



Fruit 'n' Veg Month February 2012

helpp is a three year program funded by SA Health and led by Flinders University, Nutrition and Dietetics to undertake a number of strategies to improve the nutritional status of South Australians. One strategy will be to complement the messages of Go for 2&5[®] and 'Swap It' and to support the Health Promotion Branch in promoting the third phase of the Go for 2&5[®] campaign to be released in February.

To meet this objective *helpp* will facilitate a Fruit 'n' Veg Month during February 2012. As part of the month, sites are invited to participate in the following events:

- Lunchbox demonstrations
- Register an event with the *helpp* Fruit 'n' Veg Month Calendar of Events
- Promote Go for 2&5[®] and 'Swap It' within your organisation or community

helpp can provide the following support for organisations/sites participating in the SA Fruit 'n' Veg Month.

Lunch Box Demonstration package (x2)

- Demonstrations are designed as a stand-alone promotion for Fruit 'n' Veg Month and are a fun way of promoting Fruit 'n' Veg Month involving staff at your worksite or community groups. You are welcome to download the demonstrations and use them. They include;
 - 'Fast food - can you pack a healthy lunch in 2 minutes?' - 10 minute demonstration involving participants competing against each other and addressing one of the key barriers to taking lunch – not enough time
 - 'Reduce your waist – increase your hip pocket' 15 minute demonstration addressing the key messages
 - What is an extra serve of vegetables?
 - How to include an extra serve of vegetables in your lunch box
 - Ideas to 'swap it' and save – kilojoules, money, waste and landfill
- The demonstrations will also have a number of different components which can be mixed and matched to suit the interests of your organisation or community.

Media Release

helpp will provide a media release about the lunch box demonstrations and/or Fruit 'n' Veg Month for sites to use with their local media contacts. Sites may want to consider involving local media and identities in the interactive demonstrations.

Calendar of Events and promotion of local events

- *helpp* is compiling a Fruit 'n' Veg Month Calendar of Events to be distributed in early February to promote your local events
- The Calendar of Events will continue throughout the year and will be included in the quarterly *helpp* e-bulletins. Watch out for more information on this.



Healthy Eating Local Policies and Programs (*helpp*)

building community capacity to promote healthy eating

Promoting Go for 2&5[®] and 'Swap It'

Free resources are available from the following;

Go for 2&5[®]

<http://www.sahealth.sa.gov.au/wps/wcm/connect/public+content/sa+health+internet/health+information/health+information+for+the+consumer/healthy+living/community+education+campaigns/go+for+2+and+5>

Swap It

<http://www.sahealth.sa.gov.au/wps/wcm/connect/public+content/sa+health+internet/health+information/health+information+for+the+consumer/healthy+living/community+education+campaigns/swap+it+dont+stop+it>

Attached is the **Health Promotion Community Education Resource Order Form**, including the new publication '*Fresh Food to fuel your Day! A GUIDE TO HEALTHY LUNCH BOXES*'. This free resource provides ideas for lunch boxes for adults with a focus on including more vegetable serves.

helpp will also be developing additional resources eg cost comparison of 'store bought' versus 'bring from home', easy swap ideas, budget eating tips. Resources may be used in conjunction with either the demonstrations or stand alone. Watch out for more information on these.

Launch and Promotions

- Look out for the launch of Fruit 'n' Veg Month by Minister Hill in early February
- Look out for photos of your colleagues with Eric. Upload a photo of you with Eric to the *Finding Eric* application on Facebook for a chance to receive a free copy of the cookbook **Healthy Food Fast**. .
http://www.facebook.com/swapitdontstopit#!/swapitdontstopit?sk=app_311706258843058
- Attached to the email are some screen savers for your own use or distribution.

The *helpp* team will be supporting some sites to pilot a '*bring your lunch to work challenge*' this year. If successful, this will be rolled out on a larger scale next year.

