



**Sunday 25 February 2007**

## **NSW GOVT LAUNCHES LATEST ANTI-CANCER HEALTHY EATING CAMPAIGN**

**State Plan Priority S3: Improved health through reduced obesity**

The lemma Government today announced another major boost to its cancer prevention and anti-obesity initiatives, with the launch of a new \$1.5 million multi-media campaign on the basics of a healthy diet Minister for Health John Hatzistergos said.

Mr Hatzistergos said the “Go For 2 and 5” campaign reminded families that eating fresh fruit and vegetables could dramatically reduce cancer risk and other chronic diseases.

“The campaign focuses on the importance of adults eating two serves of fruit and five serves of vegetables each day,” Mr Hatzistergos said.

“The campaign will include television, radio and newspaper advertisements as well as web and printed information for consumers, outdoor and in-store promotions.

“Latest NSW Health data shows that only 7 per cent of adults and 20 per cent of children eat the recommended daily intake of vegetables.

“It also shows that half of all adults and one third of children do not eat enough fruit.

“Obesity, cancer and other chronic diseases such as Type 2 diabetes and heart disease are increasing at alarming rates – yet they are among the most preventable of all diseases.

“In fact, eating a range of fruit and vegetables may reduce your cancer risk by 20 per cent or more.

“The lemma Government will continue to promote healthy lifestyle choices as part of our comprehensive plans to reduce the impact of cancer and other diseases and in line with the State Plan Priority of improved health through reduced obesity.”

Mr Hatzistergos said the Go For 2 & 5 campaign was also supported by findings from a Cancer Institute NSW survey of more than 1,500 adults.

The survey found that:

- Adults eat an average of 2.2 serves of vegetables per day; and
- People underestimate the recommended number of serves of vegetables and few identified cancer as a health risk of a poor diet.

“This is an Australia-wide problem and similar education campaigns have proven highly effective in other states,” Mr Hatzistergos said.

“This campaign highlights simple facts and tips to help families adjust their meals in a sensible, practical way.”

The Go For 2 & 5 campaign includes information on what constitutes a 'serve' of fruit and vegetables:

- A serve of vegetables is as little as half a cup;
- You can add two serves a day simply by adding more vegetables to a stir-fry or topping cereal with a banana.

An easy serving size guide:

| <b>One serve of fruit equals:</b> | <b>One serve of vegetables equals:</b> |
|-----------------------------------|--|
| • 1 medium piece (eg. apple)      | • ½ cup vegetables (eg. mushrooms)     |
| • 2 small pieces (eg. apricots)   | • ½ cup legumes (eg. lentils)          |
| • 1 cup chopped or canned fruit   | • 1 cup of salad vegies (eg. celery)   |
| • ½ cup (125mL) 100% fruit juice  | • 1 medium potato or parsnip           |
| • 1½ tablespoons dried fruit      |  |

Multilingual resources will also available on the web.

**Go for 2 and 5**, a joint NSW Health and Cancer Institute NSW campaign, is a key initiative of the NSW Government's *Live Life Well* campaign, aimed at helping the community to lead healthier lifestyles and avoid ill health.

For more information on healthy eating and physical activity go to:

[www.gofor2and5.com.au](http://www.gofor2and5.com.au)

[www.livelifewell.nsw.gov.au](http://www.livelifewell.nsw.gov.au)

[www.healthykids.nsw.gov.au](http://www.healthykids.nsw.gov.au)

[www.cancerinstitute.org.au](http://www.cancerinstitute.org.au)

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