



Woolcott Research Pty Ltd
ABN 70 002 050 071
40 Gloucester Street
THE ROCKS NSW 2000
PO Box N621, Grosvenor Place 1220
Telephone: (02) 9261 5221
Facsimile: (02) 9261 5389
Internet: www.woolcott.com.au

Directors
Ian Woolcott
Helena Boden
Dale Osborne
Karyn Wong

RESEARCH REPORT:

EVALUATION OF THE NATIONAL GO FOR 2&5[®]
CAMPAIGN

PREPARED FOR:

AUSTRALIAN GOVERNMENT DEPARTMENT OF HEALTH AND AGEING

JANUARY 2007

CONTACTS: DAVID ELLIOTT
DAVID WALKER

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
BACKGROUND.....	7
COMMUNICATION STRATEGY	9
METHODOLOGY.....	16
SAMPLE CHARACTERISTICS.....	19
1. PARENT SAMPLE.....	19
2. CHILDREN SAMPLE.....	21
RESEARCH FINDINGS.....	24
1. PARENTS.....	25
1.1 Fruit & Vegetable Consumption.....	25
1.2 Attitudes & Beliefs Regarding Fruit & Vegetable Consumption	27
1.4 Healthy Eating & Physical Activity Campaign Awareness.....	35
1.5 ‘Go for 2&5 [®] ’ Campaign Awareness	38
1.6 Reported Action Taken as a Result of the Campaign	44
2. CHILDREN.....	46
2.1 Fruit & Vegetable Consumption	46
2.2. Attitudes, Beliefs and Knowledge Regarding Fruit & Vegetable Consumption	48
2.3 ‘Go for 2&5 [®] ’ Campaign Awareness	50
2.4 Reported Action Taken as a Result of the Campaign	54
DISCUSSION AND CONCLUSIONS	56
APPENDIX A: ADDITIONAL TABLES	61
APPENDIX B: QUESTIONNAIRES	66

EXECUTIVE SUMMARY

This report presents the results from a national quantitative evaluation of the Go for 2&5[®] campaign – a fruit and vegetable information campaign that ran from the end of April to July 2005. This campaign sought to target parents and carers of children and youth (aged 0–17 years), with a secondary target audience being children aged 5–12 years and youth aged 13–17 years. Having been undertaken separately, the results are presented in two main sections (those of parents and those relating to children).

Methodology

The Go for 2&5[®] campaign was evaluated with the use of three separate national telephone surveys consisting of an initial Baseline survey (prior to the campaign launch), along with two Follow up reads (one after the on-air period for the television commercials, and one at the completion of the full campaign).

The Baseline Survey was conducted between 30th March and 22nd April 2005 and involved n=1,200 national telephone interviews with parents of children aged 0-17 years and n=300 national telephone interviews with children aged 9-12 years.

The “Follow up 1” survey was conducted between 15th and 17th of July 2005 using the Woolcott Research National Consumer Omnibus (OmniAccess), and this resulted in n=591 national telephone interviews with parents of children aged 0-17 years and n=96 national telephone interviews with children aged 9-12 years.

The “Follow up 2” survey was conducted between 18th August and 5th September 2005, and involved n=1,001 national telephone interviews with parents of children aged 0-17 years and n=250 national telephone interviews with children aged 9-12 years.

Research Findings

1. PARENTS

1.1 Fruit and Vegetable Consumption

- A relatively high proportion of parents (around 60%) indicated that they consumed the recommended serves per day for fruit. This remained unchanged over the three surveys.
- A comparatively low proportion of parents indicated consuming the recommended level of vegetables, and there were no significant changes in the proportion of parents consuming the recommended serves of fruit and vegetables over the three surveys. Encouragingly, there was a significant decrease in the proportion of parents indicating that they only ate one serve of vegetables per day and a corresponding significant increase in those indicating that they ate four serves per day between surveys.

1.2 Attitudes and Beliefs regarding Fruit and Vegetable Consumption

- The majority of parents felt that they should eat more fruit (56% in the Baseline and 55% in Follow up 2).
- For both the Baseline and Follow up 2 surveys more than 90% felt that 2 serves of fruit were required daily to maintain good health.
- Almost four in ten parents in the Baseline survey felt that they should eat more vegetables, and this was also true for the Follow up 2 survey.
- Knowledge of the recommended vegetable consumption level increased significantly (from 24% who felt that five or more serves were required in the Baseline, to 32% in Follow up 2).

1.3 Changes to Fruit and Vegetable Consumption

- Around four in ten parents (43% in the Baseline and 38% in Follow up 2) indicated that they had attempted to increase family fruit consumption.
- Amongst those who attempted to increase fruit consumption, health improvements were cited as the main prompt. However, there was a significant increase in those directly attributing it to advertising (5% in the Baseline, 10% in Follow up 2).
- Less than three in ten indicated an attempt to increase vegetable consumption (28% in the Baseline and 26% in Follow up 2).
- Health was also mentioned as the main factor amongst those who had attempted to increase vegetable consumption, and there was a significant increase in mentions of advertising as a prompt (up from 8% in the Baseline to 13% in Follow up 2).

1.4 Healthy Eating and Physical Activity Campaign Awareness

- The level of unprompted category recall in the Baseline (59% indicates that the Go for 2&5[®] campaign was entering a relatively cluttered media environment (ie. there were several other campaigns which were recalled in relation to the area of ‘food and health or physical activity’).
- While unprompted recall was quite varied in this respect, the Go for 2&5[®] campaign clearly cut through at this level (17% in the Baseline, increasing to 38% in Follow up 2)
- In terms of unprompted advertising sources, there were significant increases recorded in television advertising, brochures/booklets and shopping centres/trolleys (all of which were used in the Go for 2&5[®] campaign).

1.5 ‘Go for 2&5’[®] Campaign Awareness

- At the prompted level, awareness of the television commercials peaked at 70% in Follow up 1, and declined slightly (to 63%) in Follow up 2.
- Of those respondents who recalled the campaign the main message take-out was to eat more fruit and vegetables (50% in the Baseline, increasing significantly to 63% in Follow up 2).
- Prompted recall of magazine/newspaper advertising was relatively high at around 25% for both of the follow up surveys (increasing significantly from 8% in the Baseline).
- Prompted recall of the shopping centre/trolley executions was around 20% for the post campaign period (which was a significant increase from the 7% who recalled this in the Baseline).
- When prompted, more than seven in ten parents indicated seeing at least one element of the campaign (77% in Follow up 1, and 72% in Follow up 2).

1.6 Reported Action taken as a result of the Campaign

- Amongst campaign recallers, a reasonably high proportion indicated that they had taken action as a result of the campaign (29% in the Baseline, increasing significantly to 44% in Follow up 1, and 42% in Follow up 2).
- The most common action indicated was to increase the amount of fruit and/or vegetables consumed.

2. CHILDREN

2.1 Fruit and Vegetable Consumption

- While there was a slight increase recorded in the proportion of children indicating that they ate fruit 5 to 7 days per week (from 66% in the Baseline to

71% in Follow up 2), and also in those stating that they ate fruit every day (43% in the Baseline, up to 49% in Follow up 2) these differences are not significant.

- More than half of the child respondents also indicated that they ate vegetables every day (56% in the Baseline, and 54% in Follow up 2).

2.2 Attitudes, Beliefs and Knowledge regarding Fruit and Vegetable Consumption.

- The vast majority of respondents indicated that eating fruit and vegetables was important (more than 90% for each survey).
- More than eight in ten respondents believed that two or more serves of fruit per day were required to be healthy, and this increased significantly (from 83% in the Baseline to 89% in Follow up 2).
- While fewer cited the correct number of serves of vegetables, knowledge in this area did increase significantly (from 16% indicating it was five or more in the Baseline, to 33% in Follow up 2)

2.3 ‘Go for 2&5[®]’ Campaign Awareness

- Prompted awareness of the television commercials increased significantly from 24% in the Baseline, peaking at 89% in Follow up 1, and decreasing slightly to 83% in Follow up 2.
- The main message to emerge amongst the television commercial recallers was to eat more fruit and vegetables (increasing significantly from 15% in the Baseline to 59% in Follow up 1, and then 55% in Follow up 2).
- Recall of the phrase ‘Go for 2&5[®]’ increased significantly (from 18% in the Baseline, to 50% in Follow up 1 and 47% in Follow up 2).

2.4 Reported Action taken as a result of the Campaign

- A relatively large proportion of campaign recallers indicated that they had taken action (50% in the Baseline, increasingly significantly to 75% in Follow up 1, and 62% in Follow up 2).
- The most common actions indicated were eating more fruit and/or vegetables (24% in the Baseline, increasing to 57% in Follow up 1 and 49% in Follow up 2).

Conclusions

The Go for 2&5[®] campaign has been successful in generating awareness, both amongst parents of 0 to 17 year olds, and 9 to 12 year old children. It has also increased knowledge – particularly in the area of the recommended consumption level of vegetables.

Encouragingly, these improvements translated through to a significant decrease in low level vegetable consumption (one serve) and a corresponding increase in mid level consumption (four serves) amongst parents. However, these changes did not result in a significant increase in the proportion of parents who ate the recommended five or more serves of vegetables per day between surveys. As such, the base of awareness and knowledge that has been built by the national campaign (on top of an already successful campaign in Western Australia) may prove fruitful in generating behavioural change on a national level in the longer term.

BACKGROUND

Overweight and obesity is a serious, chronic medical condition that is becoming an increasing problem in Australia. People who are overweight or obese are at increased risk of a range of physical and psychological problems such as heart disease, high blood pressure, diabetes, low self-esteem and depression, which results in a huge financial burden on the health care system and community at large. As weight gain results when a person's energy expenditure is exceeded by their energy intake, both physical inactivity and poor diet are risk factors for overweight and obesity.

The prevention and management of overweight and obesity in children is a priority in controlling the condition as once obesity begins to develop, there is a high risk of persistence into adulthood and it becomes increasingly difficult to treat. There is a 25-50% chance that an obese child will become an obese adult, with the chance of progressing to adult obesity as high as 78% for older obese adolescents.

In response to this problem, the Prime Minister, the Hon John Howard MP announced on 29 June 2004 \$116 million over four years to tackle the growing problem of declining physical activity and poor eating habits of Australian children. This initiative involves the Government partnering with schools, communities, sporting groups and families in taking a balanced approach to promoting both healthy eating and physical activity.

