

Briefing note on *The 3 Fives*

Five keys

To safer food

To a healthy diet

To appropriate physical activity

The 3 Fives brochure

Building on the Five Keys to Safer Food Concept

In 2001 the World Health Organization (WHO) introduced the [Five Keys to Safer Food](#). Internationally disseminated and translated into almost 50 languages, the Five Keys to Safer Food are used as the basis for education programmes all over the world and by both public and private sectors for training of food handlers (street-vendors, women, school children, etc.). In 2006, WHO published the [Five Keys to Safer Food Manual](#), and in 2007 adapted the Five keys messages to travellers ([Guide on Safe Food for Travellers](#)). WHO is developing a Train the Trainer programme piloted already in South Africa and Tunisia.

Development of The 3 Fives messages

In 2007, based on the success of the Five Keys to Safer Food, WHO identified need to communicate simple messages based on evidence and the need to provide countries with materials they can easily use. WHO realized this opportunity to extend the Five Keys concept to offer broader advice to people to improve their health by providing simple messages on healthy diets and physical activity together with those on food safety.

The 3 Fives: Five Keys to Safer Food, Five Keys to a Healthy Diet, Five Keys to Appropriate Physical Activity, provide three by five simple messages on how to prepare food safely, what to eat to be healthy, and how to keep moving to stay in good shape. The 3 Fives were developed in collaboration between three WHO Departments: Food Safety, Zoonoses and Foodborne Diseases, Nutrition for Health and Development and Chronic Diseases and Health Promotion.

Launching of The 3 Fives

On 10 March 2008, WHO, in collaboration with the Ministry of Health, the Beijing Food Safety Administration and the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) launched *The 3 Fives* to raise awareness on food safety, nutrition and physical activity benefits among the population of Beijing. The current 3 Fives version was prepared in collaboration with the Chinese authorities to promote healthy lifestyle during the Beijing Olympic Games. The messages were adapted to respond to the Chinese concerns. Development of a global WHO version is under process,

WHO's vision

WHO initially considered the 3 Fives concept as a unique product, tailor-made for major sporting events as the particular combination of food safety, nutrition and physical activity has a special resonance in combination with athletes. In addition, it is recognized that global sporting events have the potential to reach mega-populations, i.e. billions of people through broader campaigns, including TV spots. WHO presented the 3 Fives concept at the 2008 World Health Assembly and Codex Alimentarius Commission. *The 3 Fives* model was extremely well received by Member States as the product responds to the current concerns of the effects of food safety, nutrition and physical activity on human health in a comprehensive manner. Member States expressed significant interest in applying 3 Fives activities to future international - and national - events. Notably host countries of the upcoming 2009 Southeast Games in Lao, 2010 FIFA World Cup in South Africa, 2010 Winter Olympics in Vancouver, and the 2012 Olympics in London expressed interest in the adaptation of this healthy lifestyle campaign model for these upcoming major sports events.

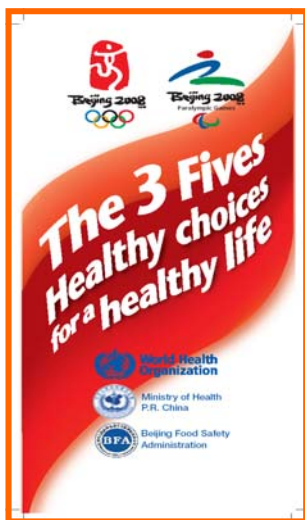
Partnership with WHO to disseminate the 3 Fives messages

Based on the positive feedback from the Member States and other stakeholders, WHO is now considering partnership to promote these messages in other contexts, including school settings.

Individuals and groups interested in working with WHO to disseminate the 3 Fives message should contact Jorgen Schlundt, Director, Department Food Safety, Zoonoses and Foodborne Diseases (schlundtj@who.int)
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Web site: www.who.int/foodsafety



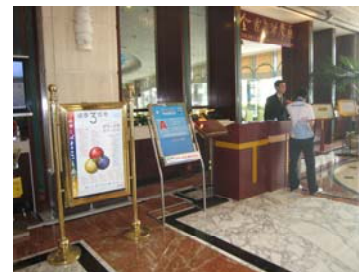
Health promotion campaign at the 2008 Beijing Olympic Games



WHO, in collaboration with the Ministry of Health, the Beijing Food Safety Administration and the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) organized a health promotion campaign on health benefits of food safety, healthy diets and appropriate physical activity. The 3 Fives were launched for the first time at the Beijing Olympics.

Activities

An initial printing of 1.4 millions copies of brochures and posters in English and Chinese were disseminated in strategic locations such as airport, hotels, Olympic venues and in community. A poem rhythm version was published in Chinese to facilitate the remembering of the messages.



Display of the 3 Fives poster at entrance of restaurant Empark Hotel, Beijing

Medias, including TV shows, were used to promote the 3 Fives messages.

Evaluation of the campaign

During the Beijing Olympics, WHO staff took the opportunity to retrieve reactions and comments from the spectators, athletes and their coaches. The 3 Fives concept and messages was generally extremely well perceived as being an excellent tool to encourage and promote healthy behaviours.



WHO Staff presenting the 3 Fives to Danish athletes - Olympic Village



WHO Staff briefing coaches of the Cameroon team - Olympic village



Distribution of the 3 Fives Brochure BOCOG Information desk Holiday Inn Hotel, Beijing

Study on Knowledge, Attitude and Practices (KAP) studies to ascertain the impact of the 3 Fives campaign in Beijing on consumers has been initiated by the Beijing Food Administration with support from WHO.

The 3 Fives will be one of the legacies of the Olympics.

Food Safety Advice to travellers

On the occasion of the Olympic Games, WHO and the Ministry of Health, PR China, released a specific adaptation of the WHO Guide on Safe Food for Travellers. The Guide was endorsed by The Beijing Organizing Committee for the Olympic Games (BOCOG) and was distributed in strategic locations such as Beijing airport, Olympic venues, hotels, restaurants and tourist destinations. A hotline number was included in the guide and the Ministry of Health has established a response team.

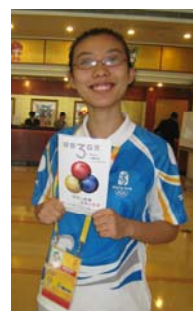
WHO strongly encourages countries to adapt, reproduce and disseminate the recommendations contained in the Guide. It is available in the six official WHO languages at: <http://www.who.int/foodsafety/publications/consumer/travellers/en>
For further information, please contact Françoise Fontannaz at: fontannazf@who.int



Beijing airport



Beijing airport



Volunteer promoting the 3 Fives



Volunteer promoting the Guide for travellers