



Initiatives & Partnerships Influencing America's Diet

Barbara Berry, M.S., R.D.

Vice President, Programs

Produce for Better Health Foundation



Overview

- 5 A Day: A Public-Private Partnership
- Expanded National 5 A Day Partnership
- Partnering with USDA



What is 5 A Day?

- Public-private partnership between government and the fruit/vegetable industry
- Formed in May, 1991
- Aim: to increase consumption of f/v to 5 or more servings per day
- Built on initiatives of Calif Dept of Health Services, funded in 1988 by NCI capacity-building grant





Who is PBH?

- Not-for-profit education foundation: 501 (c) 3
- Works through the fruit & vegetable industry:
 - Supermarkets, Commissions/Commodity Boards, Growers, Shippers/Packers, Wholesalers, Food Manufacturers, and others
- Relies on voluntary contributions

The produce industry is an industry of small industries

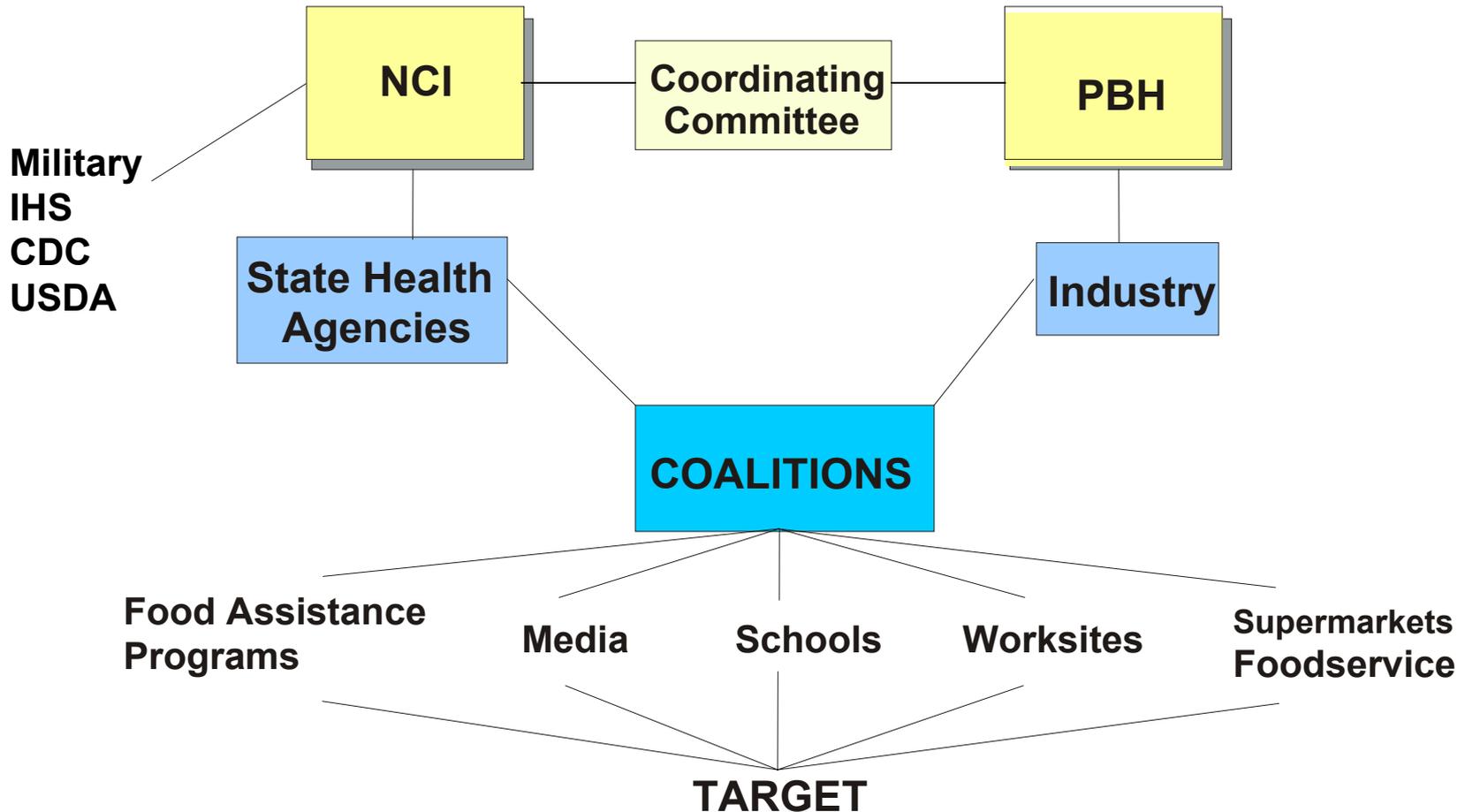


PBH Mission

The Produce for Better health Foundation is the **catalyst** for creating a healthier America through increased consumption of fruits and vegetables