The initiative involves a range of activities such as establishing an after school physical activity program, incorporating more physical activity into school curricula and funding activities to promote healthy eating through school communities.

As part of the initiative the Australian Government Department of Health and Ageing (the Department) is responsible for delivering two information programs for Australian families. The first addressed the importance of healthy eating (Go for 2&5[®]

campaign) and the second will focus on the importance of building more physical activity into children's lives. Together these programs are intended to provide families with reliable, practical and consumer friendly information including:

- Why physical activity and healthy eating are important in achieving good health;
- How to make physical activity a part of each day;
- How to eat a more healthy diet; and
- Where to find further information and support.

The National Go for 2&5[®] campaign was launched by the Hon Christopher Pyne MP – Parliamentary Secretary to the Minister for Health and Ageing on 28 April 2005. The campaign television commercials were aired till 30 June 2005, with the majority of campaign media activity completed by July 2005.

COMMUNICATION STRATEGY

A review of fruit and vegetable intake, formative research and fruit and vegetable social marketing campaigns was undertaken by the Department in June 2004.

The Australian research evidence clearly showed inadequate consumption of the recommended levels of fruit and vegetables amongst adults, children and adolescents in Australia.

In 2002, the West Australian Department of Health launched the Go for 2&5[®] fruit and vegetable campaign. This campaign was informed by extensive research collected over several years and thorough concept testing with Western Australians. Evaluation of the campaign showed that it was very successful in increasing fruit and vegetable consumption, while a report from the World Health Organisation identified the campaign as international best practice.

The development of the national healthy eating information program was based on the West Australian Department of Health's Go for 2&5[®] fruit and vegetable promotion campaign and materials.

Target audiences

The primary target audience of the national Go for 2&5[®] fruit and vegetable campaign was parents and carers of children and youth (0–17 years). The secondary target audience was children aged 5–12 years and youth aged 13–17 years.

Communication objectives

Awareness

To generate and reinforce awareness of:

- the necessary combination of healthy eating and physical activity to promote good health in children;

- the recommended consumption levels of 2 servings of fruit and 5 servings of vegetables each day;
- the benefits of adequate consumption of fruit and vegetables;
- strategies of how to increase consumption of fruit and vegetables each day; and
- where to find further information and support.

Attitudes

- To generate positive attitudes towards achieving consumption of the recommended levels of 2 servings of fruit and 5 servings of vegetables each day.

Intention

- To generate intentions to include consumption of the recommended levels of 2 servings of fruit and 5 servings of vegetables each day as an integral component of the family's lifestyle.

Key Messages

Primary Target Audience - Parents and carers

- You are a role model to your children.
- For you and your children's good health you need to include 2 serves of fruit and 5 serves of vegetables a day into your family's diet.
- Forty-one per cent of Australians do not eat the recommended 2 serves of fruit a day.
- Nearly 70 per cent of Australians do not eat the recommended 5 serves of vegetables a day.
- It is not difficult to eat an extra serve of fruit and vegetables every day to improve your health and there are easy ways to do this.
- For more information, visit the website (www.healthyactive.gov.au) or call the phone line (1800 025 772).

Secondary Target Audience - Children 5–12 and youth 13-17 years of age

For good health you need to eat 2 serves of fruit and 5 serves of vegetables a day (This is the recommended serves for adults. For children, the minimum number of serves are based on age. In reality, the amount a child will eat at one time will depend on age, appetite and activity levels).

Definition of a serve

One serve of vegetables is 75 grams and one serve of fruit is 150 grams of fresh fruit, which is approximately:



Choose fresh fruit instead of fruit juice or dried fruit. Juices have lower fibre content than fresh fruit. Dried fruit, if eaten in large quantities, can contribute to tooth decay because it contains a concentrated form of sugar that sticks to your teeth.

Campaign components

The Department licensed selected components of the WA Go for 2&5[®] campaign for use in national advertising. Creative development of the campaign elements involved modification and adaptation of the WA campaign materials informed by concept testing research with campaign target audiences in early 2005.

The final key campaign elements were:

- Three television commercials—‘Eat more’, ‘Mum I’m hungry’ and ‘Looking good’;
- One radio advertisement in ten languages other than English;

- Two print advertisements;
- Shopping centre and shopping trolley advertisements;
- Media partnership activities formed through the campaign media buy;
- Consumer booklet, poster and recipe cards;
- A campaign website and 1800 information line;
- Fact sheets (available only on the website).

Television commercials

Following the launch of the campaign on 28 April 2005, three campaign television commercials ran nationally on all free-to-air channels, SBS and subscription television for 6 ½ weeks over a 9 ½ week period.

The 'Eat more' television commercial focuses on the health benefits of eating fruit and vegetables, while the 'Mum I'm hungry' and 'Looking good' television commercials focus on practical information and ideas to help increase fruit and vegetable consumption.

Consumer booklet

The booklet was based on the WA resource and modified to align with Australian Government policy. It provided information on the benefits of fruit and vegetable consumption, how much is enough and what is a serve. There are also suggestions and tips on how to include more fruit and vegetables in your diet, as well as storage and recipes ideas.

Print

Magazine advertisements targeting parents were placed in a range of mainstream titles and press for Indigenous Australians, commencing early May 2005 and running through to September 2005.

The full page colour advertisements appeared in a range of magazines targeting grocery buyers with children including *Australian Good Taste*, *Australian Women's*

Weekly, Better Homes & Gardens, Family Circle, Australian Mother and Baby, Fresh, New Idea, Practical Parenting, Super Food Ideas, Take 5, That's Life and Women's Day.

The advertisements also appeared in the Indigenous publications *Koori Mail, Arafura Times, Jabiru Rag, National Indigenous Times* and *Deadly Vibe*.

Shopping centres and trolleys

Advertising appeared on shopping trolleys in Coles and Woolworths supermarkets and within shopping centres between May and June 2005. Go for 2&5[®] recipe cards were also displayed in Woolworths supermarkets while the Australian Fruit and Vegetable Coalition (AFVC) organised distribution of recipe cards and posters to independent grocers. (The AFVC is a collective group of government, non-government and fruit and vegetable industry organisations, formed to explore partnership opportunities to increase fruit and vegetable consumption in Australia).

Public relations

Public relations activities were undertaken by both the Australian Government and the states and territories to extend the campaign beyond the period of advertising. In addition to newspaper publicity, activities included a mail out of materials to schools through the Healthy Schools Communities grants program (under the *Building a Healthy, Active Australia* initiative) and to play-group associations through their newsletters.

The television commercials also won the Parents Jury 'Parent's Choice Award' for the 2005 Children's TV Food Advertisement Awards. (The Parents Jury is an initiative of Diabetes Australia - Vic, The Cancer Council Australia, and the Australasian Society for the Study of Obesity. It is a web-based network of parents who wish to improve the food and physical activity environments for children in Australia.).

Information line

An information line (1800 025 772) was established for the community to request copies of the booklet, poster and recipe cards and for any other enquiries related to the campaign.

Website

A dedicated site was developed to house campaign materials, advertisements and general information. The campaign website was accessed through a 'vegie man' icon on the *Building a Healthy, Active Australia* initiative website at www.healthyactive.gov.au

Key partnerships through media buy

Through the media buy, the campaign partnered with various media to extend the campaign's reach to parents and children in different media environments. Activities included:

Subscription television

- Lifestyle Channel – 60 second promotional spots and online content (recipes and competition); and
- Nickelodeon and Nick Junior – Go for 2&5[®] themed week incorporating an online game and prizes, sponsorship of 'Cooking for Kids with Luis', Nick Junior website content.

Magazines (editorial support)

- Women's Day – sponsorship of Barbara Northwood's 'Back to Back' recipe cards;
- New Idea – 'Cooking with Luis' feature;
- Australian Good Taste – double page advertorial with campaign recipes;
- Family Circle – competition encouraging parents to tell how their school canteen encourages kids to eat fruit and vegetables in 25 words or less; and
- Better Homes & Gardens website – home page tile and two new recipes each week.

Non-English speaking background campaign elements

Advertising for non-English speaking audiences was targeted towards parents in the form of radio advertising on appropriate radio stations/programs. The language groups targeted included Chinese (Mandarin), Indonesian (Bahasa), Vietnamese, Korean, Japanese, Farsi (Persian), Arabic, Russian, Turkish and Khmer (Cambodian). These languages were identified on the basis of overall size of the community, age of children (0-12 years), parent language proficiency, period of residency and concentration over a national level.

Stakeholder strategy

Through its membership of the Strategic Inter-Governmental Nutrition Alliance (SIGNAL), the Australian Government developed a partnership program, coordinated by the Department of Health Western Australia (the licensors of the Go for 2&5[®] campaign), to enhance the investment and to extend the information beyond the media buy.

The campaign was supported by state and territory governments, who extended the national campaign with their own advertising and public relations activities throughout 2005.

The Australian Fruit and Vegetable Coalition was also a key partner contributing to collaborative efforts to increase the duration of the information program through activities with its members as well as through retail operators.

METHODOLOGY

Given that the various campaign elements ran over several months (from June to September), it was decided that the evaluation would consist of an initial Baseline survey (prior to the campaign launch), along with two Follow up reads (one after the on-air period for the television commercials, and one at the completion of the full campaign).

The Baseline survey was conducted between 30th March and 22nd April 2005 and involved n=1,200 national telephone interviews with parents of children aged 0-17 years and n=300 national telephone interviews with children aged 9-12 years. Some of the n=300 children were drawn from households in which interviews were conducted with a parent, while others (n=181) were drawn at random.

The Follow up 1 survey was conducted between 15th and 17th of July 2005 using the Woolcott Research National Consumer Omnibus (OmniAccess), which is a fortnightly national survey involving n=1,000 interviews. Use of OmniAccess allowed for a shorter version of the full Baseline questionnaire (see Appendix B) to be applied on a national scale at a reduced cost to an ad hoc study (as an Omnibus is a multi-client survey that shares overhead costs and demographic information). A similar screening criteria for both parents and children was applied to this survey as was applied to the Baseline survey, and this resulted in n=591 national telephone interviews with parents of children aged 0-17 years and n=96 national telephone interviews with children aged 9-12 years. A shorter version of the Baseline questionnaire was used (see Appendix B).

