

# NUTRI-NET NEWS

April 2001

This newsletter is a service of the Nutrition Education Network of Wisconsin. The Network is designed to enhance coordination and communication among agencies and organizations that educate Wisconsin's low income individuals and families about nutrition and food.

*Nutri-Net News* shares brief information about programs and materials that support healthful and enjoyable eating.

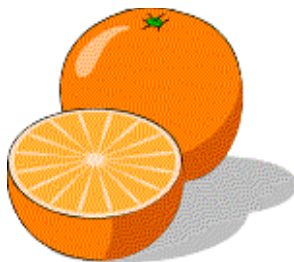
Visit our Web site at:  
<http://www.nutrisci.wisc.edu/nutrinet/>

## Fruits and Vegetables 101

*Julie Allington, Outreach Specialist, UW-Extension*

### Fruits and vegetables are important to good health:

- A variety of vitamin-rich fruits and vegetables prevent nutrient-deficient diseases
- Eating at least five fruits and vegetables per day is associated with as much as 50% reduced risk of cancer as those who only eat one or two servings per day. (1)
- Fruits and vegetables significantly reduce the risk for cardiovascular disease, the number one killer in this country. Cardiovascular disease includes heart attacks, stroke, and coronary heart disease. (2)



### Why are studies on fruits and vegetables so inconsistent?

One study says the consumption of fruits and vegetables does not reduce the risk of colon or rectal cancers.(3). However that study had a number of limitations (4). For example, the number of participants who ate at least five servings of fruits and vegetables was extremely small. Thus the incidence of colon or rectal cancers when

eating an adequate amount of fruits and vegetables was never evaluated. Secondly, fruit and vegetable consumption by participants was self-reported, with an inherent tendency toward over-reporting. Thus results may show cancer incidents occurring with higher-than-actual (over-reported) consumption of fruits and vegetables.

### How many servings of fruits and vegetables do Americans eat?

- Only one in four Americans (24%) eats 5 or more servings of fruits/vegetables per day (5)
- Adults are eating 4.4 servings and children are eating 3.4 servings versus the goal of 5 servings per day (6)

*(Continued on page 2)*

### Subscription Information

*Nutri-Net News* is published quarterly. It can be sent to you by mail or e-mail.

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## Costs of diet-related diseases



- Nearly \$250 billion are spent each year on health-care costs due to diet-related diseases - diets that are too high in fat and too low in fruits and vegetables. (Centers for Disease Control and Prevention)
- In the U.S., age-related cataracts cost \$5 billion/year, which is the largest single item in Medicare expenditures. It is estimated that over half of cataract extractions and associated costs would be eliminated if cataracts could be delayed ten years. Investigators have found that people who ate more than 1.5 daily servings of fruit, vegetables or both fruit and vegetables were five times less likely to get cataracts.
- According to the Centers for Disease Control & Prevention, spending by state and federal governments per person per year for disease treatment is more than 1,000 times greater (\$1,390 vs. \$1.21) than preventive measures like proper diet and exercise.

## Recommendations for health

### • Dietary Guidelines for Americans 2000:

"Choose a variety of fruits and vegetables daily" is one of the ten Dietary Guidelines for Americans, published by the U.S. Department of Agriculture and U.S. Department of Health and Human Services. These guidelines form the cornerstone of federal nutrition policy in the U.S. and establish the science-based guidance on what Americans should eat to stay healthy. The guidelines affect the National School Lunch Program and nutrition education programs, particularly the Food Guide Pyramid.



### • Healthy People 2010:

Many of the nation's health leaders are declaring obesity an epidemic. According to the U.S. Department of Health and Human Services' Healthy People 2010 Objectives report, 58 percent of Americans aged 20 and older are overweight or obese and 23 percent of adults are considered obese. Thirteen percent of children and adolescents are overweight or obese - twice the amount compared to two decades ago. The Healthy People 2010 Objectives recommend a diet rich in fruits and vegetables to help achieve a healthy weight.

