



# **Working Together to Increase Fruit & Vegetable Consumption in Wisconsin**

**Presented by:**  
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**Nutrition, Physical Activity and Obesity Program**  
**Wisconsin Department of Health Services**

**May 29, 2009**



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# About Today

**The purpose of today is to highlight Fruits & Veggies—More Matters® and programs and intervention strategies for increasing fruit and vegetable consumption in Wisconsin**





# Presentation Outline

- Why Fruits & Vegetables Matter
- Fruits & Veggies—More Matters®
- Fruit & Vegetable Consumption & Related Predictors
- Strategies for Increasing Fruit & Vegetable Consumption
- Materials & Resources Available
- 2009 14 Carrot Gold Award Ceremony
  - Presented by DHS Secretary Karen Timberlake





# Dietary Guidelines/ MyPyramid

- Recommended amount of fruits & vegetables are based on:
  - Age
  - Gender
  - Physical Activity Level
- [www.mypyramid.gov](http://www.mypyramid.gov)





# Why Promoting Fruits & Vegetables Matters



- 64.9% of Wisconsin adults are considered overweight or obese (BRFSS)
- 25.1% of Wisconsin high school students are considered overweight or obese (YRBS)
- Of Wisconsin children 2-4 participating in WIC, 29.3% are overweight or obese (PedNSS)





# Six Key Behaviors to Prevent Obesity

- Increase Breastfeeding  
(Initiation, Duration, & Exclusivity)
- **Increase Consumption of Fruits and Vegetables**
- Decrease Consumption of High-Energy Dense Foods (e.g. candy, chips, cookies)
- Decrease Consumption of Sugar-Sweetened Beverages
- Decrease Television/Screen Time
- Increase Physical Activity





# In Wisconsin

- 24% of Wisconsin adults report eating fruits and vegetables five or more times per day  
(2007, BRFSS)
- 18% of Wisconsin high school students report eating fruits and vegetables five or more times per day  
(2007, YRBSS)

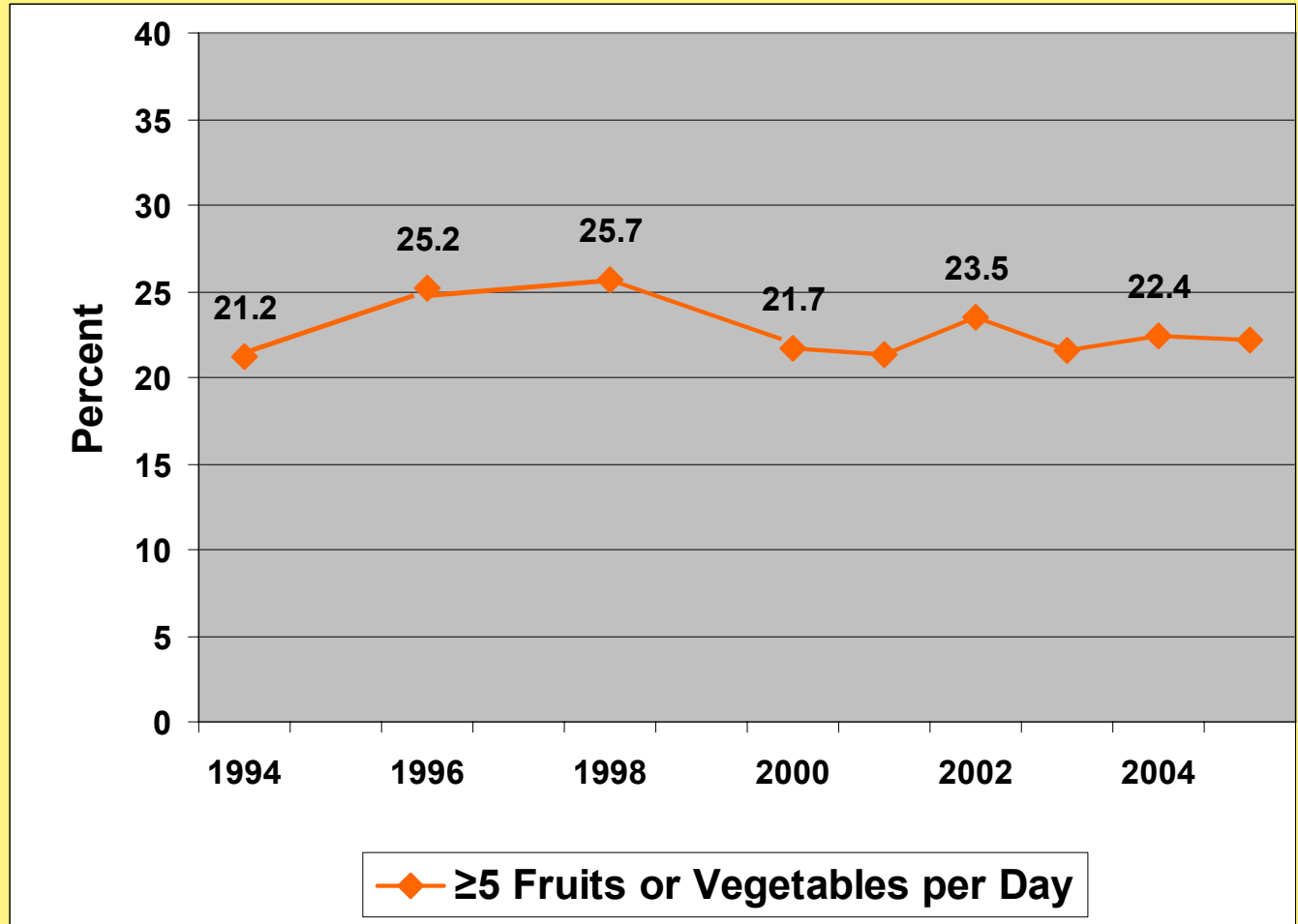






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# Wisconsin Adults: Fruit & Vegetable Consumption Trends