The Follow up 2 survey was conducted between 18th August and 5th September 2005. The same screening criteria for both parents and children were applied to this survey and involved n=1,001 national telephone interviews with parents of children aged 0-17 years and n=250 national telephone interviews with children aged 9-12 years.

Each survey was administered via Computer-Assisted Telephone Interviewing (CATI). While the children's questionnaire was pre-tested via a series of n=16 individual face to face interviews, the parent's questionnaire was not qualitatively pre-tested, as much of it relied on validated questions used in other national and state based health surveys. However, a quantitative questionnaire pilot was undertaken involving n=24 parent interviews.

See Appendix B for copies of the final parent's and children's questionnaires. In viewing these, please note that they were originally designed to cover both strands of the pending campaigns (physical activity and healthy eating). However, for the purpose of simplification, and also due to the fact that the results within this report only refer to the healthy eating component, the questions relating to physical activity have been removed. As a result, question numbering between sections in these questionnaires is not always sequential.

The sampling frame for each survey was the latest version of the electronic White Pages on CD-ROM. A stratified quota sample was used to ensure that sufficient sample sizes resulted from the various geographic locations to allow for pre and post campaign changes to be drawn. The quotas were set according to five main geographic locations (Queensland, New South Wales and the Australian Capital Territory, Victoria and Tasmania, South Australia and Northern Territory, and Western Australia), and also by metropolitan and non-metropolitan areas.

Gender quotas were not set, as we were only interested in speaking to the person who indicated that they were the main food purchaser or food preparer in their household – which was set as a screening question.

Interviews were conducted in the evenings and on weekends, with households sampled at random within those time periods. Up to four call-backs to households were made to achieve an interview.

Results for the parent's survey have been post-weighted based on ABS Estimated Resident Population figures (30th June 2003) for those aged 18+ on a national basis.

Results for the children's survey were also post-weighted using the same population estimates (only relating to those aged 9 to 12 years).

Statistical Analysis and Reporting

Statistical tests at the 95% confidence level were conducted to establish whether differences between the individual surveys (either between the Baseline to Follow up 1; between Follow up 1 to Follow up 2; or, in the cases where the question was not included in Follow up 1, between the Baseline and Follow up 2), were actually statistically significant. In this report these significant differences (whether a significant increase or decrease) have been indicated within tables with the use of a lower case 'a' – as shown in the example Table below (where 34% is significantly higher than 28%).

Some tables also include Nett figures, which depict the proportion of all respondents (not responses) who gave a response that was deemed to fit into the described category. As these figures represent respondents (who in some cases can give multiple responses) the Nett figures are often not simply an addition of the codes (or responses) of which they are comprised. In the example below, some parents have indicated both that they have undertaken an activity recently, and that they will undertake one in the future, and as such the Nett of 'yes' responses is less than the addition of these two individual proportions.

Example Table: Title - Parents

	Baseline n=1200 %	Follow up 2 n=1001 %
YES NETT	28	34a
Yes, undertaken recently	16	18
Yes, will undertake in future	15	18
No	72	66

BASE: All respondents Q

**This question not included in Follow up 1*

SAMPLE CHARACTERISTICS

1. Parent Sample

Age, gender, and demographic characteristics

Table A shows the demographic distribution of respondents for each individual survey. Given that the respondent definition was that of “the main food purchaser or food preparer in the household” it was not surprising that the sample is skewed towards females (79% in the Baseline, and 78% in Follow up 2). However, while the majority of respondents for the Follow up 1 survey were also female (61%), this is significantly lower than for the other two surveys.

This difference can be attributed to the slightly different approach in pre-screening. The Omnibus process (used for Follow up 1) has an initial set minimum gender quota for males and therefore includes proportionately more who have agreed to participate in the overall survey (as it was not conducted solely for the Department), despite them later being screened for appropriateness for the Go for 2&5[®] survey sub-sample.

In the Baseline and Follow up 2 surveys the survey was introduced as being on behalf of the Australian Government Department of Health and Ageing, then it was ascertained whether there were children under 18 in their household, and whether it was possible to speak to the main food purchaser and preparer.

Table A: Respondent Profile – Parents

	Baseline n=1200 %	Follow up 1 n=591 %	Follow up 2 n=1001 %
GENDER			
Male	21	39 a	22 a
Female	79	61 a	78 a
AGE (years)			
34 or less	24	29 a	22 a
35-44	48	50	49
45+	28	21 a	29 a

Table A: Continued

	Baseline n=1200 %	Follow up 1 n=591 %	Follow up 2 n=1001 %
REGION			
Metro	62	62	65
Non-Metro	38	38	36
STATE			
NSW & ACT	35	37	35
VIC & TAS	27	29	29
QLD	19	17	15
WA	10	9	11
SA & NT	9	8	11
MARITAL STATUS			
Married/de-facto	83	87 a	80 a
Other	17	13 a	20 a
EDUCATION[#]			
Primary school	1	N/A	1
Year 10 or below	13	N/A	15
Year 11 or below	7	N/A	7
Year 12 or below	17	N/A	14
Trade apprenticeship	5	N/A	5
Other TAFE/technical certificate	12	N/A	15 a
Diploma	12	N/A	11
Bachelor degree	22	N/A	20
Post-Graduate degree	12	N/A	12
EMPLOYMENT STATUS			
Employed full time	36	49 a	38
Employed part time	37	27 a	32 a
Unemployed	2	1	3 a
Retired/pension	3	1 a	4 a
Full time student	2	3	2
Home duties	21	19	20
OCCUPATION CATEGORY			
Professional/senior management	7	10 a	10
Upper white collar	37	34	28 a
Lower white collar	32	18 a	32 a
Upper blue collar	12	20 a	14 a
Lower blue collar	10	15 a	11 a
Other	3	1 a	6 a
HOUSEHOLD INCOME			
Under \$40,000	21	23	21
\$40,000 - \$80,000	37	36	34
Over \$80,000	31	29	33
Refused/don't know	11	13	10
BASE: All respondents			

[#] This demographic characteristic is not available as a standard within the OmniAccess sample.

The higher proportion of males in the Follow up 1 survey has then resulted in slightly different samples in terms of marital status, employment status and also occupation. This, in turn, may have resulted in slightly lower recall figures for the Follow up 1 results (as males were consistently less likely to indicate recall of, or action from, the Go for 2&5[®] campaign).

2. Children Sample

Age, gender, and demographic characteristics

As with the parent sample, the main sample differences for the children's surveys occurred between the Omnibus sample (Follow up 1) and the other two samples (Baseline and Follow up 2).

Here it can be seen (in Table B) that while the gender composition of each sample was consistent, the age of the children did vary with a larger proportion of 9 and 11 year olds and a lower proportion of 10 and 12 year olds resulting in the Follow up 1 sample (compared to both the Baseline and Follow up 2 samples). However, for the Follow up 2 survey the proportion of 9 and 12 year olds returned to the level found in the Baseline survey, and the other differences between the Follow up 1 and Follow up 2 figures are not significant based on the sample sizes involved.

The Follow up 1 sample also contained a significantly higher proportion of children from metro areas than was established in the Baseline (though this higher level was maintained in the Follow up 2 survey).

In terms of geographic differences, it can also be seen that the Follow up 1 sample differed in having a higher proportion of South Australian/Northern Territory respondents, and a lower proportion of those from Queensland.

Table B: Respondent Profile – Kids

	Baseline n=300 %	Follow up 1 n=96 %	Follow up 2 n=250 %
GENDER			
Male	49	49	50
Female	51	51	50
AGE			
9 years	21	30 a	21
10 years	28	21 a	22
11 years	24	31 a	28
12 years	27	19 a	28
SCHOOL YEAR[#]			
Year 3	2	N/A	5
Year 4	17	N/A	16
Year 5	29	N/A	25
Year 6	23	N/A	29
Year 7	23	N/A	20
Year 8	7	N/A	2 a
REGION			
Metro	53	61 a	62
Non-Metro	47	39 a	38
STATE			
NSW & ACT	35	38	35
VIC & TAS	27	23	27
QLD	20	16 a	20
WA	10	12	10
SA & NT	8	11 a	8
BASE: All respondents			

[#] This demographic characteristic is not available as a standard within the OmniAccess sample.

Challenges for the children's research

There are a number of difficulties inherent in research conducted with children. Younger children do not possess sufficient levels of cognitive development to accurately self-report many health behaviours. They also have poorer levels of concentration. A decision was made to conduct the evaluation research with children

in the higher age range of the target audience (9-12 years), thereby increasing the likelihood that respondents could accurately answer survey questions.

Prior to fielding this study, a number of steps were undertaken to maximise the reliability of the data gathered. To that end, the questionnaire was piloted via n=16 individual in-depth interviews with children aged 9-12 years. This process involved going through the questionnaire and discussing each question to ensure that the language used was firstly understood and secondly, interpreted accurately.

For the main survey, children aged 9-12 years from households were recruited as part of the parent/carer telephone surveys. To minimise the impact of children's poor attention span the length of the survey was 10 minutes or less in duration. The primary focus of the children's survey was recall and knowledge of campaign call to action, rather than to measure changes in self-reported behaviour.

While the above strategies were adopted to maximise the reliability of the data gathered from the children's surveys, the results should be interpreted with some caution. As discussed, the sample is limited to 9-12 year olds, however, there is some variation in the cognitive skill level from individual to individual within this age range. In addition, the sample sizes for the children's surveys were relatively small (Baseline n=300; Follow up 1 n=96; Follow up 2 n=250).

RESEARCH FINDINGS

1. PARENTS

1.1 Fruit & Vegetable Consumption

Individual Fruit Consumption

Parents were asked about their individual fruit consumption and were given a description of a serve (i.e, a serve is equal to one medium piece, two small pieces of fruit or 1 cup of diced fruit). In the Baseline survey, a total of 60% of parents claimed to eat two or more serves of fruit per day. Male parents were significantly less likely to have indicated that they consumed the recommended amount of fruit per day, with only 53% stating that they had two or more serves per day. Other sub-groups who were significantly less likely to have consumed two or more serves of fruit per day included parents from blue collar households (53%), parents who left school before Year 11 (45%) and smokers (40%).

Levels of individual fruit consumption were fairly consistent across the surveys, with 63% of parents in Follow up 1 and 61% in Follow up 2 claiming to have eaten two or more serves of fruit per day. However, there was a significant decrease in the proportion of parents claiming to have eaten only one serve per day from 33% at Baseline to 26% at Follow up 1.