For further information please contact the *helpp* team

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Appendix 2

Health Promotion Community Education Resource Order Form for Health Services, Schools, Pre-Schools, Child Care, Family Day Care, OSHC, Community Organisations and Local Government

(October 2011)

	<i>Office Use Only</i>	Maximum Items Per Order	Quantity Required
Go for 2&5[®] Community Education Resources			
Serve Size Brochure (DL)	GOF0002	100	
Campaign Information Bulletin (A4)	GOF0003	10	
Adults Lunchbox Ideas Booklet (A5)			
<i>Fresh Food to Fuel you Day! A GUIDE TO HEALTHY LUNCH BOXES</i>	GOF0094	50	
Vegie Man and Vegie Kid Poster (A4)	GOF0092	40	
Vegie Man and Vegie Kid Poster (A2)	GOF0093	40	
Serve Size Meal Poster (A2 Portrait)	GOF0090	40	
Serve Size Meal Poster (A4 Portrait)	GOF0091	40	
Vegie Man Poster (A4)	GOF0006	100	
Serve Size Poster (A2 Portrait)	GOF0083	40	
Serve Size Poster (A4 Landscape)	GOF0084	40	
Pillman Poster (A3 Landscape)	GOF0067	8	
Annual Availability Chart - Fruit (A2 landscape)	GOF0070	2	
Annual Availability Chart - Veg (A2 landscape)	GOF0071	2	
Healthy Food Fast Cookbook (A4)	ABH005	5	
Seasonal Recipe Booklet (A6) <i>(Please note this is 100 booklets in total, not 100 of each season)</i>	GOF0072/76/64/69	100	Summer Autumn Winter Spring
Vegie Kid Mask (A4)	GOF0096	50	
Vegie Man Mobile (A4)	GOF0077	20	
Sticker	GOF0007	200	
Tattoo – Vegie Kid	GOF0097	100	
Tattoo – Vegie Man and Vegie Kid	GOF0098	100	
Vegie Kid Colouring Sheet (A4)	GOF0099	100	
Vegie Man Colouring Sheet (A4)	GOF0082	100	
Activity Ideas to Promote Fruit and Veg Consumption Leaflet (A4)	GOF0080	10	
Go for 2&5 [®] Community Event Toolkit	GOF0089	2	
Go for 2&5 [®] Corflute (900mm (w) x 600mm (h))	GOF0020	2	
Vegie Man Free Standing Banner <i>Will need to be collected and returned to Balemar Marketing Services, 27 Furness Ave, Edwardstown SA 5039.</i>	GOF0100	2	
Vegie Man Costume – please phone 8226 6329 to make booking arrangements <i>Will need to be collected and returned to Balemar Marketing Services, 27 Furness Ave, Edwardstown SA 5039</i>			
Go for 2&5[®] Merchandise			
Apron	GOF0030	2	
Bag	GOF0013	10	
Eraser	GOF0063	10	
Magnet	GOF0004	20	
Measuring Cups (Set of 1 cup, ½ cup)	GOF0085	5	
Pen	GOF0037	20	
Pencil	GOF0062	20	
T-shirt (This will depend upon if sizes requested are available. <i>Please note this is 4 t-shirts in total,</i>	GOF0050/ 51/ 52/ 53	4	S M

<i>not 4 of each size)</i>			L XL
Vegie Peeler	GOF0035	4	
Food Cents Resources			
Eat Smart Recipes for Kids Booklet (A5)	GOF0078	50	
Eat Smart Menu and Recipes to Feed a Family of Four Booklet (A5)	GOF0074	50	
Food Cents, Shop Smart Booklet (A5)	GOF0075	50	
Australian Guide to Healthy Eating Resources			
Consumer Booklet (A5)	MIS013	10	
Educators Booklet (A4)	MIS014	4	
Brochure (DL)	MIS109	50	
Poster (A1)	MIS107	10	
Poster (A4)	MIS 108	10	
Aboriginal and Torres Strait Islander Guide to Healthy Eating Resources			
Educators Booklet (A4)	MIS116	2	
Poster (A4)	MIS114	10	
Poster (A2)	MIS113	10	
Swap It, Don't Stop It! Resources			
Swap It – Brochure (DL)	SI01	100	
Swap It – Poster (A3)	SI02	40	
Swap It – Poster (A2)	SI03	40	
Swap It – Shopping List Fridge Magnet	SI05	20	
Swap It - Bucket Hat S/M	SI06	1	
Swap It – Bucket Hat L/XL	SI07	1	
Swap It – Info Cards	SI08	20	
Swap It – Shopping Bag	SI11	5	
Swap It – Stickers	SI10	200	
Swap It - 12 Week Planner A4 Landscape Book	SI12	20	
Swap it – Key Ring	SI09	20	
Eric Suit Costume – please phone 8226 6329 to make booking arrangements <i>Will need to be collected and returned to Balemar Marketing Services, 27 Furness Ave, Edwardstown SA 5039</i>			
Measure Up Resources			
Are you on your way to chronic disease? Brochure (DL)	ABH015	100	
Consumer Booklet (A5)	ABH004	100	
Community Healthy BBQ Challenge Event Toolkit	ABH011	2	
Workplace Walkathon Event Toolkit	ABH012	2	
Measure Up 12 Week Planner A4 Landscape Book	ABH016	10	
Time to Take Some Healthy Measures (Male) Poster (A2 Portrait)	ABH001	200	
Time To Take Some Healthy Measures (Female) Poster (A2 Portrait)	ABH002	200	
Tape Measure	ABH003	200	
Tomorrow People Resources			
Tomorrow People Booklet (A5)	ABH006	50	
Tomorrow People Rohanee Cox Poster	ABH007	2	
Tomorrow People Mark Olive Poster	ABH008	2	

