

Statewide Nutrition Plan:

GOAL II

MARKETING A 5-A-DAY PROGRAM:

“CAN ONE SIZE FIT ALL? ”

Discovery Session

For

A Healthy Active Oregon Conference

Summary Notes

February 11, 2003

5-a -DAY PROGRAM

TEENS

CHARACTERISTICS

- | | |
|---|--|
| <ul style="list-style-type: none"> ▪ Limited food preparation skills ▪ Peer pressure ▪ Eat what they like, not for health purposes ▪ Meal patterns inc: lots of snacks, skips meals ▪ Eat a lot of fast foods ▪ Long periods of time in front of TV, video games, hand held computers | <ul style="list-style-type: none"> ▪ Soft drink consumption ▪ Very busy, poor time-management, convenience “scheduled?” ▪ Always hungry ▪ Influenced by media, music ▪ Dieting ▪ High risk, i.e., smoking ▪ Less likely to eat family meals ▪ Sense of Immortality |
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WHAT	<ul style="list-style-type: none"> ▪ Accessibility and visibility ▪ Initiate 5-Day Plan, increase to 5 fruits and vegetables daily, via: smoothies, desserts, fruit dips, ▪ “What are you carrying?” (i.e., food in your book-bag/back pack), “How do you count it” (e.g., one big apple= 2 fruit servings) ▪ Promote positive attitude toward healthy food
HOW	<ul style="list-style-type: none"> ▪ Food labeling, 5-a-day posters, activist team of peers, ad campaigns, celebrity role model commercials, teen magazines, bus ads, incentive contests ▪ Have physicians address food issues during physicals ▪ Engage in food prep -making it tasty and healthful, offer healthy choices for snacks, (clean out cupboards) ▪ Limit TV
WHERE	<ul style="list-style-type: none"> ▪ School campus and eating areas, vending machines (choices), PTA, ▪ Home, outings with family ▪ Media ▪ Events, coffee shops, buses
WHEN	<ul style="list-style-type: none"> ▪ Snack time, supper/dinner ▪ Now and year round

5-a -DAY PROGRAM

SENIORS

CHARACTERISTICS

- Living on fixed income
- Long established patterns of behavior, prefer familiar foods and preparation methods
- Isolation
- Concern for children and grand-children’s diet and health
- Cooking for self-simple needs
- Minimal access to healthy venues, i.e., lengthy travel to farmers markets and transportation access (fast food too close)
- Health concerns: Slower metabolism (no motivation to eat), medication, dental issues, gastrointestinal issues, depression – (low motivation), limitations such as arthritis or other chronic health condition

WHAT	<ul style="list-style-type: none"> ▪ Program development: corporation-sponsored Meals-on-Wheels, Growing Gardens and Adopt-A-Senior type programs, farmer’s market idea (shuttle bus, if needed), cooking classes ▪ Increase variety of options/choices, i.e., ready-to-eat; emphasize fruits and vegetables ▪ Access to farmer’s markets and community gardens
HOW	<ul style="list-style-type: none"> ▪ Utilize schools kids doing community service, churches, clubs and associations-seniors take a meal to another from meal sites, etc., media, radio programs (especially free), target thru families: kids/grandkids schools and parental worksites: “collateral communications” ▪ Food samples given to Meals-on-Wheels, food sampling/tasting, healthier snack foods at events, home delivery ▪ Transportation subsidized, i.e.; vans, (volunteer), car lots, Tri-Met, discount for seniors, preparing and eating meals together
WHERE	<ul style="list-style-type: none"> ▪ Community and senior centers, central locations, schools, senior residences, churches/, mosques, synagogues,
WHEN	<ul style="list-style-type: none"> ▪ Ongoing-could start fairly soon. ?? Times a week? ▪ During school meal prep, take to senior or provide for take-home. ▪ Spring through summer, year-round, FM, once monthly (off-season)

5-a -DAY PROGRAM

AFRICAN AMERICAN

CHARACTERISTICS

- Social activities often center around eating traditional foods
- Meals are generally hearty
- Elders highly respected
- Faith or church-based outreach
- Maternal greatest influence and decision maker in the household regarding food and health
- Concentrated (OR.) population with little access to large grocers or farmer markets catering to their tastes.
- Traditional/southern foods: okra, greens, beans, melons, sweet potatoes, tomatoes

WHAT

- Healthy eating education-Importance of 5-a-day
- Involving people in community gardens/farmer's markets
- Colorful vegetables made interestingly, greens in broth vs. lard, new flavor combinations, frozen vegetables, etc
- Food Co-"op-ing"

HOW

- Church bulletins, media (TV, Radio), local/community newspapers, presentations, flyers, brochures, coupons
- Community Leaders
- Have you eaten a "rainbow today"?