Those significantly less likely to have consumed two or more serves of fruit per day in Follow up 2 survey were parents from blue collar households (52%), smokers (51%) and male parents (49%).

Table 1.1: Individual Fruit Consumption

	Baseline n=1200 %	Follow up 1 n=591 %	Follow up 2 n=1001 %
Less than one serve per day	6	4	6
One serve per day	33	26 a	30
Two or more serves per day[^] Nett	60	63	61
Two serves per day [^]	32	35	33
Three serves per day [^]	18	21	19
Four serves per day [^]	7	5	7
Five or more serves per day [^]	4	3	4
<i>Mean serves of fruit per day</i>	<i>2.0</i>	<i>2.2</i>	<i>2.1</i>
BASE: All respondents Q1			
[^] Note: this includes the few respondents who indicated half a serving short of the servings mentioned			

Individual Vegetable Consumption

Parents were also asked about their daily vegetable consumption. While the stated levels of vegetable consumption were higher than that of fruit consumption, significantly fewer indicated consuming the recommended daily serve level of five vegetables per day (around 10% did consume the recommended intake for vegetables, compared to around 60% for fruit).

For the Baseline and Follow up 1 survey it was found that around a quarter of all parent respondents were eating only one serve per day – with similar proportions indicating that they ate two or three serves of vegetables respectively per day. In the Follow up 2 survey however, there was a significant decrease in the proportion of parents indicating that they only ate one serve of vegetables per day (down to 16%), and a corresponding increase in those indicating that they ate four serves per day (up to 19%).

In line with this change, it can be seen (in Table 1.2) that the mean number of serves of vegetables per day increased for the Follow up 2 survey. While this table also

shows a significant increase in the proportion of parents indicating that they ate five or more serves per day between Follow up 1 and 2, this follows a slight decrease recorded for the Follow up 1 read from Baseline. So, in overall terms the difference between the Baseline figure and the Follow up 2 figure (of 10% and 12% respectively) is not significant.

Males were less likely to be achieving the recommended consumption levels of vegetables in each of the three surveys (7%, 5% and 6% respectively) with this difference being significant in Follow up 2.

Table 1.2: Individual Vegetable Consumption

	Baseline n=1200 %	Follow up 1 n=591 %	Follow up 2 n=1001 %
Less than one serve per day	1	1	2
One serve per day	23	27	16 a
Two serves per day [^]	27	26	24
Three serves per day [^]	24	23	25
Four serves per day [^]	15	12	19 a
Five or more serves per day[^] Nett	10	8	12 a
<i>Mean Serves of vegetables per day</i>	2.6	2.5	2.9
BASE: All Respondents Q5			
[^] Note: this includes the few respondents who indicated half a serving short of the servings mentioned			

1.2 Attitudes & Beliefs Regarding Fruit & Vegetable Consumption

Attitudes & Beliefs Regarding Fruit Consumption

Having indicated the amount of fruit they usually consumed each day, parents were then asked how they felt about their fruit consumption. As shown in Table 1.3, a little over half of the parents in the Baseline survey (56%) agreed they ‘should be eating more’ fruit, while 41% agreed the amount they were eating ‘is about right’, and 3%

felt they should be ‘eating less’. Encouragingly, eight in ten parents who were eating less than two serves of fruit each day agreed they ‘should be eating more’, while four in ten of those who were consuming two or more serves of fruit per day also felt they could be ‘eating more’.

There was no real movement in the overall level of those agreeing that they ‘should be eating more fruit’ in the post-campaign sample in Follow up 2 (55%).

Table 1.3: Attitudes Towards Current Fruit Consumption

	Baseline n=1200 %	Follow up 2 n=1001 %
You should be eating more	56	55
The amount you eat is about right	41	42
You should be eating less	3	2
Don’t know	1	1

**This question not included in Follow up 1*

Table 1.4 shows that the majority of parents believed that several serves of fruit are required each day if good health is to be maintained. These figures are quite consistent across the pre and post campaign samples with 30% of parents in both the Baseline and Follow up 2 surveys suggesting they should eat two serves of fruit per day. A further four in ten thought three serves per day were required, while almost a quarter (23%) believed that four or more serves were required for good health.

Those who indicated that they were eating two or more serves of fruit per day were more likely to suggest that four or more serves of fruit were required each day for the maintenance of good health (34% in the Baseline survey). As might be expected, (due to their exposure to previous 2&5[®] advertising) Western Australian based parents were significantly more likely to nominate two serves per day as the amount required for maintenance of good health (46%) in the Baseline survey, remaining significantly higher than the rest of the sample (43% in Follow up 2).

Table 1.4: Perceived Amount of Fruit Consumption Required to Maintain Good Health

	Baseline n=1200 %	Follow up 2 n=1001 %
One serve per day	6	4
Two serves or more Nett	92	94
Two serves per day^	30	30
Three serves per day^	39	41
Four serves per day^	14	12
Five or more serves per day^	9	11
Don't know	2	2

BASE: All respondents Q3

^ Note: this includes the few respondents who indicated half a serving short of the servings mentioned

* This question not included in Follow up 1

Attitudes & Beliefs Regarding Vegetable Consumption

Even though reported consumption of the recommended daily amount of vegetables were further behind that of the recommended daily amount of fruit, parents were more likely to indicate that their consumption of vegetables was 'about right' (around six in ten felt that their vegetable consumption was 'about right' compared to around six in ten for fruit consumption).

Among parents who had indicated that they were eating less than the recommended five serves of vegetables per day, there was a slight increase in those saying they should be 'eating more' (from 38% in the Baseline to 41% in Follow up 2). Amongst this group there was a corresponding decrease in the proportion indicating that the amount that they eat is 'about right' (from 61% in the Baseline, to 58% in Follow up 2).

Table 1.5: Attitudes Towards Current Vegetable Consumption

	Baseline n=1200 %	Follow up 2 n=1001 %
You should be eating more	36	37
The amount you eat is about right	64	62
You should be eating less	1	1
Don't know	0	0

BASE: All Respondents Q6

*This question not included in Follow up 1

Table 1.6 demonstrates that there were a variety of beliefs regarding the required level of vegetable consumption for maintenance of good health. In fact, in the Baseline survey almost two thirds (65%) of parents placed the required level of vegetable consumption between two and four serves per day, with a quarter suggesting it was three serves per day and a further 22% suggesting it was two serves per day. While the majority of Follow up 2 respondents also indicated between two and four serves (57%), this represents a significant decrease in this misperception.

There was also a significant decrease in the proportion of parents indicating that one serve of vegetables was required to maintain good health (down from 9% in the Baseline, to 6% in Follow up 2).

Encouragingly, in the post-campaign sample (Follow up 2), the proportion of parents correctly identifying the daily requirement of five serves of vegetables increased significantly from 19% to 28%. However in the Follow up 2 survey males were found to be significantly less likely to indicate this, with only 10% believing five serves of vegetables per day were required (compared to 34% of females).

As shown in Table 1.6A (see Appendix A) Western Australian parents were still significantly more likely to suggest the amount of vegetable consumption required for good health was the recommended amount with a little over five in ten (53% in Follow up 2) believing five serves a day were required.

Table 1.6: Perceived Amount of Vegetable Consumption Required to Maintain Good Health

	Baseline n=1200 %	Follow up 2 n=1001 %
One serve per day	9	6 a
Two serves per day	22	19
Three serves per day	25	22
Four serves per day	18	16
Five or more serves Nett	24	32
Five serves per day	19	28 a
Six or more serves per day	5	4
Other	0	0
Don't know	2	2

BASE: All respondents Q7
*This question not included in Follow up 1

1.3 Changes to Fruit & Vegetable Consumption

Fruit Consumption Change

A little over four in ten (43%) of the Baseline survey sample of parents indicated that in the last couple of months they had tried to increase the amount of fruit they and their family were eating. Males were less likely to have tried to increase their family's fruit consumption (35%). Western Australian parents were the most likely to have tried to increase fruit consumption (50%).

As Table 1.7 shows, parents in the post-campaign evaluation sample (Follow up 2) were significantly less likely to have tried to increase their fruit consumption (38%).

Table 1.7: Behavioural Changes in Amount of Fruit Consumption - Parents

	Baseline n=1200 %	Follow up 2 n=1001 %
Yes, tried to increase amount	43	38 a
Yes, tried to decrease amount	2	2
No, haven't tried to change	55	60 a

BASE: All respondents Q4a

**This question not included in Follow up 1*

Factors Influencing Fruit Consumption Change

For those respondents who did try to increase fruit consumption a variety of factors seemed to have influenced this decision in both the Baseline and Follow up 2 surveys, many of which related to a desire for better health. Positively, while only 5% of the Baseline sample claimed that advertising had influenced their decision to increase their family's fruit consumption, this increased significantly, doubling to 10% in Follow up 2.

While at smaller levels, there was also a significant increase (between the Baseline and Follow up 2) in those indicating that they had increased fruit consumption to substitute fruit for other foods (from 2% to 6%).

Table 1.8: Influences in the Decision to Increase Fruit Consumption

	Baseline n=519 %	Follow up 2 n=373 %
Health related reasons Nett	71	68
Improve health of family in general / healthier life / health reasons	50	47
Good for you / wasn't eating enough / more nutritious / fruit is better for you	16	14
To lose/control weight / put the family on a diet	9	11
To improve kids fitness / for sports	3	4
I have a health problem / diabetes / cancer so needed to increase consumption	2	2
I work in the health industry	1	1
I am pregnant	1	2
Availability Nett	9	4 a
Its seasonal / fruit is better / greater variety in summer / more affordable	9	3 a
We have found a place / a way to get cheap fruit	1	1
To influence others / family-children / encourage children / family to eat more	8	8
Advertising campaigns / TV campaigns / 5 veg and 2 fruit / magazine advertising	5	10 a
I like them / we just like eating fruit / they taste good	5	6
It's common knowledge / I just know you should eat a lot of fruit	4	4
Advice from others Nett	4	3
Advice from school / school initiative	1	1
Influence of others / person who buys / prepares the food is eating more	1	1
School has instituted a fruit break / kids have to have fruit to take	1	-
Advice from family / friends / others I cook for	1	1
Kids have been asking for more fruit	1	1
Substitute for other foods / trying to eat less / no red meat	2	6 a
It's cheaper to buy fruit than other snacks / junk	1	0
Other	1	2
Don't know / no particular reason	4	6
BASE: Respondents who increased family fruit consumption Q4b		
<i>*This question not included in Follow up 1</i>		

Vegetable Consumption Change

Less than three in ten parents interviewed as part of the Baseline survey claimed to have recently tried to change the amount of vegetables they or their family were eating (see Table 1.9), with 28% suggesting they tried to increase their consumption and 1% suggesting they tried to decrease their consumption.

