

**CHILEAN EXPERIENCE: PROMOTING CONSUMPTION OF FRUIT AND VEGETABLES THROUGH MULTI-PARTNER COLLABORATION**

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<b>Population</b>	<b>15,116,435</b>
<b>Growth rate</b>	<b>1.2%</b>
<b>Urban population</b>	<b>86.5%</b>
<b>Illiteracy</b>	<b>4.2%</b>
<b>Income p/c 2007</b>	<b>US \$ 9,000</b>



**Background**

- According to the National Health Survey 2003, 40% of first grade school children and 61% of adults (17-65 y) are overweight or obese.
- 50% of adults have high risk for cardiovascular diseases (CVD). Consumption of F&V decreases risk of CVD (Convincing evidence, WHO 2003).
- Chile produced 4,4 millions tons of fruits and 3 millions tons of vegetables in 2006 – 50% of fruit and 70% of vegetables stayed in the country.
- Average availability for the consumption of the local population achieved 417 g p/c/d.

**Background**

- In the country, current consumption of F&V is 60% below the WHO's recommended 5 daily servings.
- Recent studies (2002-2006) on F&V consumption by the adult Chilean population (17-60 y, low and middle SEL), found that 50% ate 1 or 2 and 34% ate 3 or 4 servings daily (160 g). Only 6.9% ate 5 servings daily.
- No problems with price or availability were found.

**Barriers to F&V familiar consumption among adults of low and middle SEL**

- Perception about the adequacy of F&V intake, showed that most of the interviewed believed that the amount they were eating was sufficient.
- Mothers: children do not like to eat F&V, in particular cooked vegetables; children and adults are hungry soon after eating F&V and it is easier to give children money so they can buy foods they will like to eat (at school)
- Time

The main competition for F&V consumption is Marketing of junk foods (TV ads, place promotion)

- With this background, in 2004 INTA started activities for establishing the "5 a Day Program" in the country, in collaboration with the Ministries of Health, Agriculture; WHO/PAHO, FAO and UNDP.
- Between 2004-2005, the program was disseminated through workshops, professional training, didactic materials and press reports.

In 2006, the "5 a Day Chilean Corporation", a non profit organization was officially created, with partners of the private sector (national associations of F&V producers, exporters and distributors), and academic members (4 universities).

The director of the Corporation is Dr. Fernando Vio, Director of INTA, University of Chile

One of the objectives of the 5 a Day Program is...

- To develop a social marketing strategy directed to the adult Chilean population, focused on making people aware that to obtain health benefits from F&V consumption, a minimum daily intake of 5 servings is necessary.

One of the Goals...

To increase at least 60% the current consumption of F&V among the different groups:  
From 1-2 to 3-4 servings & from 3-4 to 5 servings daily in 5 years.

### Ministry of Health collaboration

- In 2005, the Ministry incorporated the "5 a Day Program" in health center activities and the message "Eat 5 servings of F&V daily" was included in the new Food Based Dietary Guidelines.
- In 2006, the 5 a Day Program was included in the National Strategy against Obesity (EGO), launched by the MOH with activities in school settings and health centers.
- Since 2005, 600 health and education professionals were trained. 6 millions educational booklets, brochures and 50,000 posters were printed and distributed through health centers and schools settings.

### Activities Stage I 5 a Day Program Corporation Private Communication Agency

#### To Inform the Population

Massive campaign to generate knowledge about the Program (TV, radio, print press). Nov/Dec 2006.

#### To Motivate the Private Sector

Generate a closer relationship in order to get the necessary funds for starting a national campaign.

On this stage no brand, private company or public institution were mentioned, only the 5 A DAY PROGRAM.

At the stage 2, the "5 a Day Corporation" launched a one-month campaign during the summer season.

**Radio:** 6 spots daily in 6 radios; 2 free spots daily in 193 rural radios (Ministry of Agriculture)

**Advertising in Press:** 3 daily newspapers

**Car ads:** 210 cars

Budget: US \$ 100,000.



On the other hand...

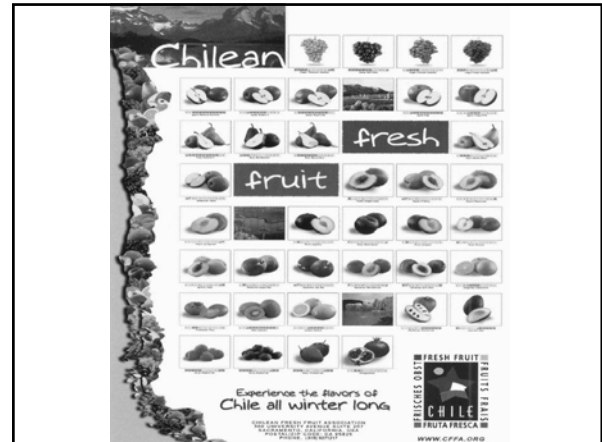


Focused on school children

- The two Main National Supermarket Chains, partners of the "5 a Day Corporation", have been carried out wide, successful and expensive campaigns on TV - Radio - Print press - Place promotion, since June 2006.

### Lesson learned

These promotional activities do not have an evaluation of their impact yet, but at least they have showed that private, academic and public sectors can work together with the common goal of improving the F&V consumption among the Chilean population.