Please Note:

- The resources are available **FREE OF CHARGE**
- There must be a person available to sign for the delivery on arrival.
- You will not receive confirmation of your order.
- **No more than the maximum amount of resources outlined on the order form will be provided.**
- Due to the limited resources, your order may not be filled exactly as per your request.
- If the resources are going to be used in showbags or give away bags, they **must not** be sold!
- The Health Promotion Community Education Resource Order Form is available online at <http://www.sahealth.sa.gov.au/wps/wcm/connect/public+content/sa+health+internet/health+information/health+information+for+the+consumer/healthy+living/community+education+campaigns/go+for+2+and+5>
- Please visit the campaign websites for more information:
 - www.gofor2and5.com.au
 - www.swapit.gov.au
 - www.measureup.gov.au

Description of the Resources and Merchandise

Go for 2&5[®] Resources	
Serve Size Brochure (DL)	Provides information on what is a serve of fruit and vegetables and how to get more serves of vegies into your day. The target group is consumers.
Campaign Information Bulletin (A4)	Provides health professionals with an explanation of the campaign.
Adults Lunchbox Ideas Booklet (A5) <i>Fresh Food to Fuel you Day! A GUIDE TO HEALTHY LUNCH BOXES</i>	Provides practical ideas and information on how to incorporate your 2 serves of fruit and 5 serves of veg into your day – through the contents of your lunchbox!
Serve Size Meal Poster (A2 Portrait)	Features a plated meal showing what is a serve of vegetables, also features Vegie Man and Vegie Kid.
Serve Size Meal Poster (A4 Portrait)	Features a plated meal showing what is a serve of vegetables, also features Vegie Man and Vegie Kid.
Vegie Man and Vegie Kid Poster (A4)	Features Vegie Man and Vegie Kid.
Vegie Man and Vegie Kid Poster (A2)	Features Vegie Man and Vegie Kid.
Vegie Man Colouring Sheet (A4)	Features the Vegie Man face to colour in.
Pillman Poster (A3)	Features a 'Pillman' and 'Vegie Man' with captions 'Forget the vitamin pills' and 'Remember the fruit'n'veg'.
Vegie Man Poster (A4)	Features Vegie Man.
Serve Size Poster (A2 Portrait)	Features information on what is a serve of vegetables.
Serve Size Poster (A4 Landscape)	Features information on what is a serve of vegetables.
Annual Availability Chart - Fruit (A2 landscape)	The chart indicates seasonal fruit, Australian and South Australian grown for the calendar year.
Annual Availability Chart - Veg (A2 landscape)	The chart indicates seasonal vegetables, Australian and South Australian grown for the calendar year.
Healthy Food Fast Cookbook (A4)	Contains more than 100 recipe ideas full of fruit and vegies for the whole family that are quick and easy to prepare. Recipes are available online at www.gofor2and5.com.au
Seasonal Recipe Booklet (A6)	Contains 6 seasonal recipes from the Go for 2&5 [®] Healthy Food Fast Cookbook and a chart showing the fruit and vegetables in season. Other recipes are available online on www.gofor2and5.com.au
Vegie Kid Colouring Sheet (A4)	Features the Vegie Kid face to colour in. This can also be printed online at www.gofor2and5.com.au
Vegie Man Colouring Sheet (A4)	Features the Vegie Man face to colour in. This can also be printed online at www.gofor2and5.com.au
Vegie Kid Mask (A4)	Cut-out of the Vegie Kid face with a recipe.
Vegie Man Mobile (A4)	Can be used to hang from the ceiling and decorate any indoor environment. Vegie Man and the Go for 2&5 [®] message appear on each side.
Sticker	Features Vegie Man and Vegie Kid.
Tattoo – Vegie Kid	Features Vegie Kid.
Tattoo – Vegie Man and Vegie Kid	Features Vegie Man and Vegie Kid.
Activity Ideas to Promote Fruit and	Provides 4 pages of information to assist organisations to promote fruit and