Again, males were significantly less likely than females to have tried to instigate an increase in consumption (16%, compared to 31% of females). Western Australian parents were the most likely to have attempted to increase their vegetable consumption (36%).

In the Follow up 2 survey parents were marginally less likely than in the Baseline read to have indicated that they tried to increase their vegetable consumption (26% and 28% respectively).

In terms of their pre-stated vegetable consumption levels, parents who indicated that they consumed less than the recommended daily amount were found to be slightly more likely to indicate that they tried to increase their consumption (29% in the Follow up 2 survey). Parents whose main occupational activity was stated as being 'home duties' were significantly more likely to have tried to increase their vegetable consumption (33%). Neither of these differences were evident in the Baseline results.

Table 1.9: Behavioural Changes in Amount of Vegetable Consumption - Parents

	Baseline n=1200 %	Follow up 2 n=1001 %
Yes, tried to increase amount	28	26
Yes, tried to decrease amount	1	0
No, haven't tried to change	71	73

BASE: All respondents Q8a

**This question not included in Follow up 1*

Factors Influencing Vegetable Consumption Change

Table 1.10 shows that the most common influence on the decision of parents to increase their family's vegetable consumption was a desire for better health (found in both the Baseline and Follow up 2 surveys). Between these two surveys there was a significant decrease in those mentioning that vegetables are 'good for you/wasn't eating enough' as a reason for increasing their intake (down from 25% to 13%). Advertising was mentioned as an influence by 8% of those who increased their

family's vegetable consumption in the Baseline survey, and this increased significantly to 13% in the Follow up 2 survey.

Table 1.10: Influences in the Decision to Increase Vegetable Consumption

	Baseline n=331 %	Follow up 2 n=266 %
Health related reasons Nett	76	80
Improve health of family in general / healthier life / health reasons	51	56
Good for you / wasn't eating enough / more nutritious / vegies are better for you	25	13 a
To lose / control weight / put the family on a diet	13	16
To improve kids fitness / for sports	2	4
I have a health problem / diabetes / cancer so needed to increase consumption	1	4 a
I work in the health industry	1	1
I am pregnant	0	2
Advertising campaigns / TV campaigns / 5 veg and 2 fruit / magazine advertising	8	13 a
To influence others / family-children / encourage children / family to eat more	6	6
It's common knowledge / I just know you should eat a lot of vegies	4	4
Substitute for other foods / trying to eat less / no red meat	4	2
Availability Nett	4	0 a
Its seasonal / vegies is better / greater variety in summer / more affordable	3	- a
We have found a place / a way to get cheap vegies	1	0
Advice from others Nett	4	6
Advice from family / friends/others I cook for	2	3
Influence of others / person who buys/prepares the food is eating more	1	2
Kids have been asking for more vegetables	-	1
I like them / we just like eating vegies / they taste good	1	4 a
It's cheaper to buy vegies than other snacks / junk	1	0
Other	2	3
Don't know / no particular reason	4	2
BASE: Respondents who increased family vegetable consumption Q8b		
<i>*This question not included in Follow up 1</i>		

1.4 Healthy Eating & Physical Activity Campaign Awareness

Unprompted Recall

Parents were initially asked whether they had ‘seen, read or heard any advertising campaigns about food and health or physical activity in the last few months’. As Table 1.11 shows, 59% of parents surveyed in the Baseline claimed to have seen advertising relating to food and health or physical activity, and this increased significantly to 66% in Follow up 2.

Given that Western Australia had been using the ‘Go for 2&5[®]’ campaign for a number of years and have also implemented a ‘Find 30’ physical activity campaign, it was not surprising that parents in that State were significantly more likely to have indicated having seen advertising about food and health or physical activity (86% in the Baseline and 75% in Follow up 2).

However, this also suggests that there was some clutter in this category.

Table 1.11: Unprompted Recall of Nutrition and Physical Activity Advertising in the media - Parents

	Baseline n=1200 %	Follow up 2 n=1001 %
Aware of advertising	59	66 a
Not aware of advertising	36	28 a
Don't know	5	6

BASE: All respondents Q17a

**This question not included in Follow up 1*

When asked to describe what it was they recalled about the advertising, parents in the Baseline survey described a large variety of advertising, with the most commonly recalled relating to physical activity (25%), being more active (21%), healthy eating (20%), obesity (14%), and specific product or brand ads for food (6%). While a summary table has been included below (see Table 1.12), more detail is included within Table 1.12A (see Appendix A).

After the campaign, in Follow up 2, parents again described a large variety of advertising with the main messages being recalled relating to the ‘Go for 2&5[®]’ national campaign (38% overall, of which 16% was attributed to television commercials, 6% to press, and 1% cinema). This clearly represents a significant increase in campaign related message recall (from the Baseline to Follow up 2).

Conversely, descriptions relating to other Nett categories (being more active, physical activity and healthy eating) decreased significantly.

Table 1.12: Unprompted Description of Food/Health/Physical Activity Campaigns Seen, Read or Heard - Parents

	Baseline n=710 %	Follow up 2 n=661 %
Messages from national ‘Go for 2&5[®]’ campaign (Nett)	17	38 a
‘Go for 2&5 [®] ’ TVCs Nett	2	16 a
‘Go for 2&5 [®] ’ press/magazines Nett	4	6 a
‘Go for 2&5 [®] ’ cinema Nett	-	1
Messages from the WA ‘go for 2&5[®]’ campaign Nett	1	0
Healthy eating Nett	20	16 a
Be more active Nett	21	16 a
Physical activity campaigns Nett	25	16 a
Overweight and obesity Nett	14	7 a
Food and beverage company advertising Nett	6	5 a
Other health related campaigns Nett	1	2
Messages from weight loss companies Nett	4	2 a
Specific type of fruit Nett	1	1
It was about healthy living/healthy lifestyles	1	4
It was for Heart Health/the Heart Foundation	-	2
It was for gym membership	1	1
It is a government ad NFI	1	0
Other (Specify)	5	8
Don’t know/can’t say/don’t recall	17	15

BASE: Respondents who demonstrated unprompted recall of advertising for food/health or physical activity Q17c

Unprompted Sources of Advertising Awareness

The most common sources of advertising awareness for the category in the Baseline were those of TV advertising (65%), TV news/current affairs (27%), and newspaper articles (16%).

While these remained the most commonly cited sources in the post campaign period (Follow up 2), there was a significant increase in recall attributed to TV advertising, brochures/booklets, and shopping centres/trolleys, along with significant decreases in the proportions for TV news/current affairs, newspaper articles, and magazine articles.

Table 1.13: Unprompted Sources of Awareness

	Baseline n=710 %	Follow up 2 n=661 %
TV advertising	65	76 a
TV news / current affairs	27	22 a
Newspaper article	16	12 a
Magazine article	12	8 a
Television program	9	7
Radio advertising	9	7
Magazine advertising	9	10
Newspaper advertising	8	8
School activity / education program	5	5
Radio program	3	2
Radio news	3	1
Through work	2	1
Brochure / booklet	2	4 a
Billboard / bus stop	1	1
Doctor / GP	1	1
Gym	-	1
Shopping centre/trolleys	-	3 a
Word of mouth	-	1
Poster	-	1
Other	5	4
Don't know / can't say	1	1

BASE: Respondents who demonstrated unprompted recall of advertising for food/health or physical activity Q17b

**This question not included in Follow up 1*

1.5 ‘Go for 2&5[®]’ Campaign Awareness

While the campaign had not been released nationally at the time of the Baseline survey, it had been in one form or another in Western Australia for a number of years and as such some level of recall was expected.

Prompted Recall of Television Advertising

Parents were read a description relating to the ‘Go for 2&5[®]’ television commercials and asked if they had seen these advertisements in the last few months. Just over one in five (21%) parents in the Baseline sample indicated recall, while 3% were unsure (see Table 1.14).

Recall in the Baseline was slightly higher amongst all respondents in Metropolitan regions (24%) and females (23%). It should also be noted that parents in all States claimed to have seen the ‘Vegie’ characters, ranging from 11% in Victoria/Tasmania, up to 20% in Queensland, and 77% in Western Australia.

Reporting of awareness of a campaign before its commencement is termed ‘false positive’ recall. The level of false positive recall of the television commercials was relatively high before the launch of the campaign for both parents and children. This false positive recall could result from several sources including the fact that a variant of the ‘Go for 2&5[®]’ campaign was run in Western Australia for many years. Other causes could include recall of health promotion activity unrelated to the particular campaign being evaluated but with a similar message, or recall of past campaigns with a similar theme.

In the post-campaign evaluations, prompted recall of the ‘Go for 2&5[®]’ advertising increased significantly to 70% in Follow up 1, and then dropped back slightly in Follow up 2 to 63% (and remaining significantly higher than the Baseline level).

Table 1.14: Prompted Recall of Go for 2&5[®] Television Commercials - Parents

	Baseline n=1200 %	Follow up 1 n=591	Follow up 2 n=1001 %
Aware of advertising	21	70 a	63 a
Not aware of advertising	76	28 a	34 a
Don't know	3	2	2

BASE: All respondents Q18a

Perceived Main Message of Television Advertising

As shown in Table 1.15, among those who claimed to have seen the television advertising featuring the 'Vegie' characters the most common message takeout related to eating more fruit and vegetables (50% in the Baseline, increasing significantly to 63% in Follow up 2).

A smaller proportion specifically cited messages relating to eating two fruit and five vegetables per day (12% in the Baseline, decreasing slightly to 8% in Follow up 2). In addition, 5% (in Follow up 2) also indicated that the ads were telling the number of serves you need (without actually stating the number serves they had been informed of).

