Regional Fruit & Veggie Promotion in Oregon

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October 8, 2007

National and State History

- 5 A Day for Better Health
- OR 5 A Day Steering Committee
- National Action
- Oregon Action
- New Program Structure
5 A Day for Better Health

- 1991 to 2008
- Purpose: Raise Consumer Awareness
- 8% to 50%
- Strong Infrastructure

Oregon
5 A Day Steering Committee

- Advisory Group
- Broad Membership
  - Government; NCO’s; Food Industry
- Successful Metro Campaigns
- Free Fruit & Vegetable Snack Program
  - School Children write elected officials
  - Entire Oregon delegation signs appropriations
Purpose Statement

- The Oregon 5 A Day Partnership forges working partnerships with key government agencies, industry and private sector groups, the health community, and nonprofit groups, leveraging resources and mobilizing professionals at the state and community levels, to increase Oregonian’s daily consumption of vegetables and fruits to 5 cups as part of a healthy lifestyle.

National Action

- National Action Plan, 2005
  - www.pbhfoundation.org/commcenter
- Dietary Guidelines for Americans 2005
  - www.healthierus.gov/dietaryguidelines
- National Fruit & Vegetable Program
  - http://www.fruitsandveggiesmatter.gov/health_professionals/about.html
- Fruits & Veggies—More Matters™
  - http://www.fruitsandveggiesmorematters.org/
Oregon Action

- National Fruit and Vegetable Stakeholders Conference 2006
- March 19, 2007 Brand Launch
  - 19 of 36 Oregon Counties Participated
  - Estimated Reach 85,000 people
- Program Structure Revised
- October 8 F&V Summit in Corvallis

New Structure

- State Nutrition Action Plan Group
- State Advisory Group
- Three Regional Groups
- State Web Page
- Listserv
Metro Group Convened

- First Meeting June 14, 2007
- Convened Community Health Partnership
- Attended: Kaiser Permanente; Clackamas WIC; Multnomah HD; WA County Extension; OHSU; Providence; Hilsdale Farmers’ Market; 24Metro Schools/OFNEP; State Representative

Metro Coalition Mission

- “The mission of the Metro Fruit and Veggie Coalition is to increase fruit and vegetable consumption in the Metro area”
Metro Work Plan 2008

- Inventory Assets – Partner resources
- Metro Promotions – Oregon Food Bank and FSNE Calendar and Recipe Cards
- Policy – member organizations adopt

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Next Steps

- Two additional regional coalitions
- Update Web Site & Expand Listserv
- Licensure
- Increase food industry participation
- Increase Fruit & Veggie Access
- What do you need?
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