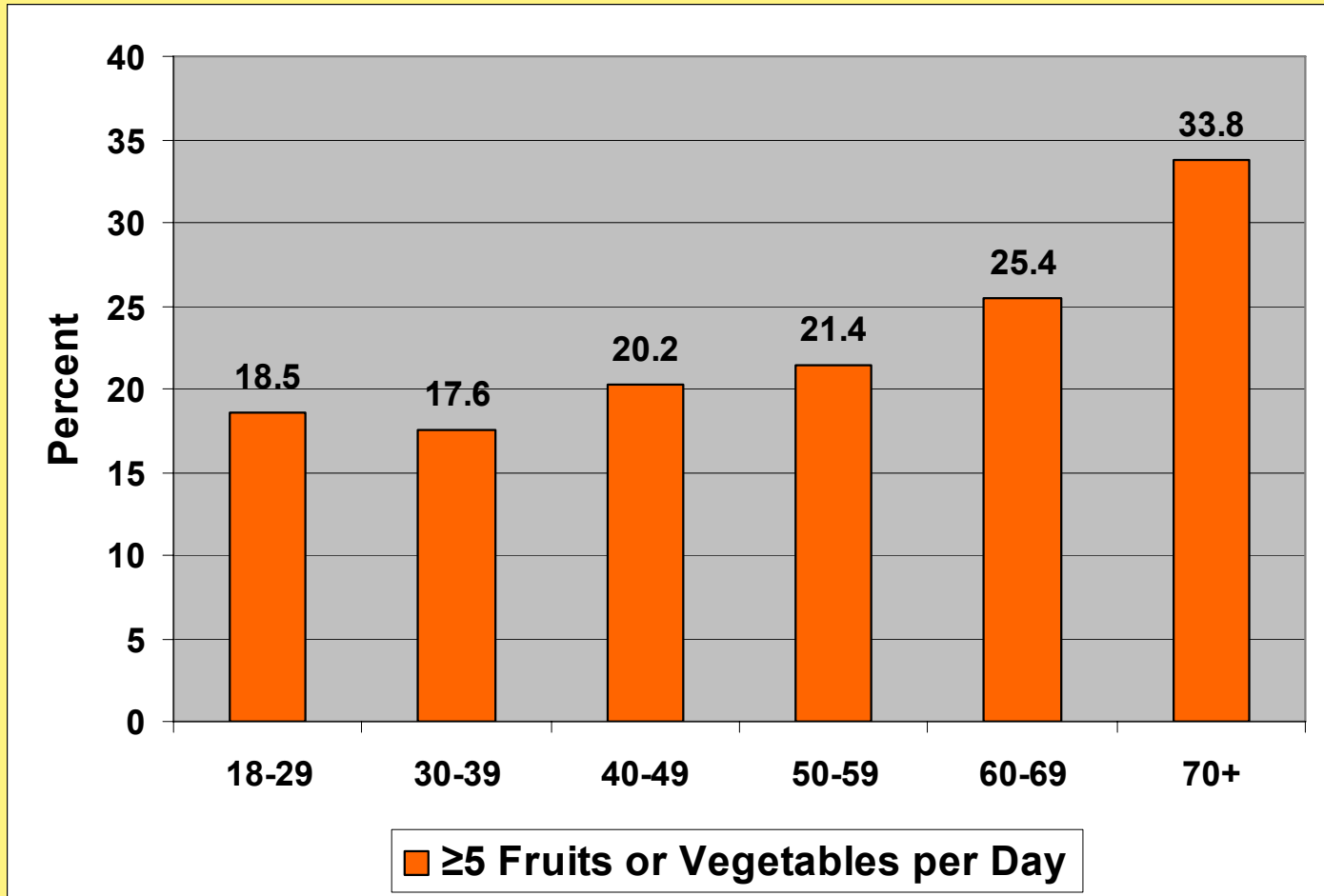
BRFSS, 1994-2005





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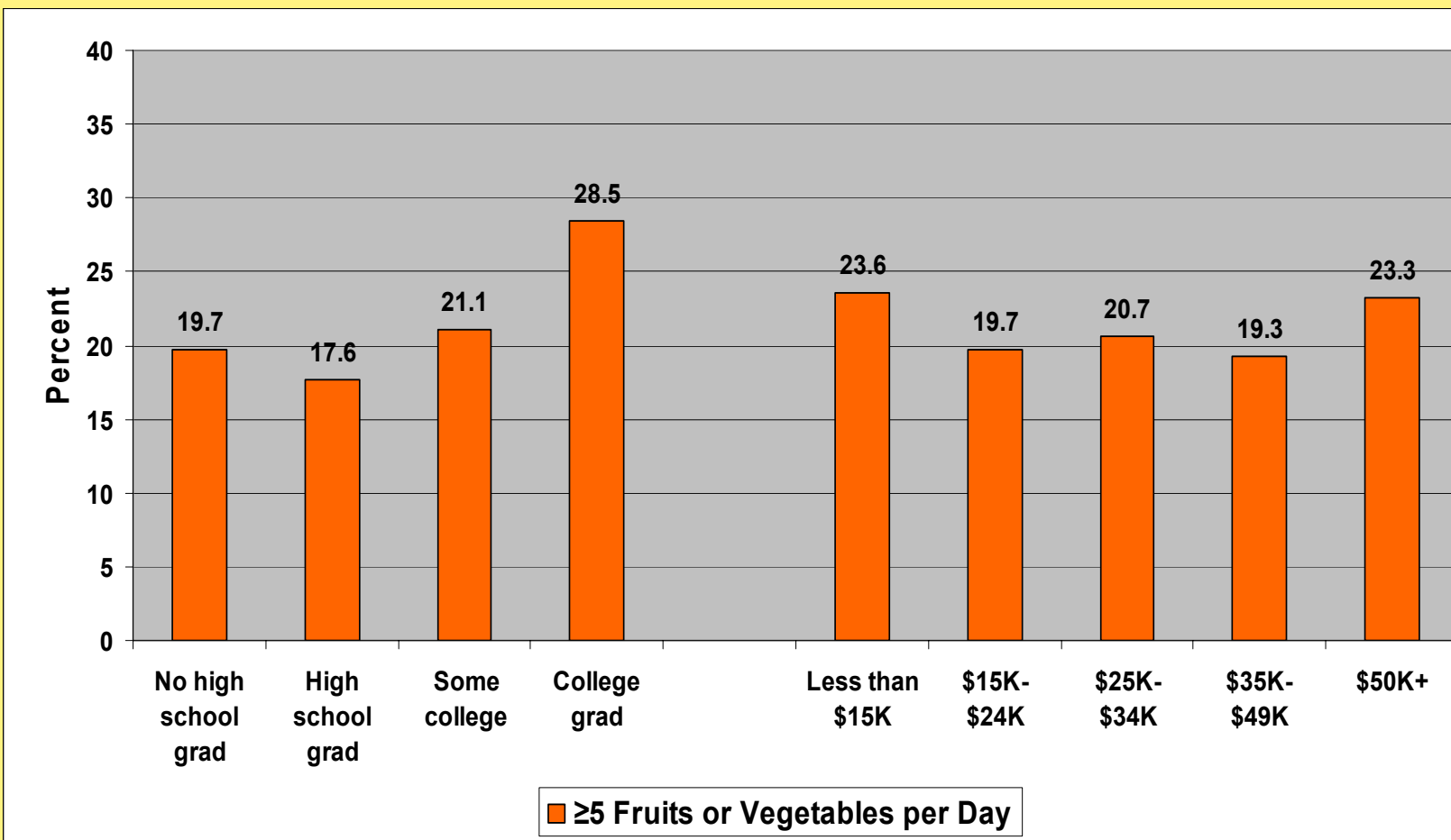
# Wisconsin Adults-By-Age: Fruit & Vegetable Consumption Trends