Veg Consumption Leaflet (A4)	vegetable consumption.
Go for 2&5® Community Event Toolkit (A5 booklet)	Provides tips and hints to help promote the benefits of fruit and vegetables and healthy lifestyles at community events.
Corflutes (900mm (w) x 600mm (h))	Features EITHER the Go for 2&5® logo or the Vegie Man face and can be used as a backdrop for displays or to attract attention to areas.
Vegie Man Free Standing Banner (1200mm (w) x 2000mm (h))	Features the Vegie Man face. The banner needs to be collected and returned to the warehouse (Balemar Marketing Services, 27 Furness Ave, Edwardstown SA 5039).
Costumes	The Vegie Man costume needs to be worn by an adult and have a minder.
Go for 2&5® Merchandise (Not for general “give away” as a limited amount is available)	
Apron and Vegie Peeler	To be used for cooking classes, demonstrations and food tasting.
Bag	To support selected activities (not for general “give away” as a limited amount is available).
Eraser	White with Go for 2&5® logo and website in green.
Magnet	Features Vegie Man and Vegie Kid.
Measuring Cups	A set of 1 cup and ½ cup to be used for cooking classes, demonstrations and food tasting.
Pen	To support selected activities (not for general “give away” as a limited amount is available).
Pencil	Recycled newspaper lead pencil.
T-shirt	Unisex featuring Vegie Man and Vegie Kid.
Food Cents Resources	
Eat Smart Recipes for Kids Booklet (A5)	A colourful set of 10 recipes designed for kids.
Eat Smart Menu and Recipes to Feed a Family of Four Booklet (A5)	Features a sample week’s menu with recipes and a shopping list to feed a family of four for around \$8 per person per day.
Food Cents, Shop Smart Booklet (A5)	Features information on a new way of spending your money on food to balance your diet and your food budget.
Australian Guide to Health Eating (AGTHE) Resources	
Consumer Booklet (A5)	22 page booklet contains detailed information about the foods to eat for health. Used mostly by dietitians and teachers.
Educators Booklet (A4)	40 page booklet for people who educate others about eating for good health. It provides information needed to understand the rationale behind the AGTHE, makes the best use of the AGTHE materials, and explains how to develop healthy eating patterns.
Brochure (DL)	Contains information about serve size and the food to eat for good health.
Posters (A1 and A4)	Full colour posters useful for teaching purposes.
Aboriginal and Torres Strait Islander Guide to Healthy Eating Resources	
Educators Booklet (A4) (Spiral Bound)	For use by those working with Indigenous people, who educate others about eating for good health. It provides information needed to understand the rationale behind the AGTHE, makes the best use of the AGTHE materials, and explains how to develop healthy eating patterns.
Poster (A2)	The Indigenous version of the AGTHE including some bush tucker as well as foods available in shops.
Poster (A4)	One side has an A4 version of the A2 poster and the other side contains key points for a healthy lifestyle.
Swap It, Don’t Stop It	
Swap It – Brochure (DL)	Provides information on how to include “swaps” into your everyday life so you can lose your belly without losing all the things you love.
Swap It – Poster (A3)	Features Eric and ideas on how to become a “swapper.”
Swap It – Poster (A2)	Features Eric and ideas on how to become a “swapper.”
Swap It – Sticker	Features Swap it and Eric logo
Swap it – Shopping Bag	To support selected activities (not for general “give away” as a limited amount is available).
Swap It – Key Ring	Swap it Key ring
Swap It – Bucket Hat S/M	White Hat featuring Swap It and Eric logo