WHERE

- Schools, day care, churches, neighborhood youth and senior centers, social gathering areas, community business', beauty/barber shops and clubs, health care clinics

WHEN

- Begin immediately, crawl, walk, run, leap over tall buildings
- Fall (TV)
- Social activities, "try my new recipe", food contests

5-a -DAY PROGRAM

HISPANICS

CHARACTERISTICS

- Primary language is Spanish
- Typical meal pattern is 3 meals per day
- Traditional diet of fresh, natural ingredients; however with acculturation more fast food
- Religion is essential feature of culture
- Different view of body size-more accepting of a larger body size
- Use lots of lard
- Family meals are important
- Limited access to fruits and vegetables.
- Food is center of most social and family events

WHAT	<ul style="list-style-type: none"> ▪ Promote fruits and vegetables in the context of a traditional Hispanic diet. ▪ Introduce new F&V used in cultural fashion ▪ 5-A-Day is “The American Way
HOW	<ul style="list-style-type: none"> ▪ Integrated lesson plans, in Spanish, farmer’s markets, handouts, recipes, posters, ▪ Use social support systems relative to cooking classes, faith-based organizations, sporting events– use traditional recipes to modify, school coordination with local markets and restaurants ▪ Promote pride and strengths of community (cooking skills, food from scratch), in Spanish, match community ideal of healthy meal planning assignments with students and families, portray healthy weight child
WHERE	<ul style="list-style-type: none"> ▪ Hispanic and general grocers, point of purchase, schools, faith/cultural based centers, community, social centers and locations
WHEN	<ul style="list-style-type: none"> ▪ Latino holidays, social gatherings, be sensitive to the annual work cycle, parent meetings ▪ Once-a-month dinners in school, church, existing get together, community celebrations ▪ All Year

5-a -DAY PROGRAM

***RURAL ***

CHARACTERISTICS

- Less access to diverse forms of media
- Limited experience with a wide variety of foods
- Traditional food consumption, “meat and potatoes”, (large portions), with less physical activity (machinery)
- Availability of some foods may be limited
- Higher Community Connectivity
- Reduced interest due to a lack of awareness
- Lower socio-economic system

WHAT

- Gardens for growing produce
- 5-A-Day year round
- Emphasize variety of Fruits and vegetables
- Fruits and vegetable as a snack

HOW

- Community: grange, community newspapers/ rotary, presentations, print ads/posters, signs
- OSU extension, FFA
- Schools/Educational: tie reasons for variety of foods into curriculum, must relate to audience, different food tasting offerings: parents to school lunch/family/ PTA/school board better food options
- Health centered games- healthier prizes

WHERE

- School promotions and functions, faith-based centers, worksites, churches, community and medical centers
- School classes-health, science, math, PE, meal times-school lunch, point-of-sale
- Rodeos/fairs, papers, markets, carnivals, sporting events,

WHEN

- Different plans each season
- Harvest/Fall holidays
- Seasonally

5-a -DAY PROGRAM

***LOW INCOME/EDUCATION ***

CHARACTERISTICS

- Lower socio-economic system-recipients of food stamps
- Inadequate food preparation equipment or appliances
- Unavailable transportation for shopping at preferred locations
- Diet limited in variety and quality of foods
- TV major source of diet info
- Fast food more convenient and least expensive
- Limited experience with a wide variety of foods
- Mistrusts government messaging
- Not inclined or able to read labels

WHAT

- 5-A-Day year round
- Local farmers market
- Promote convenience and inexpensive aspects of fresh fruits and vegetables
- A fruit snack at least once a day
- PSA Kickoff with mascot

HOW

- Implement education, mascot, get kids to design packaging for fruits and veg's in appealing "fast-food" like containers, TV, billboards and radio
- Work with existing community organizations and vendors
- Educate to identify costs/choices (seasonal pricing; market differences, group coop purchasing, provide access through schools to healthy snacks
- Emphasize "a fruit for breakfast"

WHERE

- Schools, neighborhoods, bus area, point-of-sale, (at or near grocers and fast food chains),
- Community locations: Faith-based centers, worksites, churches, county health and services departments

WHEN

- Every morning, at least each Sunday
- Seasonally-spring to fall
- Coordinate with other campaigns, events (like promoting PA by walking or biking to market