## Behavioral strategies to increase fruit and vegetable consumption

### Children

Researchers asked 4th through 6th grade students from five elementary schools in the Midwest to identify the number of times they ate fruits and vegetables for meals and snacks so that they could study the relationship between certain behaviors and the frequency of fruit and vegetable intake. **The strongest correlations were seen with children who started their day with juice or fruit and asked their parents to buy vegetables.**(7)

### Adults as caregivers and role models

The objective of the *JUMP 'N JIVE – Come Alive with Fruit!* Campaign is to influence caregivers of children (preschool through 8th grade) who are food stamp eligible to include fruit and/or fruit juice as part of their breakfast with the intent of good role modeling. Focus groups of this target population identified fruit or fruit juice at breakfast as the easiest way for them to increase their consumption of fruits and vegetables and that of their children.

## References:

- (1) Surgeon General's Report on Nutrition and Health (1988)
- (2) Liu, S. et. al. 2000. Fruit and vegetable intake and risk of cardiovascular disease: the Women's Health Study. *American Journal of Clinical Nutrition*, Vol. 72(4):922-928.
- (3) Michels, K.B., et. al. 2000. Prospective Study of Fruit and Vegetable Consumption and Incidence of Colon and Rectal Cancers. *Journal of the National Cancer Institute*, Vol 92(21): 1740-1752.
- (4) Flood, A and Schatzkin, A. 2000. Colorectal Cancer: Does It Matter if You Eat Your Fruits and Vegetables? *Journal of the National Cancer Institute*, Vol 92(21): 1706-1707.
- (5) Centers for Disease Control and Prevention 1998 Behavioral Risk Factor Surveillance Data
- (6) U.S. Department of Agriculture Continuing Surveys of Food Intakes by Individuals, 1997
- (7) Sandeno C., et. al. 2000. Behavioral strategies to increase fruit and vegetable intake by fourth- through sixth-grade students. *Journal of the American Dietetic Assn.*, Vol 100(7):828-830.

# Nutri-Net News

## ***JUMP ‘N JIVE...Come Alive with Fruit!***

*Kate Pederson, Coordinator, Wisconsin Nutrition Education Network*

### **Evaluation of Campaign 2000**

#### **Positive Impact on Healthful Eating**

***JUMP ‘N JIVE...Come Alive with Fruit!***, a social marketing and nutrition education campaign sponsored by the Wisconsin Nutrition Education Network, was conducted in 28 counties and Great Lakes Inter-Tribal Council (GLITC) during October and November 2000. Activities to raise awareness combined with community-based education resulted in promoting more healthful eating behaviors. The awareness-building effort reached over 219,870 people. Interactive, educational programming through local agencies directly reached over 18,900 adults and 2,050 children. Eighty-four percent of program participants intended to make favorable behavior changes.

#### **Effective Campaign Materials**

Feedback from participating agencies/programs relative to the campaign was overwhelmingly positive. As part of the campaign evaluation, agencies/programs rated posters, newsletter articles, press releases, school lunch menu backs, stickers, tip sheets, interactive displays, food demonstration packets, classroom lessons and parent handouts in terms of effectiveness in reaching the target audience. Tip sheets, classroom lessons and parent handouts, and interactive displays ranked the highest with 84%, 83%, and 80% of the respondents who used them rating them effective. (Rating scale = Effective, Somewhat Effective, Not Effective, Didn't Use.)

#### **Strengthened Partnerships**

As in the pilot campaign, Campaign 2000 strengthened the level of partnering between participating agencies (78% of respondents) as well as enhanced the effectiveness of those agencies' nutrition education programs (64% of respondents.) Comments included:

- Schools - "My first time working with UW-Extension. I found making the connection important. Great resource."
- WIC - "We have already been partnering with our Family Nutrition Program. But, I think this campaign helped us to strengthen our relationship.