Swap It – Bucket Hat L/XL	White Hat featuring Swap It and Eric logo
Swap It – Info Cards	A [^] pack of Swap It Cards – each card featuring different Swap It ideas
Swap It - 12 Week Planner A4 Landscape Book	This landscape book allows you to plan your physical activity and meals over a 12-week period, to help you build and maintain healthy habits for life.
Swap It – Shopping List Fridge Magnet	Swap it Fridge Magnet with Shopping list notepad attached
Eric Suit	The Eric suit needs to be worn by an adult and have a minder.
Measure Up Resources	
Consumer Booklet	The A5 booklet provides some simple steps you can take to reduce your risk of chronic disease and help you lead a healthier life.
Are you on your way to chronic disease? Brochure (DL)	This brochure allows consumers to learn how simple changes can help reduce risk of chronic disease and Measure Up.
Event Toolkits (Community Healthy BBQ Challenge and Workplace Walkathon)	The Event Toolkits can help you organise your own event to promote a Measure Up event for your workplace or community. These toolkits include a guide on how to organise the event and templates you can alter to suit your own needs (eg flyers, media releases and speaking notes).
Measure Up 12 Week Planner A4 Landscape Book	This landscape book allows you to plan your physical activity and meals over a 12-week period, to help you build and maintain healthy habits for life.
Time to Take Some Healthy Measures Posters (male and female posters) (A2 Portrait)	The male version and female version of the poster both include information on understanding a waistline measurement, how to measure your waistline and simple tips for better health.
Tape Measure	The paper tape measure shows the male risk ranges on one side and the female risk ranges on the other side.
Tomorrow People Resources	
Tomorrow People Booklet (A5)	The booklet was specifically developed for Aboriginal and Torres Strait Islander Australians who want to start eating a healthier diet and be more physically active for their own health and for the health of their family.
Tomorrow People Rohanee Cox Poster	The poster features Rohanee Cox (Australian Basketballer) and information on how to make simple lifestyle changes.
Tomorrow People Mark Olive Poster	The poster features Mark Olive (celebrity chef) and information on how to make simple lifestyle changes.

This Section Must Be Completed

Resources for distribution in South Australia only

Contact person

Position

Organisation name

Street address (PO Box not suitable)

Postcode

e-mail address

Telephone

Date of event

(dd/mm/yy)

Date items are required (allow 7 to 10 working days to be processed)

(dd/mm/yy)

If items are required for a specific date (e.g. event), ensure you allow a minimum of 10 working days before this date for your items to be available for collection or received.

Complete this section if you are collecting the BANNERS or resources from the warehouse

(Balear Marketing Services, 27 Furness Ave, Edwardstown SA 5039)

Name of person collecting the resource(s)

Date to be collected

(dd/mm/yy)

Date to be returned (If required e.g. banners)

(dd/mm/yy)

e-mail address

Telephone

Your answer to the questions below will assist the Health Promotion Branch to evaluate the Go for 2&5® campaign.

1. Type of organisation (*Please tick*)

Community organisation

Playgroup

Other (*Please describe*)

Community and Neighbourhood House or Centre

Local Government

2. Target group that will use the resources and the estimated number of people reached.

Target Group

Number

Target Group

Number

1. Children under 5 years

7. Staff (eg for professional education)

2. Primary school students

8. Whole of community (*Please describe*)

3. High school students

9. Other (*Please describe*)

4. Adults

5. Parents, carers, families

6. Aboriginal people

3. Resources will be used in the following activities.

Group/individual education
(e.g. parent groups, diabetes groups)

Public event (e.g. rural show, festivals, cooking demonstrations)

Other (*Please describe*)

Display

4. Describe your activity.

5. Will your activity involve cooking, a food demonstration or food tasting?

No Yes (*Please describe*)

Please **email** the completed Resource Order Form to: healthpromotion@balemar.com.au

or **fax** to: 8234 0988

or **post** to: Balemar Marketing Services
27 Furness Avenue
EDWARDSTOWN SA 5039

If you have any queries please phone Health Promotion Branch on: 8226 6329



Government of South Australia

SA Health