

<b>Title of Intervention</b>	<b>Go For 2 &amp; 5 Campaign</b>	
<b>Website</b>	<a href="http://www.gofor2and5.com.au/">http://www.gofor2and5.com.au/</a>	
	<a href="http://www.crunchandsip.com.au/default.aspx">http://www.crunchandsip.com.au/default.aspx</a>	
<b>Intervention Strategies</b>	Campaigns and Promotions	
<b>Purpose</b>	'Increase adults' awareness of the need to eat more fruit and vegetables and encourage increased consumption of one serving over five years.'	
<b>Populations</b>	Adults in Australia.	
<b>Settings</b>	Community-based	
<b>Partners</b>	Western Australian Health Department's	
<b>Intervention Description</b>	'The multi-strategy fruit and vegetable social marketing campaign, included mass media advertising (television, radio, press and point-of-sale), public relations events, publications, a website <a href="http://www.gofor2and5.com.au/">http://www.gofor2and5.com.au/</a> , and school and community activities'	
<b>Theory</b>	Health promotion theory.	
<b>Resources required</b>	<b>Staff/Volunteers:</b>	Not mentioned
	<b>Training:</b>	None
	<b>Technology:</b>	Website, television and radio advertising.
	<b>Space:</b>	Not mentioned
	<b>Budget:</b>	Not mentioned

	<b>Intervention:</b>	The comprehensive range of strategies included mass media advertising (television, radio and press) supported by public relations events, publications (including cookbooks), point-of-sale promotions, school-based activities, community activities and a website. The Go for 2&5 R campaign logo and colorful animated characters, based on well-known television personalities made from fruit and vegetables, were used to deliver the message. Advertising propositions were clear and simple: initially 'It's easy to get an extra serving of veggies into your day', followed by the more intrusive self-assessment question 'How many servings of veggies did you really eat today?'
	<b>Evaluation</b>	Random digit-dial phone system, Campaign Tracking Survey, and Wellbeing Surveillance System.
<b>Evaluation</b>	<b>Design:</b>	Randomized community trial
	<b>Methods and Measures:</b>	"Campaign development and the evaluation framework were designed using health promotion theory, and assessed values, beliefs, knowledge and behavior. Two independent telephone surveys evaluated the campaign: the Campaign Tracking Survey interviewed 5,032 adults monitoring fruit and vegetable attitudes, beliefs and consumption prior to, during and 12 months after the campaign; and the Health & Wellbeing Surveillance System surveyed 17,993 adults between 2001 and 2006, continuously monitoring consumption."
<b>Outcomes</b>	<b>Short term impact:</b>	There was a population net increase of 0.8 in the mean number of servings of fruit and vegetables per day over three years.
	<b>Long term impact:</b>	Not measured.
<b>Maintenance</b>	Website upkeep, program materials, collaborations.	
<b>Lessons Learned</b>	The major source of awareness for the program came through high-profile television advertising.	
	The impact of the campaign was greatest among male low consumers of fruit and vegetables.'	
	Results demonstrate the importance of implementing social marketing campaigns over an extended period so that incremental growth in knowledge, intentions and	

	behavior can occur and be maintained.'
<b>Citation(s)</b>	Pollard, Christina M, Miller, Margaret R, Daly, Alison M., Crouchley, Kathy E., O'Donoghue, Kathy J., and Lang, Anthea J. (2008) Increasing fruit and vegetable consumption: success of the Western Australian Go for 2&5®campaign. Public Health Nutrition: 11(3), 314–320
<b>Current Program Status</b>	"Go for 2 & 5" is now a national campaign in Australia. Resources, including logo, advertisements, recipe cards, and fliers are available on the website. The in school campaign is also available at <a href="http://www.crunchandsip.com.au/default.aspx">http://www.crunchandsip.com.au/default.aspx</a> and is called "Crunch and Sip". The website includes resources and curriculum integration materials.