BRFSS, 2003-2005



# WI Adults-By-Education & Income: Fruit & Vegetable Consumption Trends



BRFSS, 2003-2005

# Why Promote Consumption of Fruits & Veggies?

- Lowered risk for numerous chronic diseases (e.g. cancer, CVD)
- Obesity prevention strategy; eating fruits and veggies instead of high-fat foods may make it easier to control weight
- Low-energy density (high water & fiber content); most fruits and vegetables are lower in calories and higher in fiber than other foods



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# Why Promote Consumption of Fruits & Veggies?

- Fruits & veggies are great sources of many vitamins and minerals; helps protect health



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# The New Brand

# Promoting Fruits & Vegetables

- The New Brand:
  - Word Form:
  - Fruits & Veggies—More Matters®

- Logo Form:





# Replacement for 5 A Day

- Effective March 2007; Fruits & Veggies—More Matters replaced the 5 A Day campaign
- Brand Development Influenced by the 2005 Dietary Guidelines for Americans
  - Increased daily recommended amounts of fruits and vegetables
  - Measurement form changed from servings to cups
  - Market research uncovered barriers to increasing fruit and vegetable consumption and helped identify a message that was most motivating to consumers to help them overcome the barriers







# About the Brand

- Fruits & Veggies—More Matters® strives to help consumers:
  - Overcome old habits
  - Peer pressure
  - Picky eaters
  - Limited time
  - Tight budgets
- The brand is empathetic and supportive





# About the Brand

- Centers for Disease Control and Prevention (CDC) is the leading public health authority for the brand
  - Responsible for key scientific decisions regarding the brand
- Produce for Better Health Foundation (PBH) serves as the brand manager
  - Responsible for graphical criteria for the logo, written style guidelines, and assuring overall brand integrity





# Brand Integrity

- Protects the integrity of the brand to reduce consumer misinformation by providing scientifically accurate messages/materials to a variety of audiences
- The Brand indicates the following items meet products promotable criteria and guidelines set by CDC, PBH and the Alliance:
  - Food products
  - Contents of food packages
  - Recipes
  - Nutrition/health education messages





# Brand Core Messages

- Fruits and veggies provide the unrivaled combination of taste, nutrition, abundant variety and multiple product forms
- Eating fruits and veggies matters in maintaining a healthy weight and may reduce the risk of many diseases
- All product forms count—fresh, frozen, canned, dried, and 100% juice





# Brand Core Messages

- Eating a colorful variety of fruits and veggies provides a wider range of valuable nutrients like fiber, vitamins, minerals, and potassium
- Every step taken towards eating more fruits and veggies and getting more physical activity helps families be at their best





# How to Use the Brand



# The Brand

- All materials related to *5 A Day The Color Way* or *5 A Day Campaign* should no longer be used; have been officially phased out





# The Brand

- Materials that have been developed nationally (by CDC or PBH) that contain the brand can be used:
  - CDC:  
[www.fruitsandveggiesmorematters.gov](http://www.fruitsandveggiesmorematters.gov)
  - PBH:  
[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)
- If you want to create your own materials, you will need to obtain a sublicense ([Amy.Meinen@wisconsin.gov](mailto:Amy.Meinen@wisconsin.gov))







# Using The Brand

- Wisconsin was licensed by CDC to use the brand in 2007
  - Lead State Program Authorities: State Fruit & Vegetable Nutrition Coordinators (Amy Meinen) to serve as primary contacts for license
- Lead State Program Authorities may:
  - sublicense public sector, non-profit entities, & in-state businesses
  - Monitor use to protect Brand
  - Develop activities and materials for use within state





# Sublicense Details

- Who can be sublicensed?
  - Public Entities:
    - Gov agencies, private non-profits, public/private: universities, schools, worksite wellness programs, and other health and education orgs.
    - Counterpart entities, sister state agencies, categorical programs, or local or county health departments
    - State and Community Coalitions





# Obtaining a Sublicense

## Primary contacts:

- Local WIC Projects: Tony Zech
  - [Anthony.Zech@Wisconsin.gov](mailto:Anthony.Zech@Wisconsin.gov)
- UW-Extension: Gayle Coleman
  - [Gayle.Coleman@ces.uwex.edu](mailto:Gayle.Coleman@ces.uwex.edu)
- Coalitions/School Districts/Other: Amy Meinen
  - [Amy.Meinen@Wisconsin.gov](mailto:Amy.Meinen@Wisconsin.gov)





# Obtaining a Sublicense

- Your primary contact will help you determine if a sublicense is needed vs. using nationally-created materials that contain Fruits & Veggies—More Matters®
- If a sublicense is needed, you can obtain a sublicense agreement and brand usage guidelines from primary contact
- Once an agreement is signed, you will receive files containing the brand logo for use