And, I think we were able to expand our relationship with Head Start and start a relationship with our Even Start programs."

- UW-Extension - "Also provided a foot in the door to meet cooks in area schools and let them know about our agency."
- Head Start - "These were new partnerships for all of us and we hope to continue working together in some fashion in the future as well."

#### **Recommendations**

The following are recommendations for future nutrition education campaigns based on survey feedback from local agencies/programs:

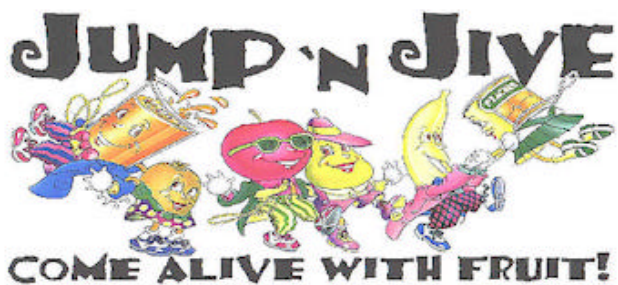
- Encourage all partners to attend the training workshops.
- Reword the standardized evaluation question ("Do you think you will eat fruit or drink juice more often after today?") to allow for variances in existing fruit consumption, i.e., "some of the participants already ate a lot of fruit, so they marked no."
- Continue to provide materials/activities via a campaign web site.
- Provide a mechanism for sharing ideas among partners in the campaigns on an on-going basis, i.e., "some on-going sharing by e-mail."
- "Recommend at least a 2-year program rotation of ideas."
- Involve more schools.
- Expand the campaign's *JUMP ‘N JIVE* theme to include a "be active" message.

#### **For additional information, please check out the Network's web site at:**

<http://www.nutrisci.wisc.edu/nutrinet/> or contact:

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## Network Update

The Wisconsin Nutrition Education Network's *JUMP 'N JIVE...Come Alive with Fruit!* Campaign was well liked by the audience and participating agencies and programs. Combining awareness-raising activities and community-based education was successful in promoting more healthful eating behaviors. Campaign 2000 duplicated many of the key findings of the 1999 pilot campaign.

### Key Findings:

- Eighty-four percent of program participants intended to make favorable behavior changes.
- The campaign strengthened or expanded prior relationships between local agencies/programs.
- Interagency collaboration provided agencies with limited budgets, an opportunity to enhance their nutrition education programs.
- Collaborating agencies reinforced the campaign message via delivery channels tailored to the needs of their target audiences.
- Local agencies/programs indicated that tip sheets, interactive displays, classroom lessons with parent handouts, food demonstration packets, posters, and stickers were the most "effective" campaign materials.

## Network Update

### Campaign 2001:

Applications for the second round of the *JUMP 'N JIVE...Come Alive with Fruit!* Campaign were reviewed. We again had a great response, with 29 counties meeting the requirements for application approval. The following counties will be collaborating in a multi-agency promotion of the *JUMP 'N JIVE* message for low-income parents and caregivers during the months of October and November 2001:

Adams	Jackson	Sawyer
Barron	Kewaunee	Shawano
Brown	Manitowoc	Sheboygan
Columbia	Marinette	St. Croix
Door	Menominee	Taylor
Douglas	Oconto	Trempealeau
Dunn	Oneida	Washburn
Florence	Racine	Washington
Fondulac	Rusk	Waukesha
Iowa	Sauk	

### Looking Ahead:

Based on local agency/program recommendations from Campaign 2000, the Network plans to translate additional materials into Spanish for the Campaign 2001. In addition, the Network anticipates sponsoring a new campaign with a physical activity message with estimated promotion in 2002.

### OUR MISSION:

The Nutrition Education Network of Wisconsin facilitates collaborative planning of nutrition education programs at the state and local levels. We promote healthful and enjoyable eating so that Wisconsin's low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages.

*Nutri-Net News* is one way that the Network shares information and resources to accomplish this mission.