

## Theme: Promoting fruit and vegetable consumption for all Western Australians.

*Important note: The information set out below is a snapshot of the evidence to guide collaborative and cohesive discussions at the Obesity Advocacy Target Food Focus forum 2019. It is not intended to be a comprehensive and/or exhaustive review of the all the available evidence related to the topic.*

### Why are we worried?

- Only 11.5% of Western Australians eat enough vegetables on a daily basis.<sup>i</sup>
- Just over 50% of Western Australians eat enough fruit.<sup>ii</sup>
- Only in 1 in 20 Australians meet the guidelines for both fruit and vegetable consumption.
- People who eat 2 or fewer serves of vegetables perceive that that they eat “enough”.<sup>iii</sup>
- Many WA adults are not aware of ADG recommended minimum vegetable intake.<sup>iv</sup>

### Areas for consideration

#### Rural and remote Western Australians

- Food cost is higher in very remote areas compared to the Perth metropolitan area: a healthy food access basket cost 5.3% more in very remote areas between 2010 and 2013.<sup>v</sup>
  - The price of the WA Healthy Food basket was higher when ‘own brands’ were excluded. Grocery stores with ‘own brands’ are mostly situated in urban/rural areas, thus increasing further the cost of food in remote communities.
- Grocery store location is associated with population density in WA.<sup>vi</sup>
- Rural and remote areas are reliant on freight for food.<sup>vii</sup>
- Fruit and vegetable quality tends to be lower in remote communities.<sup>viii</sup>

#### Income

- Welfare recipients need to spend a greater proportion of their income on food compared to those on an average income.<sup>ix</sup>

#### Advertising

- The majority of recorded advertisements in Australia are for foods classified as ‘occasional foods’ – there were low levels of advertising for fruit and vegetables.<sup>x</sup>

#### Advocacy triggers

Media Advocacy | Political Advocacy | Coalition Building | Consensus Statements | Research & Translation | Policy and Regulation | Systems Advocacy

## What works?

- Increasing range of vegetable types (fresh, frozen, tinned, dried) in regional and remote WA Could help increase fruit and vegetable consumption in these area.<sup>xi</sup>
- Pricing policies combined with other regulations may improve diets for at-risk populations.<sup>xii</sup>
- One US study found that in states *with* a fruit and vegetable marketing campaign, fruit and vegetable consumption remained stable or increased. In comparison, there was a significant decrease in consumption in States without a fruit and vegetable marketing campaign.<sup>xiii</sup>
- After improving availability and promotion of fruit and vegetable at community sporting clubs, the members were more likely to purchase fruit and vegetables.<sup>xiv</sup>
- Community gardens can contribute to food security and food literacy in vulnerable populations.<sup>xv</sup>
- Environmental and policy interventions may be the most effective strategies at creating population-wide improvements in eating.
- Interventions with potential include:
  - Bolstering local food supply chains to reduce reliance on freight.<sup>xvi</sup>
  - Town planning practices: enabling multiple food retail options in rural/regional towns to enable families to source vegetables from a variety of stores.<sup>xvii</sup>

## What's missing?

### Information

- A 2018 study found that there were gaps in knowledge of product, price, placement and promotion of food in consumer nutrition environments. The study recommends, inter alia:
  - Collecting data on food outlet types that have yet to be studied: convenience stores, service stations and green grocers.
  - Obtaining more information on the impact of pricing policies.
  - Developing consistent tools to evaluate retail-setting based interventions.<sup>xviii</sup>

### Policy

- Food Policy Index notes that WA has made “some action” in the following areas:
  - It has implemented *some* policies to restrict the promotion of unhealthy food and beverages in settings controlled or managed by the Western Australian government.
  - Establishing a whole-of-government healthy food procurement and provision policy.
  - Prioritising healthy food environments in planning policies.
  - Supporting healthy food environments at community level.<sup>xix</sup>

## Advocacy triggers

[Media Advocacy](#) | [Political Advocacy](#) | [Coalition Building](#) | [Consensus Statements](#) | [Research & Translation](#) | [Policy and Regulation](#) | [Systems Advocacy](#)

## References

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- <sup>iii</sup> Ibid.
- <sup>iv</sup> Ibid.
- <sup>v</sup> Pollard, CM., et al. (2015). [Food Access and Cost Survey](#), Department of Health, Perth, Western Australia.
- <sup>vi</sup> Ibid.
- <sup>vii</sup> Godrich, SL., et al., (2017) Which food security determinants predict adequate vegetable consumption amongst Western Australian children? *International Journal of Environmental Research and Public Health*, 14(1):40
- <sup>viii</sup> Pollard, CM., et al. (2015). [Food Access and Cost Survey](#), Department of Health, Perth, Western Australia.
- <sup>ix</sup> Ibid
- <sup>x</sup> Roberts, M., et al. (2013) [The advertised diet: an examination of the extent and nature of food advertising on Australian television](#) *Health Promotion Journal of Australia*, 24 137-142.
- <sup>xi</sup> Godrich, S., Davies, C., Darby, J., Devine, A. (2017) [What are the determinants of food security among regional and remote Western Australian children?](#) *Australian and New Zealand Journal of Public Health*, 41(2)
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- <sup>xiii</sup> Howlett, E., et al. (2012) [The Positive Influence of State Agricultural Marketing Programmes on Adults' Fruit and Vegetable Consumption](#) *American Journal of Health Promotion*, 12:1
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- <sup>xvii</sup> Ibid.
- <sup>xviii</sup> Pulker, E., et al. (2018) [What is known about consumer nutrition environments in Australia? A scoping review of the literature.](#) *Obesity Science & Practice*, 4:4
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Media Advocacy | Political Advocacy | Coalition Building | Consensus Statements | Research & Translation | Policy and Regulation | Systems Advocacy