“Old” 5 A Day Network

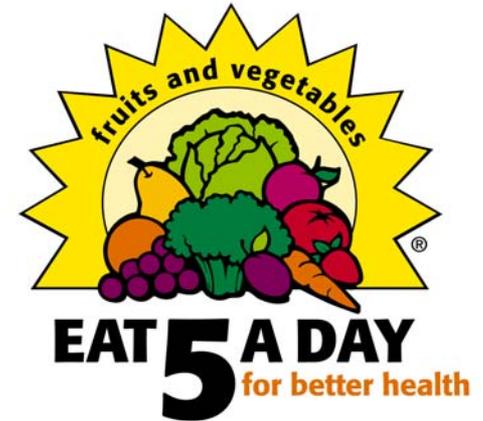




Partner Roles & Responsibilities

Joint Responsibilities:

- Create a strategic plan
- Plan a national media campaign and point-of-purchase program





Role of NCI

- Serve as central health authority
- Fund research and disseminate research findings
- Coordinate campaign with states and industry
- Develop and implement media campaign
- Conduct program evaluation
- License government agencies



Role of PBH

- Implement point-of-purchase plans & promotions (with retailers & industry)
- Provide delivery system for messages
- License of logo to industry members
- Conduct public relations functions
- Fundraise and provide in-kind support
- Advocacy



Why the need for a partnership?



NCI Evaluation Report

Overall Recommendations

- ✓ Continue the 5 A Day Program as a multi-faceted program to support research and programs to promote increased V&F consumption
- ✓ Partner more closely with USDA to better focus dietary guidelines and to promote research that will encourage V&F consumption
- ✓ Partner with CDC to develop and manage state-level 5 A Day programs



NCI Evaluation Report

Overall Recommendations

- ✓ In partnership with other relevant organizations, develop operational strategies aimed at understanding and reducing disparities among ethnic groups and across educational and socioeconomic differences



New National 5 A Day Partnership

National 5 A Day Partnership Structure



* ASFSA and ADA
involved; AHA invited



The National 5 A Day Partnership Steering Committee



NANA



**Produce for Better Health®
Foundation**



Working with USDA

- MOU
- Member of 5 A Day National Partnership
- Healthier US – President’s Initiative
- 4-state Free Fruit & Vegetable Pilot Project
- Tool Kit for School Foodservice



MOU

- Dept. of HHS (NCI & CDC) and Dept. of Agriculture
- Signed April 2002
- 3 Mission Areas of USDA:
 - Food & Nutrition Service
 - Research, Education & Economics
 - Marketing and Regulatory Programs



Four Point Plan:

- Physical Fitness
- Nutrition
- Prevention
- Avoid Risky Behaviors



Eat Your Colors Everyday Salad Bars and Salad Options Pilot Project



Photo courtesy of Brenda Padilla, Vacaville Unified School
District

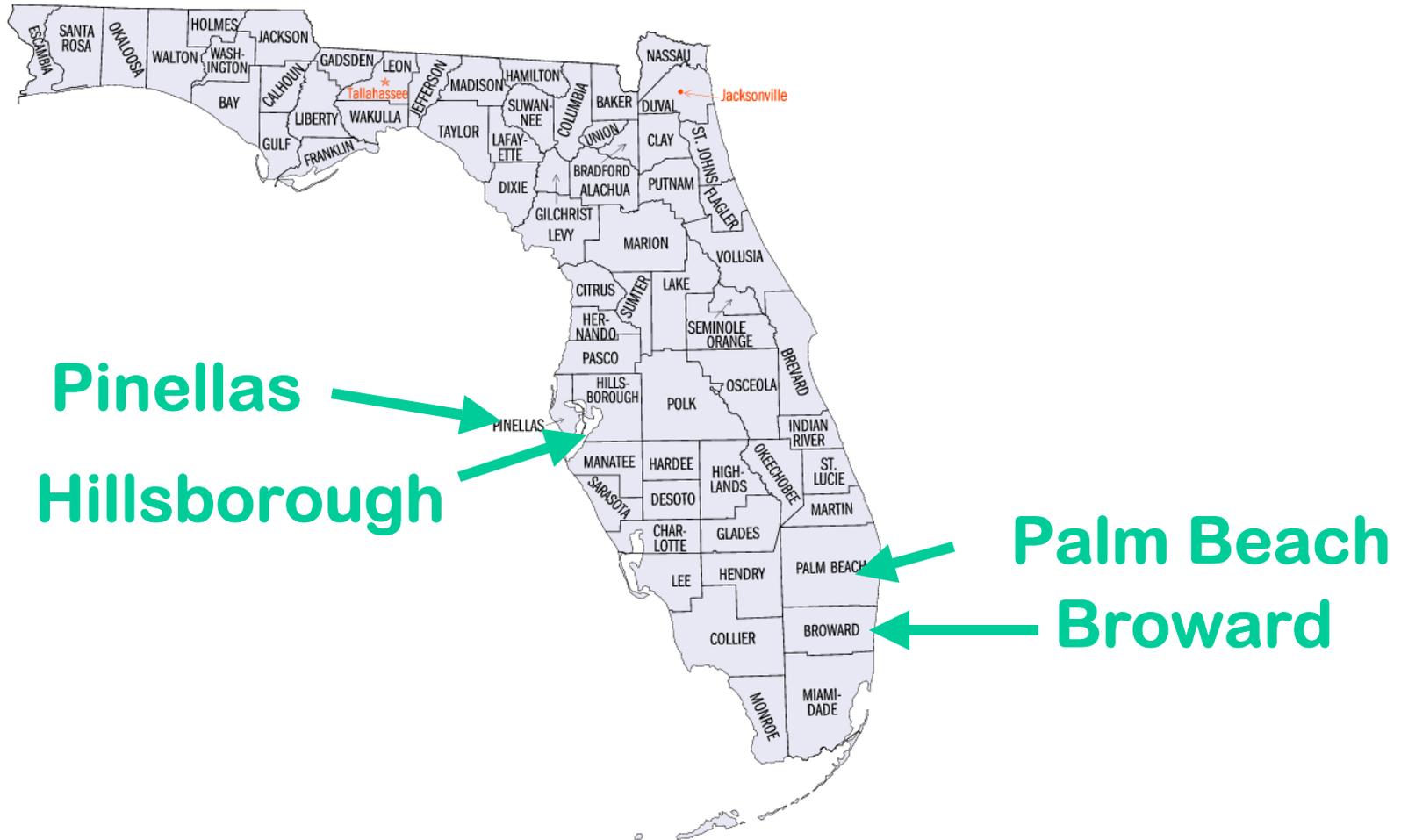


Pilot Project Goals

- To develop replicable models for salad bars and other salad serving options
- To increase the daily fruit and vegetable consumption in children attending participating schools
- Develop innovative options for USDA's F/V "Tool Kit"
- Determine what other marketing promotions and nutrition activities are needed for a successful salad bar/options program



Florida's Eat Your Colors Everyday Pilot Project



Pinellas

Hillsborough

Palm Beach
Broward



Public-Private Partnerships

USDA – HHS

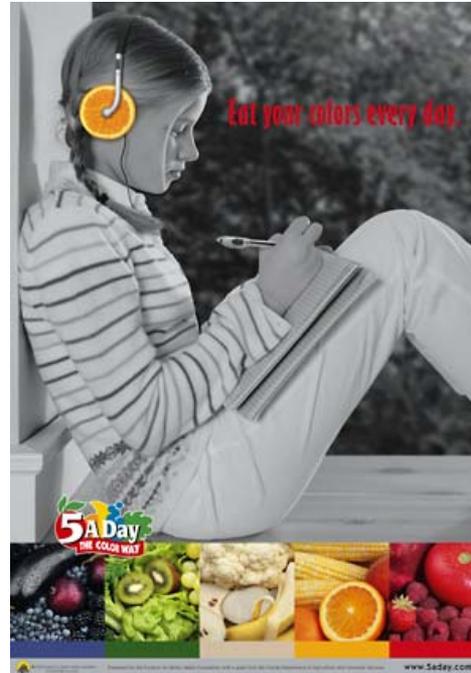
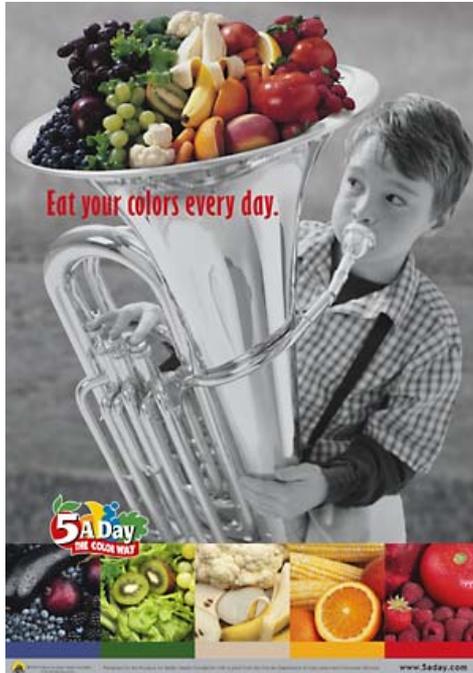


**AFTER-SCHOOL SNACKS
BREAKFAST
SCHOOL ENVIRONMENT**

- USDA
- NCI
- PBH
- 5 A Day State Coordinator
- Schools/Administration
- ASFSA
- F/V Industry
- Equipment Manufacturers
- FL DOE
- ACS
- FL Dietetic Assoc.
- Others



School Foodservice Materials





Marketing Opportunity

To change behavior, we must move
5 A Day from...

“Important to know”

to

“Essential to do”



**Eat Your Colors Every Day
To Stay Healthy and Fit!**



Thank You!