# Using the Brand

- Follow the sublicensing agreement and the Brand Usage Guidelines
- Any materials created using Fruits & Veggies—More Matters® must be reviewed and approved by your primary contact (Tony, Gayle, or Amy)  
(Note: Allow at least two weeks for review)





# Using the Brand

- Any materials that contain the brand (logo, written form, or messaging) require approval prior to production and distribution; materials must be reviewed by the primary contact
  - Examples include the following forms:
    - Power Point Presentation
    - Brochure
    - **Newsletter Article\*\*\***
    - Website
    - **Press Release\*\*\***
    - Recipe
    - Email Announcement





# Using the Brand

- There are some options that may not require a sublicense (realm of media); PBH currently handling these in a case-by-case basis
- Primary contact may not need to review everything that is created; especially once sublicensee demonstrates he/she knows how to appropriately use the brand





# Brand Infringement

- No person or organization should use the brand without a sublicense; otherwise considered a brand infringement
- Brand infringements will be documented and reported to the CDC and PBH







# Summary of Brand Use

- Sublicensing meant to care for the brand; protect the public from misinformation—important to make sure it is not used inappropriately
- Sublicenses are likely only needed for the creation of materials that do not exist for the general population; distinct populations
- PBH and CDC are working to expand the national materials available for use; ability to use these materials is much easier





# **Fruits & Veggies—More Matters® Materials & Resources**



# CDC Resources

- National materials available for use:
  - <http://www.fruitsandveggiesmorematters.gov/publications/index.html>
  - Includes brochures, recipes, posters, worksheets





## How Many Fruits & Vegetables Do You Need?

Every body is different. Enter your age, sex and level of physical activity to find the amount that's right for you.

Age:

Sex:

**Physical Activity:**  
Choose the level that you do above and beyond the light activity of everyday life:

**Show Me**

Home

Fruit & Vegetable Benefits

Fruit & Vegetable of the Month

What Counts as a Cup?

Tips

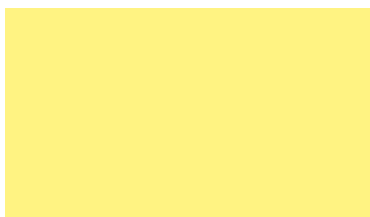
Recipes

Q&A

Publications

For Health Professionals

Partner Web Sites



### Fruit and Vegetable of the Month



Mix up your daily choices with this month's featured fruit or vegetable. [View Calendar.](#)

### Recipes



Find great meals and create your own cookbook in [our Recipes.](#)

### Tips



[Learn](#) some easy ways to fill your day with fruits and vegetables.



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# Three simple steps to eating more fruits and vegetables.

Eating a variety of fruits and vegetables every day is healthy for you. They have vitamins and minerals that can help protect your health. Most are also lower in calories and higher in fiber than other foods. As part of a healthy diet, eating fruits and vegetables instead of high-fat foods may make it easier to control your weight.

**1** Find out how many fruits and vegetables you need to eat every day.

**Women**

AGE	FRUITS	VEGETABLES
19-30	2 cups	2½ cups
31-50	1½ cups	2½ cups
51+	1½ cups	2 cups



**Men**

AGE	FRUITS	VEGETABLES
19-50	2 cups	3 cups
51+	2 cups	2½ cups



**Girls**

AGE	FRUITS	VEGETABLES
2-3	1 cup	1 cup
4-8	1 cup	1½ cups
9-13	1½ cups	2 cups
14-18	1½ cups	2½ cups









**Boys**

AGE	FRUITS	VEGETABLES
2-3	1 cup	1 cup
4-8	1½ cups	1½ cups
9-13	1½ cups	2½ cups
14-18	2 cups	3 cups



These amounts are for less active people. Visit [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov) to see the amounts needed by more active people.

**2** Learn what 1 cup and ½ a cup look like.

EACH COUNTS AS 1 CUP		EACH COUNTS AS ½ CUP	
 1 large orange	 1 large ear of corn	 16 grapes	 6 baby carrots
 1 large sweet potato		 4 large strawberries	

Visit [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov) for more examples.



## Target Audience:

- Low-Income;
- Low-Literacy
- Available in Spanish



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How to use  
**fruits  
and  
vegetables**  
to help manage  
your weight.

UNIVERSITY OF KANSAS  
KANSAS DEPARTMENT OF HEALTH AND SENIOR SERVICES

**Target Audience:**

- General/All
- Available in Spanish



how many  
fruits and vegetables  
do you need?

EVERY BODY IS DIFFERENT.  
WE'LL SHOW YOU SIMPLE WAYS  
TO EAT THE AMOUNTS THAT ARE  
RIGHT FOR YOU.

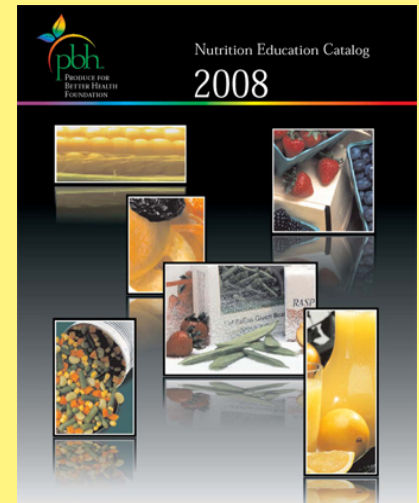
## Target Audience:

- General/All
- Available in Spanish



# PBH Resources

- Materials available for purchase:
  - <http://www.fruitsandveggiesmorematters.org>
- Materials targeted towards moms
  - PBH is working to create new materials for specific segments of population






# fruitsandveggiesmorematters.org

Fruits & Veggies More Matters - Microsoft Internet Explorer

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Online Store | Pressroom | Keep Me Informed 

Search

Why Fruits & Veggies | Planning & Shopping | Cooking | Get Kids Involved | Mom2Mom | Healthy Resources

*What's your healthy weight?*




Find out with our handy BMI calculator


[MORE >](#)

**Got a Picky Eater?**

Visit our Mom2Mom board to see what other Mom's do. Looking for the answer to another question? Post it here to see what other Moms have to say >>




**Chef's Tip**  
Most fast food restaurants have fruit and vegetable options if you only have time...




**CHAT IT UP!**

Spice up the strawberries for your kids! [Join our CHAT](#) and offer your tips.