Table 1.15: Perceived Main Message of the Go for 2&5[®] Advertisement - Parents

	Baseline n=258 %	Follow up 1 n=409 %	Follow up 2 n=633 %
Eat more fruit and vegetables Nett	50	48	63 a
Eat 2 fruit and 5 vegetables per day Nett	12	13	8 a
It's easy to eat more fruit and vegetables Nett	2	1	1
Healthy eating	11	6 a	- a
Eating vegetables is good for your health	6	3	4
Eating fruit and vegetables is good for your health	-	15 a	- a
Telling the number of serves you need NFI	-	-	5 a
Healthy eating will make you energetic/healthy/fit	-	-	1
Other	8	11	7
Don't know	10	3	3

BASE: Respondents who demonstrated prompted recall of the 2&5[®] advertisement Q18b

Prompted Recall of Magazine and Newspaper Advertising

When read a short description of the magazine and newspaper advertising that accompanied the television advertising, 8% of the parent Baseline evaluation sample indicated having seen these executions. Again, awareness of the campaign was significantly higher in Western Australia in this period (30%).

Awareness of the magazine and newspaper advertising rose significantly to 25% in Follow up 1, and 26% in Follow up 2. Meanwhile, awareness of the campaign remained significantly higher in Western Australia (at 41% in Follow up 1 and 45% in Follow up 2).

Table 1.16: Awareness of Go for 2&5[®] Advertising From Magazines/Newspapers - Parents

	Baseline n=1200 %	Follow up 1 n=591 %	Follow up 2 n=1001 %
Aware of advertising	8	25 a	26
Not aware of advertising	90	71 a	70
Don't know	2	4 a	4

BASE: All respondents Q19

Prompted Recall of Shopping Centre and Shopping Trolley Advertising

Less than one in ten parents in the Baseline survey (7%) claimed to have seen the advertisements placed in shopping centres and shopping trolleys, with 23% of those in Western Australia recalling these advertisements.

This rose significantly to 21% in Follow up 1 then dropped off slightly to 18% in Follow up 2 (though this level was still significantly higher than it was in the Baseline). Prompted recall of shopping centre and shopping trolley advertising amongst parents remained higher in Western Australia (29% in Follow up 1 and 33% in Follow up 2).

Table 1.17: Awareness of Go for 2&5[®] Advertising From Shopping Centres/Trolleys - Parents

	Baseline n=1200 %	Follow up 1 n=591 %	Follow up 2 n=1001 %
Aware of advertising	7	21 a	18
Not aware of advertising	90	75 a	79
Don't know	3	4	3

BASE: All respondents Q20

Overall Campaign Communication

Respondents who claimed to have seen either the television, print, or shopping centre advertising were asked to indicate the extent to which they felt particular messages were communicated by the 'Go for 2&5[®]' campaign. Each message was read out to the respondent and they were asked to indicate whether the campaign communicated this message 'a lot', 'a little', or 'not at all' (see Figure 1.1).

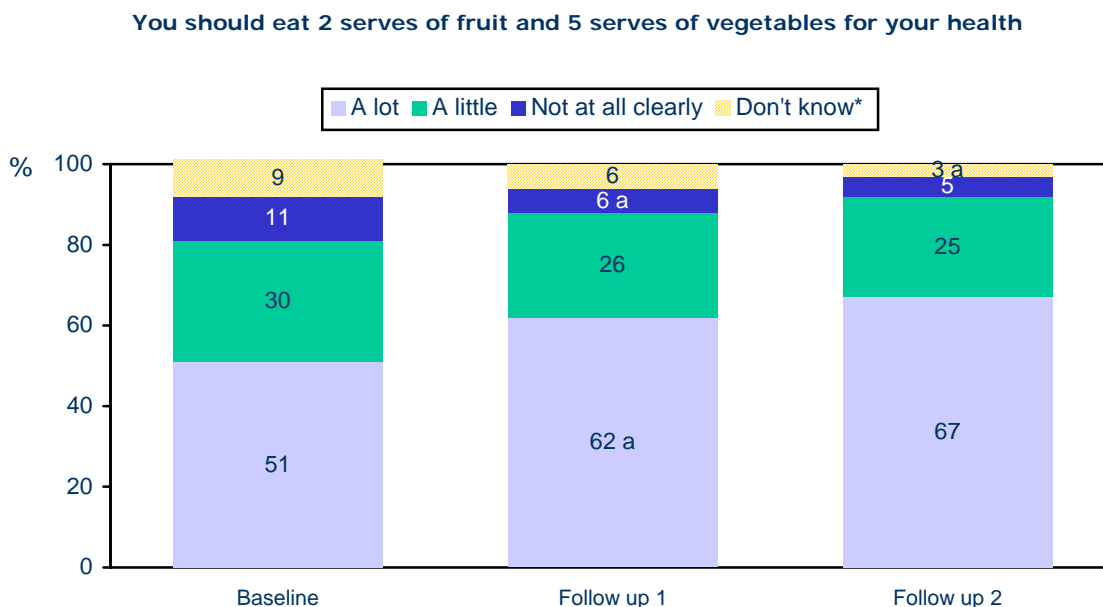
In total, 29% of the Baseline respondents had indicated awareness of one of the campaign elements, and this increased significantly to 77% of all Follow up 1 parents before declining slightly to 72% of those in Follow up 2 (though remaining significantly higher than the Baseline).

While 81% of all campaign recallers in the Baseline indicated that they agreed that the campaign communicated that 'you should eat 2 serves of fruit and 5 serves of vegetables for your health', this increased significantly amongst recallers in Follow up 1 (to 88%), and then increased significantly again (to 92% of campaign recallers) in Follow up 2.

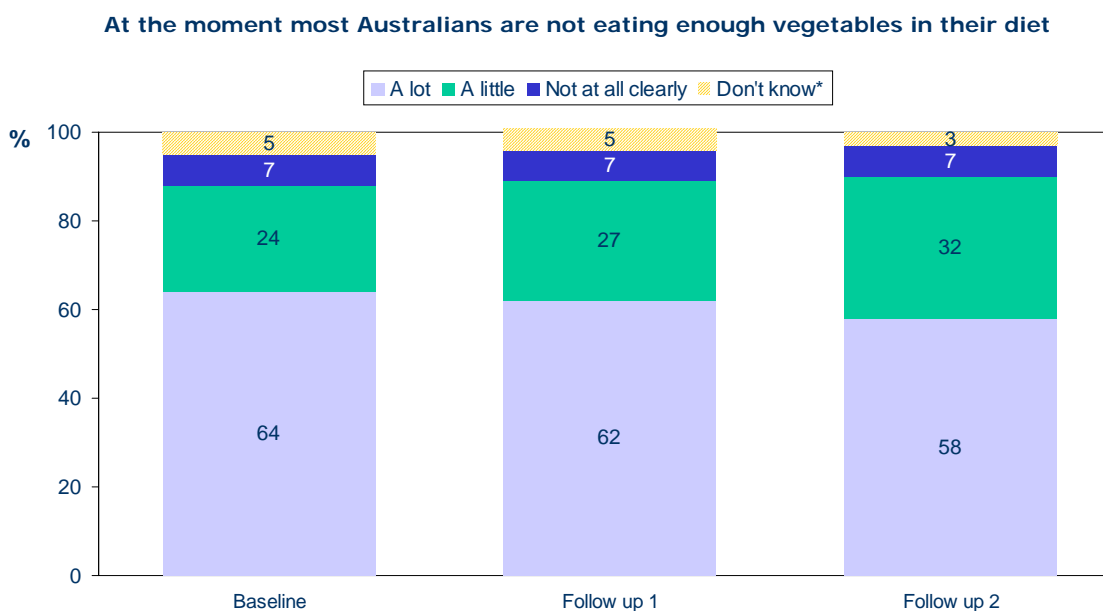
Similarly, there were significant increases in the proportion of recallers from the Baseline to Follow up 1 who agreed that the campaign communicated 'it's easy to get an extra serve of vegetables each day' (from 80% to 88%) and 'it is easy to increase the amount of fruit you eat' (from 79% to 86%). Agreement levels for both of these statements remained high for the Follow up 2 survey.

There was no real change indicated in relation to the statement 'at the moment most Australians are not eating enough vegetables in their diet'.

Figure 1.1: Degree of Communication from Campaign - Parents

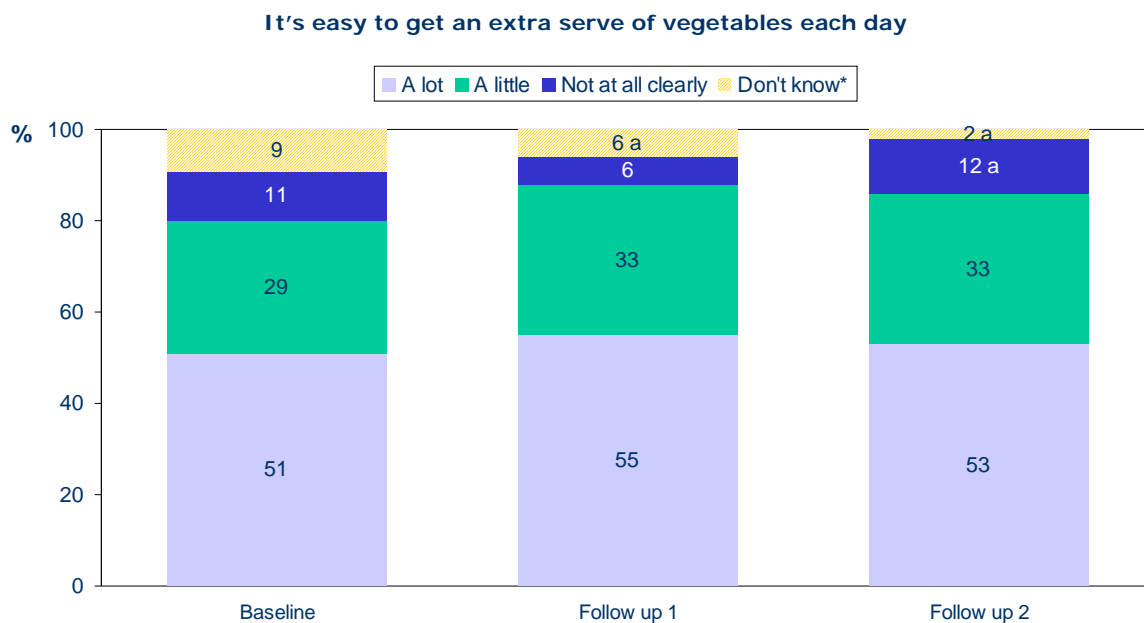


Base: Respondents who demonstrated prompted recall of Go for 2&5[®] advertising
(Baseline n=345, Follow up 1 n=453, Follow up 2 n=713)

