

**Title of Intervention:** Increasing fruit and vegetable intake through a tailored newsletter

**Intervention Strategies:** Individual Education

**Purpose of the Intervention:** To increase fruit and vegetable intake in older adults

**Population:** 55-64 years old receiving colorectal cancer screening

**Setting:** Three cancer screening clinics; health care facility-based

**Partners:** Health care facilities

**Intervention Description:**

- Individual Education: Participants were asked to fill out a baseline questionnaire. This information was used to create individually tailored newsletters aimed at increasing fruit and vegetable intake. The message feedback file contained 97 different messages with over 30 million possible combinations.

**Theory:** Transtheoretical Model

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Newsletter tailoring program
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Surveys, newsletters
- Evaluation: Surveys

**Evaluation:**

- Design: Randomized controlled trial
- Methods and Measures:
  - Questionnaires measured fruit and vegetable intake, attitude towards fruit and vegetables, and knowledge about the number of recommended daily servings of fruit and vegetables

**Outcomes:**

- Short Term Impact: 5-a-day message awareness significantly increased and attitudes towards fruit became more positive.
- Long Term Impact: The number of participants consuming five servings a day increased.

**Maintenance:** Not mentioned

**Lessons Learned:** Cancer screening clinics can serve as appropriate settings for cancer protective dietary interventions.

**Citation(s):**

Baker, A. H. and J. Wardle (2002). "Increasing fruit and vegetable intake among adults attending colorectal cancer screening: the efficacy of a brief tailored intervention." *Cancer Epidemiol Biomarkers Prev* 11(2): 203-6.