**KIDS WILL LOVE IT!**


Let them eat — Pasta! With our [secret ingredient](#), it's yummy and healthy!



**SELECTION. STORAGE.**

All you ever wanted to know about [your favorite fruit](#).

**Recipes**




**Green Beans with Roasted Red Peppers**


The contrast of color and flavor in this vegetable ...[Learn more >](#)

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http://www.fruitsandveggiesmorematters.org/?page\_id=386

Internet

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# Wisconsin Fruit & Vegetable Nutrition Program

- <http://dhs.wisconsin.gov/health/physicalactivity/F&V/brand.HTM>





# **Programs/Interventions Addressing Fruit & Vegetable Consumption in Wisconsin**



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# Our Goal

**Increase fruit and vegetable consumption in Wisconsin by working together to implement effective interventions, programs, and strategies**



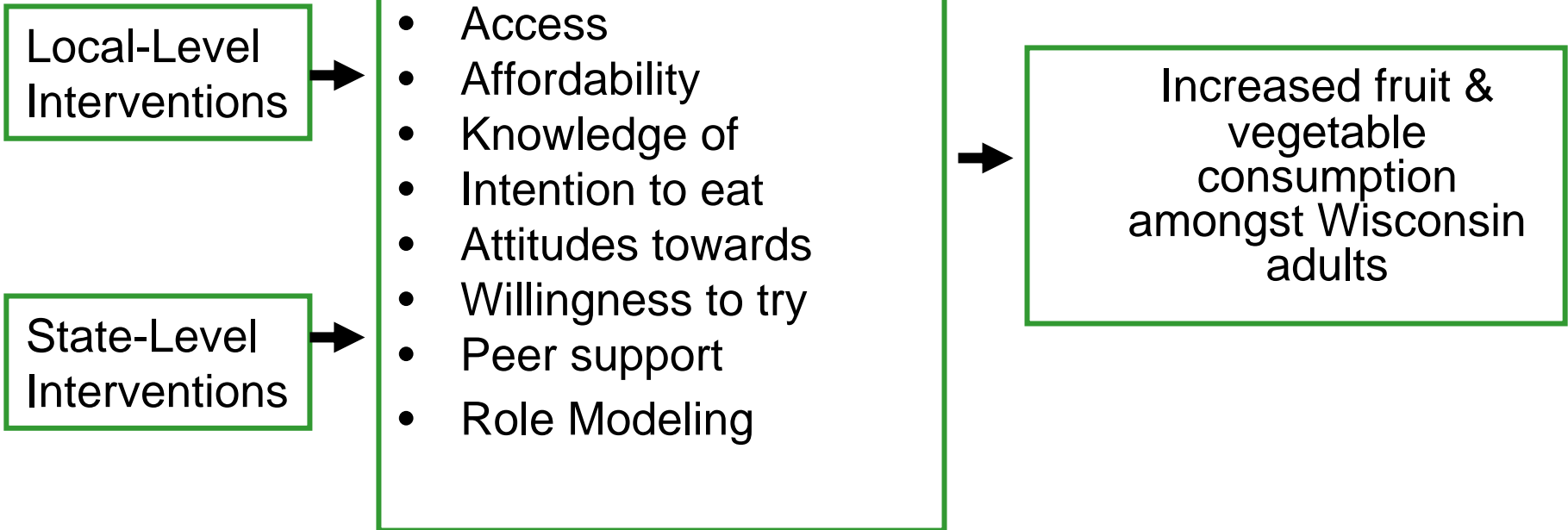


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**How in the world will  
we do this?**