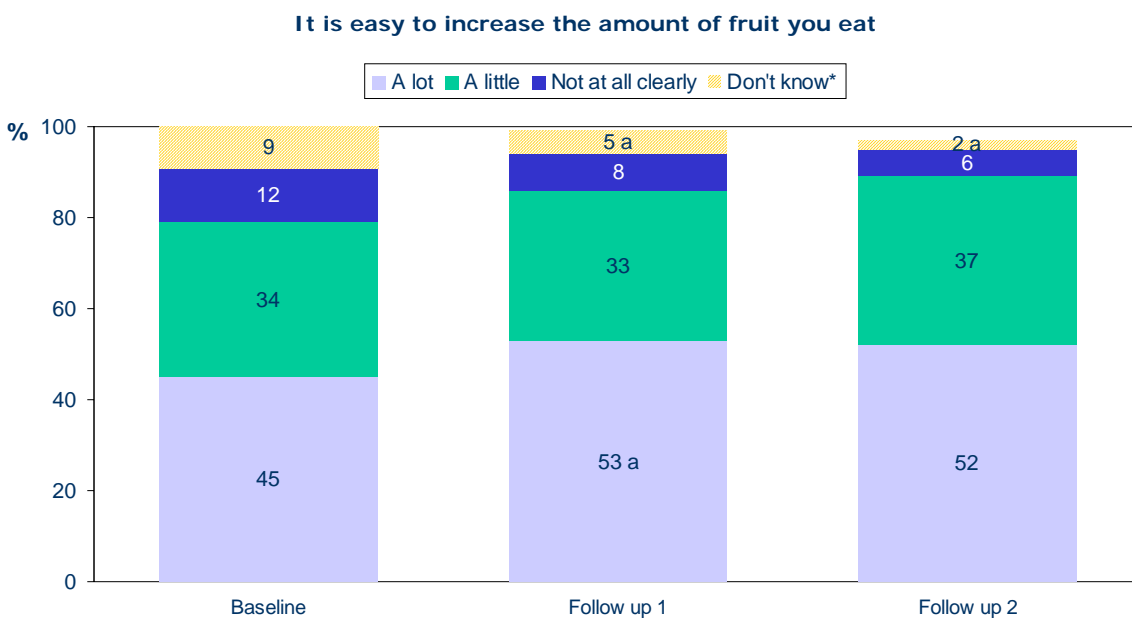


Base: Respondents who demonstrated prompted recall of Go for 2&5[®] advertising
(Baseline n=345, Follow up 1 n=453, Follow up 2 n=713)

Figure 1.1: Continued



Base: Respondents who demonstrated prompted recall of Go for 2&5[®] advertising
 (Baseline n=345, Follow up 1 n=453, Follow up 2 n=713)



Base: Respondents who demonstrated prompted recall of Go for 2&5[®] advertising
 (Baseline n=345, Follow up 1 n=453, Follow up 2 n=713)

1.6 Reported Action Taken as a Result of the Campaign

Campaign Prompted Action

Almost three in ten parents who claimed to have seen the ‘Go for 2&5[®]’ campaign in the Baseline survey believed the campaign prompted them to take action (see Table 1.18). Encouragingly this increased significantly in the Follow up 1 sample, and remained at this level for Follow up 2 (with slightly more than four in ten parents believing it prompted them to take action).

Table 1.18: Action Taken as a Result of the Go for 2&5[®] Campaign – Parents

	Baseline n=345 %	Follow up 1 n=453 %	Follow up 2 n=713 %
Yes	29	44 a	42
No	63	54 a	54
Don't know	8	2 a	4

BASE: Respondents who demonstrated prompted recall of Go for 2&5[®] advertising Q22a

Type of Action Taken

The most common action taken in response to the campaign by parents who recalled at least one campaign element was trying to increase the amount of fruit and vegetables they or their family ate; 17% in the Baseline, increasing significantly to 28% for Follow up 1 and remaining at this level (26%) for Follow up 2. Within this Nett outcome category there was a significant increase in those indicating that they had added an extra serve of vegetables to their meal (from 1% in the Baseline, to 4% in Follow up 1).

As indicated within Table 1.19, trying to increase fruit consumption was a marginally more common action than trying to increase vegetable consumption in the Baseline and Follow up 2 surveys.

Buying more fruit and/or vegetables was indicated by fewer than one in ten campaign recallers (increasing slightly from 6% in the Baseline, to 8% in Follow up 2).

Table 1.19: Action Taken as a Result of the Go for 2&5[®] Campaign - Parents

	Baseline n=345 %	Follow up 1 n=453 %	Follow up 2 n=713 %
Increase the amount of fruit and vegies I and/or my family eats Nett	17	28 a	26
Try to increase the amount of fruit I/and or my family eats	13	15	17
Try to increase the amount of vegetables I/and or my family eats	12	16	15
Add an extra serve of vegies to a meal	1	4 a	3
Use recipes to help me increase the amount of fruit and vegetables I eat	1	2	2
	6	7	8
Buy more fruit and vegetables when shopping Nett			
Buy more vegetables when shopping	5	4	6
Buy more fruit when shopping	4	5	6
Think about the amount of fruit and vegetables I eat/and or my family eats	6	6	8
Be more aware of what I/the family is eating	4	4	4
Cut out/reduce junk food from the family's eating	2	- a	2 a
Exercise more	1	-	2 a
Talk about diet with family and/or friends	-	2 a	2
Other	2	4	3
Don't know	-	1	2
Campaign did not prompt action⁺	71	56 a	58

BASE: Respondents who demonstrated prompted recall of Go for 2&5[®] advertising Q22b

⁺Includes those saying didn't take any action and didn't know if they took any action

2. CHILDREN

Recommendations in the *Australian Guide to Healthy Eating* indicate that the amount of fruit and vegetable consumption for children differs according to their age, appetite, and activity levels (Children's Health Development Foundation SA and Deakin University, 1998). For example, one serve of fruit and two serves of vegetables are recommended for 4–7 year olds. However, the 'Go for 2&5[®]' message was considered appropriate for children in the target range (of 5 to 12 year olds) as it encouraged the consumption of a variety of fruit and vegetables.

2.1 Fruit & Vegetable Consumption

Number of Fruit Consumption Days

When the children aged 9-12 years in the sample were asked how many days per week (on average) they ate fruit, just under half (43% in the Baseline, and 49% in Follow up 2) indicated that they ate fruit every day of the week, with the mean number of days of fruit consumption being just over five days (Table 2.1 below).

While there was a marginal increase in the proportion indicating that they ate fruit five or more days a week between surveys (and a corresponding decrease in the proportion eating fruit for four or less days a week), this was not statistically significant.

Table 2.1: Average Number of Days Per Week Fruit and Vegetables were Consumed

	FRUIT CONSUMPTION			VEGETABLE CONSUMPTION		
	Baseline n=300 %	FOLLOW UP 1 n=96 %	FOLLOW UP 2 n=250 %	Baseline n=300 %	FOLLOW UP 1 n=96 %	FOLLOW UP 2 n=250 %
0-4 Days Nett	34	27	26	23	24	24
None	1	-	1	1	-	2
1 day	2	8 a	3 a	2	2	2
2 days	6	1 a	7 a	6	5	5
3 days	12	10	8	6	5	7
4 days	13	8	8	9	11	10
5-7 Days Nett	66	72	71	77	76	74
5 days	16	18	15	11	17	11
6 days	6	5	7	11	13	9
7 days	43	48	49	56	45	54
<i>Mean number of days</i>	5.3	5.4	5.4	5.7	5.6	5.6

Base: All Respondents, Q1a/b

Number of Vegetable Consumption Days

Table 2.1 also shows that the mean number of days on which 9-12 year olds reported vegetable consumption was slightly higher than that for fruit. More than half the sample (56% in the Baseline, and 54% in Follow up 2) indicated that they were eating vegetables every day, and the average frequency of vegetable consumption was a little under six days per week.

In overall terms, there was no real change in the level of vegetable consumption recorded between surveys.

2.2. Attitudes, Beliefs and Knowledge Regarding Fruit & Vegetable Consumption

In an attempt to gauge the impact of the campaign, a number of questions were asked in relation to attitudes, beliefs and knowledge of children in relation to fruit and vegetables.

Importance of Fruit & Vegetable Consumption

The sample of children aged 9-12 years clearly understood that eating fruit and vegetables is important. In fact, more than 90% indicated that it was important (to some degree), and more than half had indicated that eating fruit and vegetables was very important to them.

Boys were less likely than girls to rate the consumption of fruit and vegetables as very important, with this difference being significant in the Baseline (88% of boys compared to 95% of girls indicated that it was important).

Table 2.2: Importance of Eating Fruit and Vegetables

	Baseline n=300 %	Follow up 1 n=96 %	Follow up 2 n=250 %
Important Nett	92	93	92
Very important	53	61	57
Important	39	31	36
Somewhat important	8	6	6
Not important	0	-	2
Don't know	0	2 a	0 a

BASE: All Respondents, Q2

Daily Fruit Requirement

When asked what they believed was the number of serves of fruit they should be eating each day to be healthy, the majority of the respondents suggested it was two or more serves per day (83% for the Baseline, increasing significantly to 89% in Follow

up 2). For the Baseline survey only 16% suggested it was less than two serves per day, and this decreased to 9% in Follow up 2.

Table 2.3: Perceived Amount of Fruit Consumption Required to Maintain Good Health

	Baseline n=300 %	Follow up 2 n=250 %
One serve per day	16	9 a
Two or more serves per day Nett	83	89 a
Two serves per day	44	49
Three serves per day	19	26 a
Four serves per day	9	5
Five serves per day	9	9
Six or more serves per day	2	2
Don't know	2	2

BASE: All Respondents, Q3
**This question not included in Follow up 1*

Daily Vegetable Requirement

In terms of the perceived level of vegetable consumption required to be healthy, in the Baseline survey very few 9-12 year olds suggested that it was five or more serves per day (16%). However, this increased significantly (to 33%) in Follow up 2. Even so, in Follow up 2 more than half (52%) of the children respondents still believed that three or less serves were required.

