Finland
- 5 A Day in several countries
- 6 A Day in Denmark
- 10 A Day in France

-and some have no campaign
Brief overview 2

Initiative can come from Industry, Government or NGO’s

Some campaigns have adequate resources and some have less

Some are very young, some are well established and some are dead

Sustainability depends on partnerships and leaderships
Partners 1

Health NGO’s
  - Cancer Societies
  - Heart Foundations
  - Diabetes Associations

Government Partners
  - Health
  - Agriculture
  - Food/nutrition
  - Education
  - Consumer protection
Partners 2

Industry
- Farmers/Growers
- Importers
- Whole sellers/Distributors
- Processors
- Retailers

Maturity of organizations
- Survival of the fittest or
- Produce inter-professional society
Partners 3

Why partnerships are necessary
  – More resources
  – Credibility/relevance/legitimacy
  – Regulations
  – Communication channels
  – Ownership -> Sustainability
  – Spheres of Influence

No single partner has the resources to change dietary habits alone.
Partners 4

Lessons learned

– What is good to business is good for health

– It seems easier to work with partners that are very different

– In partnerships words are not enough

– The art of creating and maintaining partnerships needs to be developed further – clear roles
From science to campaign 1

Sciences needed:
- Medical/nutrition/public health science
- Behavior change-science
- Intervention research science
- Communications
- Lobbying skills
- Coalition-building skills
- Fundraising skills
From science to campaign 2

From
   “maybe up to 600 grams or more”
To
   “6 A Day”

It takes communication skills and pragmatic scientists

and cultural understanding.
From science to campaign 3

A national review is important to build consensus and ownership

- and to avoid fruitless scientific discussions in the media that confuse the general population.
Results

Lack of evaluation of interventions!

3 types of evidence:
- Awareness
- Overall impact on F&V intake
- Effectiveness of specific interventions
Awareness

Relatively simple and cheap to measure
Does not prove change in behavior
Not much published
6 om dagen

Spis mere frugt og grønt

Række sundhedsorganisationer og organisationer arbejder dækket om frugt og grønt.
Det kan være grøntsager og frugter — 6 om dagen.

I alt 600 gram — hver dag!

6 om dagen kan medføre risiko for mange former for kærl.

Risikoen for at få en kvinde — i hvert fald er også mindre.

Det er nu et stort i landet med

I alt 600 gram — hver dag!
Overall impact on intake

Lack of published data

Possible reasons:
- Difficult to measure intake
- Too many confounders
- Too early...
- Too limited interventions
- Very hard to change peoples diet
Results from Denmark

1995: 278 g/day
2000/01: 378 g/day (36% up)
Budgets

The big money is found via:

– Clever lobbying to ensure priority to 5 A Day in National Public Health plans (UK)

– Produce Inter Professional Societies (France and Holland)

– The rest are struggling!
Effective interventions

3 examples from Denmark
- Workplace Fruit
- School Fruit Snack
- Catering
Workplace Fruit
Methods

12 worksites
283 employees
2 dietary interviews
Before and after 3 months
6 worksites started free fruit
Results

96% make use of the offer daily or almost daily
Epidemic results

Now 6% of the workforce have it
Workplace Fruit

Trendy & lots of allies

Attract new employees and reduce staff turnover

New business
School Fruit
School Fruit

Norway
The Netherlands
England
Denmark

Sweden
France
USA
Brasil

Parent paid = commercial
Some Subsidy
Free = paid by tax payers
UK target by the End of 2004:

2.2 million kids
16,000 schools
200 school days a year
500 million pieces of fruit a year
Challenges

Parent paid programmes do not reach kids from low income families

Expensive marketing

Administrative burden

Distribution burden

Need for more variation

Allowing for special taste/allergy needs

Keep fruit separate from lunch
Catering

5 worksite restaurants

Demanding:
- Involve entire kitchen staff
- Repeat weighing all F&V
- Set goals and make a plan

Our assistance:
- Inspiration
- Graphs
Catering Results

Networking is powerful

Shared ownership

Impossible to stop

84% increase

Fruit and Vegetables (g/day)

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<thead>
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<th></th>
<th>Before</th>
<th>End</th>
<th>+1/2 year</th>
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<tbody>
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<td></td>
<td>113</td>
<td>183</td>
<td>208</td>
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84% increase
Availability and READY-to-EAT

Simply make the product available and ready to eat – and they will eat it!

Changing behavior first is much more efficient than trying to change knowledge, attitudes and values to indirectly change behavior. (at least in a society where knowledge is no longer an issue)
Critical self-assessment

We need to improve:

- Evaluation of effective strategies to promote f&v consumption
- How we share and use such evaluations
- Availability and ready-to-eat-ness before traditional health information and marketing
- Develop the art of building and maintaining partnerships
- Networking and transfer of ownership
- Fundraising
**Future plans**

European Partnership for Fruits, Vegetables and Better Health priorities

www.epbh.org:

- Networking
- Yearly European Fruit and Vegetable Summits
- Catalogue of effective and innovative interventions
- Mobilizing health professionals and the press
- School Fruit Snack
- Workplace Fruit
- Contribution to European and national policy advancement
Danish “6 A Day” Campaign: www.6omdagen.dk