# Logic Model



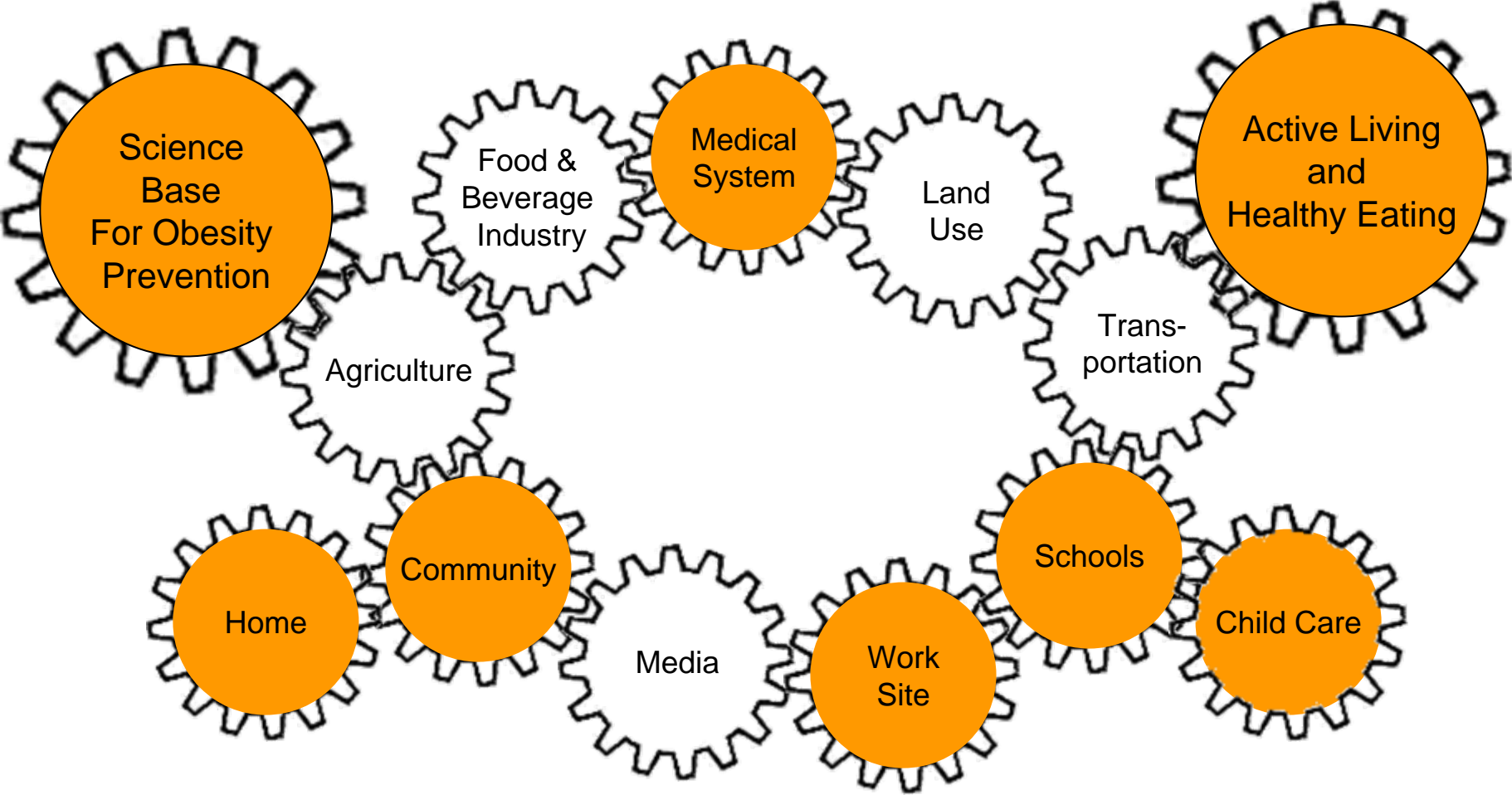


# Predictors of Fruit & Vegetable Consumption

- Don't forget about impacting these!
- Good to evaluate predictors of consumption; often hard to see a change in consumption (intervention results--.5 servings/1-year)
- Think about these predictors in various settings; comprehensive approaches needed



# Obesity Prevention Requires All Sectors of Influence Working Together

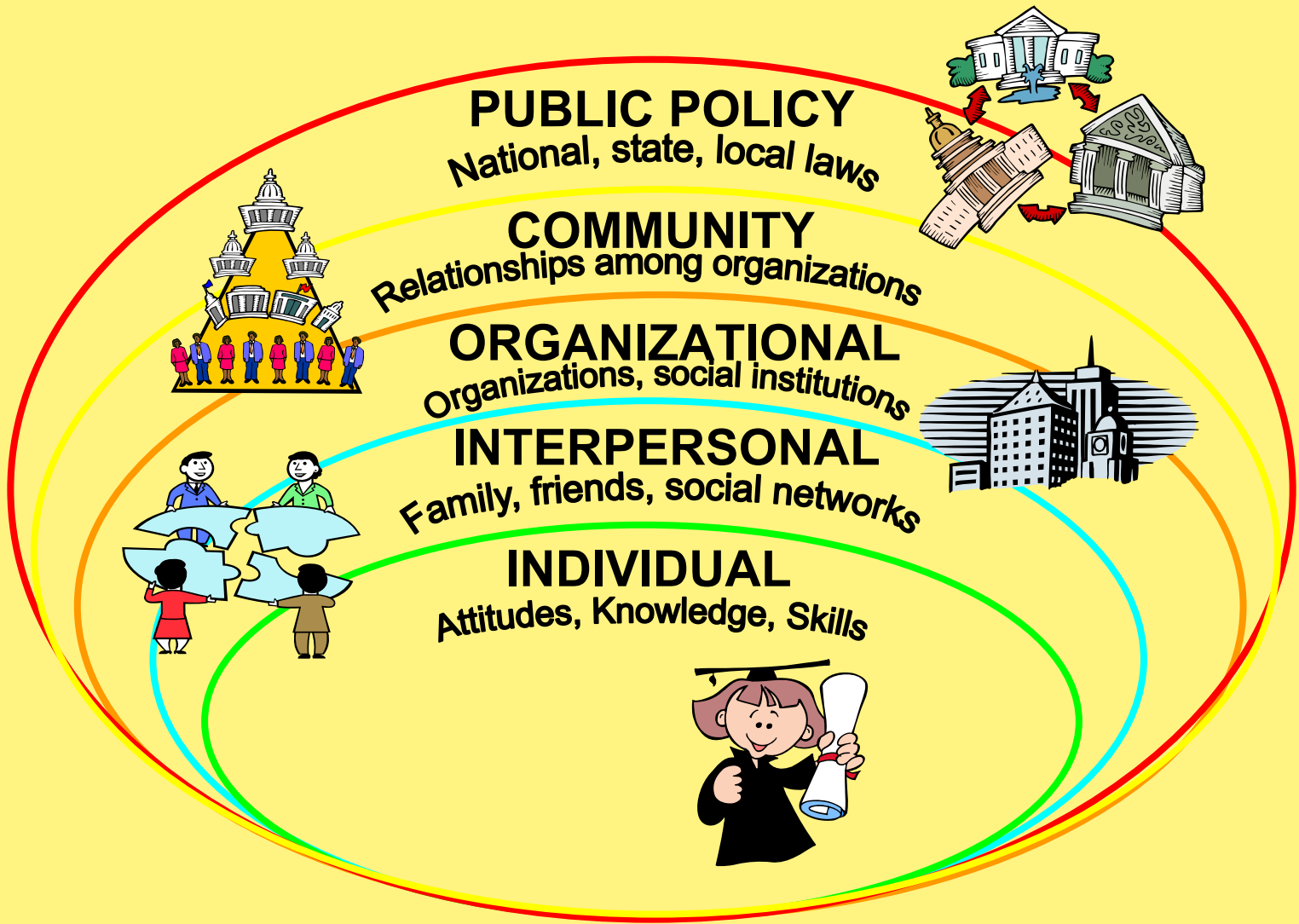






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# Social Ecological Model





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# Important Points

The most effective programs and interventions to address fruit and vegetable consumption have the following three components:

- Individual/Behavioral Strategies
- Environmental Strategies
- Policy Strategies