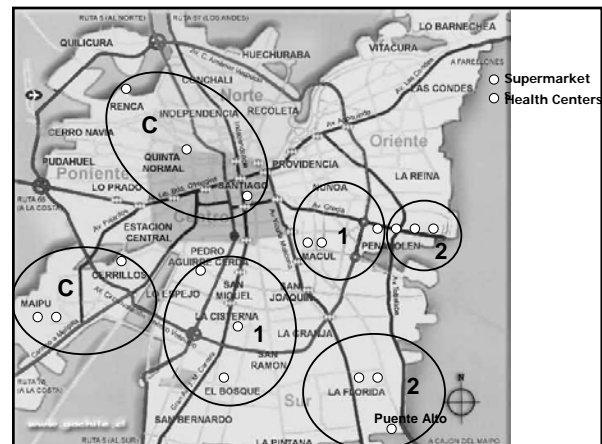
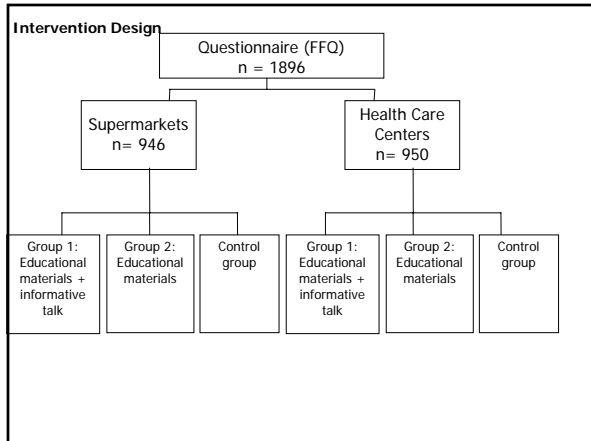
### Impact Evaluation of a "5 a Day" Educational Campaign to Increase the Consumption of Fruits and Vegetables

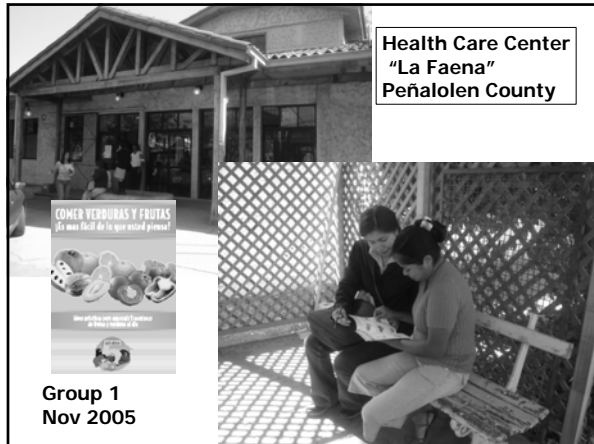
A project of the Pan American Health Organization, International Life Sciences Institute, and the Center for Disease Control and Prevention

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### Objective

To evaluate the impact of a campaign providing educational materials to users of public health care centers and supermarkets on consumption of F & V.





### Preliminary Results

- After 1 year, subjects were contacted by phone. Recovery corresponded to 50% (n=915). The main reason for drop-outs were wrong or non-existent telephone numbers.
- The validity of the study is supported by the power level of 90%

Have you heard the "eat 5 servings of F & V every day" message? (n=915)

Group	Answer	before %	after %
Group 1 Educational materials + informative talk	Yes	11.4	79.2
	No	88.6	20.8
	Total	100.0	100.0
Group 2 Educational materials	Yes	9.1	70.7
	No	90.9	29.3
	Total	100.0	100.0
Control Group	Yes	8.7	44.3
	No	91.3	55.7
	Total	100.0	100.0

Symmetry test  $p < 0.05$  in all groups

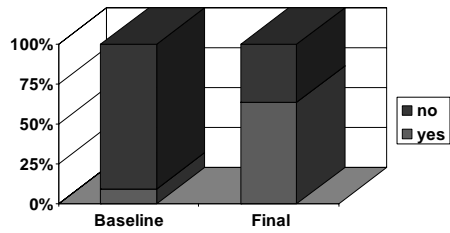
Frequency of consumption of fresh or cooked fruits (n=915)

Group	Frequency	Before (%)	After (%)
Group 1 Educational materials + informative talk	<3 times per month	7.6	5.2
	1-4 times per week	31.7	29.3
	5-7 times per week	34.8	32.4
	2-4 times per day	25.9	33.1
Group 2 Educational materials	<3 times per month	8.3	7.6
	1-4 times per week	27.8	29.5
	5-7 times per week	30.2	33.0
	2-4 times per day	33.7	29.9
Control Group	<3 times per month	7.5	6.0
	1-4 times per week	28.7	32.8
	5-7 times per week	32.2	37.3
	2-4 times per day	31.6	23.9

Frequency of consumption of stews, soups or cooked vegetables (n=915)

Group	Frequency	Before (%)	After (%)
Group 1 Educational materials + informative talk	<3 times per month	13.1	7.2
	1-4 times per week	69.3	70.0
	5-7 times per week	16.2	20.3
	2-4 times per day	1.4	2.4
Group 2 Educational materials	<3 times per month	12.8	10.8
	1-4 times per week	70.5	72.6
	5-7 times per week	14.2	15.2
	2-4 times per day	2.5	1.4
Control Group	<3 times per month	10.5	13.8
	1-4 times per week	65.8	70.0
	5-7 times per week	21.9	15.6
	2-4 times per day	1.8	0.6

Proportion of subjects informed about the "5 a day message"



### Conclusions

- Preliminary results show an increased proportion of subjects informed about the 5 a day message.
- There is a trend of increasing F & V consumption in all groups.
- It seems that the intervention was a good complement of the communicational campaign.

¡Thank you!