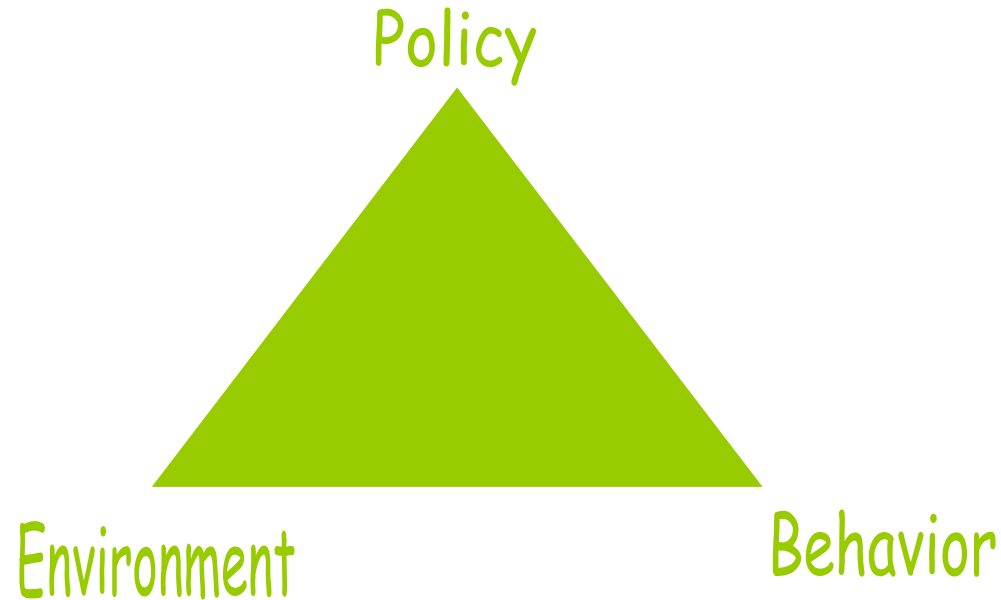
Health Outcome:

Increased fruit and vegetable consumption  
in young children

Target Audience: 2-5 year olds

Settings: Home, Childcare

**-Organizational policy in place; staff eat with children**



**-Garden at child care center  
-Increase servings of F&V at meals and snacks**

**-Taste testing of new fruits and vegetables  
-Nutrition education activities/lessons  
-Kid-Friendly F&V Recipes**

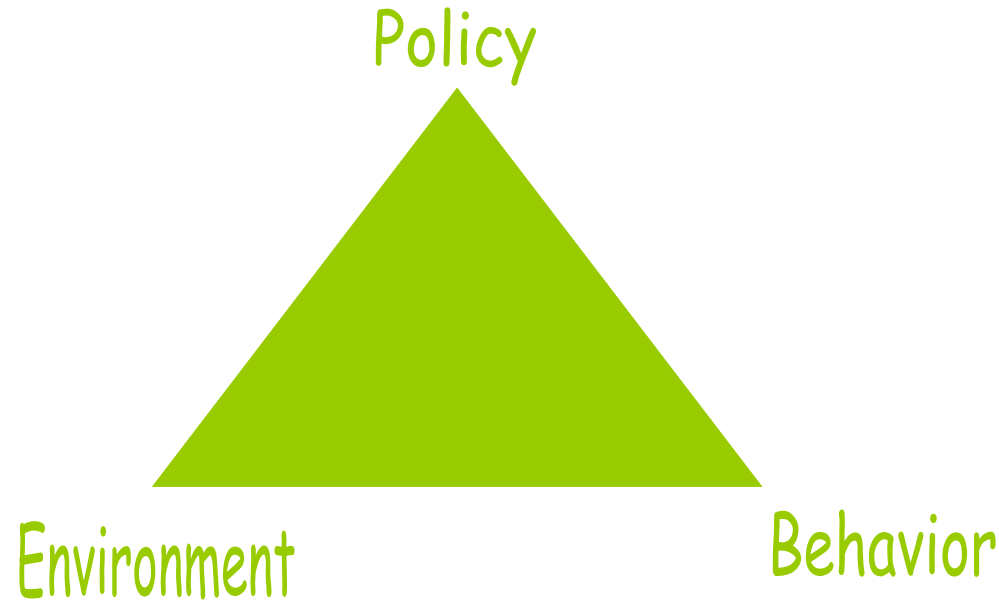
Health Outcome:

Increased fruit and vegetable consumption  
in elementary-aged children

Target Audience: 5-12 year olds

Setting: School

**-School Wellness Policy in place and is being enforced; healthier fundraisers, competitive foods limited**



**-Garden at school  
-Farm-to-School  
-Increase servings of F&V at meals and snacks  
-F&V at extracurricular events**

**-Taste testing of new fruits and vegetables  
-Nutrition education activities/lessons  
-Peer Role Modeling**



# School Setting



# School-Based Strategies

- School Gardens
- Farm-to-School
- Regulation of Competitive Foods and Price Incentives for Healthy Foods
- Food Preparation Skills
- Fruit and Vegetable Tasting
- Increase availability of F&V; meals & snacks
- Nutrition Education





# School-Based Interventions

- Got Dirt? Garden Initiative
  - Purpose: to increase access to fruits and vegetables through the implementation of school, childcare, and community fruit and vegetable gardens





# Got Dirt? Initiative

- Consists of the following components:
  - Toolkit: a step-by-step outline of how to start a garden
  - Trainings: hand-on, skill-building experience for beginner gardeners
  - Resources: Linking beginner gardeners to volunteer master gardeners and/or local gardening experts; providing resources to individuals or organizations interested in starting a garden
- For more information, visit: [www.gotdirtwisconsin.org](http://www.gotdirtwisconsin.org)





# School-Based Interventions

- Fresh Fruit & Vegetable Snack Program
  - Funded by the 2008 Farm Bill
  - Provides a free fresh fruit or vegetable snack to students in select schools
  - Requirements: elementary school; greater than 50% free and reduced designation
  - Annual application process administered by DPI
  - <http://dpi.wi.gov/fns/ffvp.html>



# School-Based Interventions

- AmeriCorps Farm-to-School
  - Funding by Serve Wisconsin
  - Collaborative effort of the Departments of Health, Public Instruction, and Agriculture, Trade & Consumer Protection, Wisconsin Home Grown Lunch, UW-Madison Center for Integrated Agriculture Systems, WI Rural Partners








# School-Based Interventions

- AmeriCorps Farm-to-School
  - 10 current pilot sites
  - 2 part-time AmeriCorps members at each site
    - Assist with procurement of local foods
    - Nutrition education in the classroom





# Other Resources for Schools

- Governor's School Health Award
    - [www.schoolhealthaward.wi.gov](http://www.schoolhealthaward.wi.gov)
  - Got Veggies?—Garden Based Nutrition Education Curriculum; under development
  - Wisconsin's Model Academic Standards for Nutrition
    - <http://dpi.wi.gov/fscp/pdf/nestandards.pdf>
- 
- 
- 

# Other Resources for Schools

- Wisconsin Home Grown Lunch Project
  - <http://www.reapfoodgroup.org/farmtoschool/>
- Regional Farm-to-School Hub at UW-Madison
  - <http://www.farmtoschool.org/regional.php>





# Childcare Setting





# Childcare-Based Strategies

- Childcare Gardens
- Farm-to-Childcare
- Food Preparation Skills
- Fruit and Vegetable Tasting
- Increase availability of F&V; meals & snacks
- Role modeling of healthy eating by staff
- Nutrition Education





# Childcare Setting Resources

- Got Dirt? Garden Initiative
- What Works in Childcare—currently under development





# Worksite Setting



# Worksite-Based Strategies

- Farm-to-Work
- CSA-Drop Off Point
- Employee Garden
- Healthy Cafeterias: Improving and Highlighting Menu Options and Providing Price Incentives to Promote Fruits and Vegetables
- Healthy Foods at Meeting and Events  
Providing Healthy Snacks through Vending Machines





# Worksite-Setting Resources

- Wisconsin Worksite Wellness Resource Kit
- Case Study on Healthier Vending
- What Works in Worksites
- Governor's Worksite Wellness Award
  - <http://dhs.wisconsin.gov/health/physicalactivity/Sites/Worksite.htm>
- Guidelines for Offering Healthier Foods at Meetings, Seminars, and Catered Events
  - [http://www.sph.umn.edu/img/assets/9103/Nutrition\\_Guide\\_2008.pdf](http://www.sph.umn.edu/img/assets/9103/Nutrition_Guide_2008.pdf)





# Healthcare Setting



# Healthcare-Based Strategies

- Farm-to-Hospital (Farmers market, CSA, incorporation into meals)
- Individual or group counseling on F&V
- Increasing access to fruits and vegetables in meals and snacks (includes patient food, cafeterias, and vending)





# Healthcare Setting Resources

- What Works in Healthcare
  - <http://dhs.wisconsin.gov/health/physicalactivity/Sites/Healthcare/WhatWorksinHealthcare.pdf>







# Home Setting



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# Home-Based Strategies

- Home Gardens
- Family Meals
- Increased access to F&V at meals & snacks
- F&V Recipes
- F&V Selection Tips





# Community Setting



# Community-Based Strategies

- Local Food Policy Councils
- Retail Food Store Access
- Farmers' Markets
- Community Supported Agriculture Farms
- Farm-To-Institution
- Emergency Food Programs/Food Pantries/Gleaning
- Community Gardens





# Community-Based Interventions

## WIC Farmers' Market Nutrition Program

- For families who participate in the WIC Program
- Locally grown fruits and vegetables
- Available statewide mostly through local health departments
- Over \$580,000 was spent in 2008





# Community-Based Interventions

## Senior Farmers' Market Nutrition Program

- ◆ For seniors 60 years and older at 185% poverty level
- ◆ Locally grown fruits and vegetables
- ◆ Available in 50 counties mostly through Area Agency on Aging Offices
- ◆ Over \$250,000 was spent in 2008





# Community-Based Interventions

## WIC Program—Food Package Changes (effective August 2009)

New foods:

- Fruits and vegetables (fresh, frozen, canned)
- Whole grain breads
- Baby foods: fruits and vegetables for all infants, and meat for fully breastfed infants





# Community-Setting Resources

- Wisconsin Local Food Network
  - <http://wisconsinlocalfood.wetpaint.com/>
- Wisconsin Farm Fresh Atlases
  - <http://www.farmfreshatlas.org/>
- Madison CSA Coalition
  - <http://www.macsac.org/>







# General Resources for F&V Interventions

- Improving Access to Fruits & Vegetables in Wisconsin-Resource Kit; under development
  - Fresh Fruit & Vegetable Audit Tool
  - Perception of Fruit & Vegetable Access Survey
- Nutrition Environment Measures (NEMS) Survey
  - Assessment tool for measuring access to healthy foods in restaurants, grocery stores, and convenience stores





# NPAO Program Community Webpage

- ◆ Contains information on
  - Coalition and group capacity building
  - Nutrition and physical activity intervention planning tools
  - Resources and toolkits for implementing nutrition and physical activity strategies in a variety of community settings
  - <http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/General/Index.htm>





# General Resources for F&V Interventions

- Wisconsin Local Food Marketing Guide
  - [http://www.datcp.state.wi.us/mktg/business/business\\_resources/pdf/MarketingGuide/CompleteBook.pdf](http://www.datcp.state.wi.us/mktg/business/business_resources/pdf/MarketingGuide/CompleteBook.pdf)





# Contact Information

- Amy Meinen-Nutrition, Physical Activity & Obesity Program
  - Phone: 608-267-9194
  - Email: [Amy.Meinen@dhfs.wisconsin.gov](mailto:Amy.Meinen@dhfs.wisconsin.gov)
- Mary Pesik—Nutrition, Physical Activity & Obesity Program
  - Phone: 608-267-3694
  - Email: [Mary.Pesik@Wisconsin.gov](mailto:Mary.Pesik@Wisconsin.gov)
- Tony Zech—State WIC Program
  - Phone: 608-266-3742
  - Email: [Anthony.Zech@Wisconsin.gov](mailto:Anthony.Zech@Wisconsin.gov)
- Judy Allen-WIC & Senior Farmers' Market Programs
  - Phone:
  - Email: [Judy.Allen@Wisconsin.gov](mailto:Judy.Allen@Wisconsin.gov)





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# Questions?



# Award Ceremony

<http://dhs.wisconsin.gov/WIC/Fmnp/award.htm>