As was the case with the parents component, Western Australian respondents were more likely to indicate five or more serves per day are required for good health eating (28% in the Baseline and 45% in Follow up 2).

Table 2.4: Perceived Amount of Vegetable Consumption Required to Maintain Good Health

	Baseline n=300 %	Follow up 2 n=250 %
One serve per day	23	17
Two serves per day	29	16 a
Three serves per day	20	20
Four serves per day	10	13
Five or more serves per day Nett	16	33 a
Five serves per day	11	29 a
Six or more serves per day	4	4
Don't know	2	1
BASE: All Respondents, Q3		
<i>*This question not included in Follow up 1</i>		

2.3 ‘Go for 2&5[®]’ Campaign Awareness

Prompted Recall of the ‘Go for 2&5[®]’ Television Advertising

Respondents were read a brief description of the television commercials in order to measure whether they had seen the commercial featuring a male animated (or cartoon) face made of vegetables or a mother and kids made out of vegetables.

As has already been indicated, Western Australia had already featured similar characters in their ‘Go for 2&5[®]’ campaign, so it was not surprising that recall from the national campaign description was relatively high (at 24%) amongst all 9-12 year olds in the Baseline, and significantly higher in Western Australia (at 72%).

After the television commercial on air period there was a significant increase in prompted recall (89% in Follow up 1, and 83% in Follow up 2) – as depicted in Table 2.5.

The difference in the Baseline in terms of recall by State was not evident in either the Follow up 1 or Follow up 2 studies - with 80% or more of respondents in each State indicating campaign recall for these post-campaign surveys.

Table 2.5: Prompted Recall of Go for 2&5[®] Advertising Campaigns - Kids

	Baseline n=300 %	Follow up 1 n=96 %	Follow up 2 n=250 %
Aware of advertising	24	89 a	83
Not aware of advertising	74	11 a	16
Don't know	2	-	1

BASE: All respondents, 10a

Perceived Main Message of the Television Advertising

Amongst those children who claimed to have seen the 'Go for 2&5[®]' television commercials, the most common main messages for the Baseline survey related to "eating vegetables is good for your health" (30%). However, as Table 2.6 details, this general out-take decreased significantly once the campaign had been aired, and from this point (for Follow up 1 and 2) more than half of all recallers correctly stated that it was "to eat more fruit and vegetables" (59% and 55% respectively), which increased significantly from the Baseline (then 15%).

During each of the three surveys almost two in ten recallers described the main message by stating the suggested daily serving amounts (as opposed to the suggestion that you need to eat more).

For both the Baseline and Follow up 2 surveys, the Western Australian respondents were more likely (than those from other States) to mention "you should eat 2 serves of fruit and 5 serves of vegetables per day for your health" as the message (57% of Western Australia respondents compared to 0% from other States for the Baseline, and 31% of Western Australia respondents compared to less than 15% from other States in Follow up 2).

While in the Baseline 15% indicated that respondents didn't know what the main message of the 'Go for 2&5[®]' television commercials was, this decreased significantly for Follow up 1 and Follow up 2.

Table 2.6: Perceived Main Message of Go for 2&5[®] Television Advertising - Kids

	Baseline n=71 %	Follow up 1 n=87 %	Follow up 2 n=208 %
Eat more fruit and vegetables Nett	15	59 a	55
Eat more vegetables	15	6	9
Eat more fruit and vegetables	-	52 a	44
Eat more fruit	-	1	2
Eat 2 fruit and 5 vegetables per day Nett	17	21	16
You should eat 2 serves of fruit and 5 serves of vegetables per day for your health	17	6 a	15 a
Eat 2 fruit and 5 vegetables each day	-	15 a	1 a
Eating fruit and vegetables is good for your health Nett	30	7 a	10
Eating fruit and vegetables is good for your health	-	7 a	- a
Eating vegetables is good for your health	30	- a	8 a
Eat more fruit and vegetables for your health	-	-	2
To eat more healthily	14	4 a	6
Eating vegetables is fun	3	-	1
Be healthy	-	-	3
It is easy to eat 2 and 5	-	-	2
It's easy to eat more vegetables	-	2	-
You should eat 5 serves of fruit and 2 serves of vegetables per day	-	-	1
Other	5	6	5
Don't know	15	1 a	2

BASE: Respondents who demonstrated prompted recall of the Go for 2&5[®] advertisement, Q10b

Prompted Recall of Advertising Using the 'Go for 2&5[®]' Phrase

The sample of 9-12 year olds were also asked if they recalled any advertising using the phrase 'Go for 2&5[®]' (Table 2.7). Overall, recall of the campaign using only this

description was lower than when the characters were described. However, while only 18% recalling advertising using the phrase ‘Go for 2&5[®]’ in the Baseline, this increased significantly to the point where 50% and 47% recalling it this way in Follow up 1 and 2 respectively.

Again, recall was significantly higher in Western Australia in the Baseline survey (69%) – however this was not the case in the Follow up 1 or Follow up 2 surveys.

Table 2.7: Awareness of ‘Go for 2&5[®]’ Phrase – Kids

	Baseline n=300 %	Follow up 1 n=96 %	Follow up 2 n=250 %
Aware of slogan	18	50 a	47
Not aware of slogan	79	44 a	51
Don’t know	3	6	2

BASE: All respondents, Q11a

Perceived Meaning of ‘Go for 2&5[®]’

While for the Baseline 41% of children who recalled advertising using the ‘Go for 2&5[®]’ phrase were unsure as to what the phrase meant, this decreased significantly to 17% in Follow up 1 and only 11% in Follow up 2.

In both Follow up 1 and 2, just under two thirds correctly suggested that it meant “eat 2 serves of fruit and 5 serves of vegetables per day” which was a significant increase from the Baseline (then 35%). However, a relatively small proportion (9% in the Baseline, and 6% in Follow up 2) suggested that it meant “eat 5 serves of fruit and 2 serves of vegetables per day” (Table 2.8) – transposing the recommendations for fruit and that for vegetables.

Table 2.8: Perceived Meaning of Go for 2&5[®] - Kids

	Baseline n=54 %	Follow up 1 n=47 %	Follow up 2 n=117 %
Try to eat 2 serves of fruit and 5 serves of vegetables per day	35	61 a	63
Eat 5 serves of fruit and 2 vegetables per day	9	- a	6
Be more active	6	-	3
Eat more vegetables	-	9 a	- a
It's telling you how much fruit and vegetables to eat	-	5	2
Eat 2 serves of fruit and 5 serves of vegetables per day for your health	-	-	7
Eat 2 or 5 serves of fruit and vegetables	-	-	4
Be healthy	-	-	4
Eat more fruit and vegetables	-	-	3
Other	13	9	4
Don't know	41	17 a	11

BASE: Respondents who were aware of the 'Go for 2&5[®]' campaign, Q11b

2.4 Reported Action Taken as a Result of the Campaign

Campaign Prompted Action

Among those children who claimed recall of either the 'Go for 2&5[®]' television commercials or the 'Go for 2&5[®]' phrase, half claimed that it had encouraged them to do something different during the Baseline survey. This increased significantly to 75% in Follow up 1, and remained relatively high (at 62%) for Follow up 2 (Table 2.9).

Table 2.9: Action taken as a result of the 'Go for 2&5[®]' Campaign – Kids

	Baseline n=54 %	Follow up 1 n=47 %	Follow up 2 n=117 %
Yes	50	75 a	62
No	47	25 a	30
Don't know	3	-	8

BASE: Respondents who demonstrated prompted recall of the 'Go for 2&5[®]' Advertising, Q12a

Type of Action Taken

The most common actions indicated that were taken for each survey related to eating more fruit and/or vegetables (mentioned by a Nett of 24% of recallers in the Baseline survey, and increasing significantly to 57% in Follow up 2 prior to decreasing slightly to 49% for Follow up 2).

In terms of the individual responses, there was a significant increase (from 17% in the Baseline to 46% in Follow up 2) relating to eating more fruit, and a slight overall increase in those mentioning eating more vegetables between the Baseline and Follow up 2 (from 21% to 30% respectively).

Other actions indicated included eating more healthily in general, and doing more exercise (both of which were mentioned in the Baseline and Follow up 2 surveys).

Table 2.10: Action Taken as a Result of the ‘Go for 2&5[®]’ Advertising – Kids

	Baseline n=54 %	Follow up 1 n=47 %	Follow up 2 n=117 %
Eat more fruit and/or vegetables Nett	24	57 a	49
Eat more vegetables	21	6 a	30 a
Eat more fruit	17	17	46 a
Eat more fruit and vegetables	-	34 a	- a
I am more active / exercise more	17	- a	13 a
I eat more healthily / watch what I eat	7	- a	5 a
I have cut down on junk	-	-	6 a
I don't complain about eating vegetables any more/I am more responsible	-	-	2
Drink more water	-	-	2
I eat more	-	5	- a
Other	4	8	5
Nothing	2	5	1
Don't know	2	8	1 a
Campaign did not prompt action ⁺	49	25 a	38

BASE: Respondents who demonstrated prompted recall of the ‘Go for 2&5[®]’ Advertising, Q12b
⁺Includes those saying didn't take any action and didn't know if they took any action

DISCUSSION AND CONCLUSIONS

DISCUSSION

In an overall sense the results of this evaluation indicate the Go for 2&5[®] campaign was successful in terms of meeting the majority of its communication objectives.

Firstly, the campaign successfully achieved cut through in a very cluttered environment. When prompted, just under 8 in 10 parents indicated they had seen at least one element of the campaign and 9 in 10 children had seen the television commercials. There were also encouraging levels of prompted recall for the newspaper/magazine executions and the shopping centre/trolley executions.

Secondly, the campaign successfully raised awareness of the recommended levels of fruit and vegetable consumption and that these levels were important for maintaining a healthy family:

- Amongst parents there was a significant increase in the proportion aware of the recommended level of vegetable consumption (from 24% in the Baseline to 32% in Follow up 2), while more than nine in ten were aware of the recommended levels of fruit consumption, although the later increased from 92% in the Baseline to 94% in Follow up 2.
- The vast majority of parents who saw the campaign also suggested that it clearly communicated 'you should eat 2 serves of fruit and 5 serves of vegetables for your health', and 'at the moment most Australians are not eating enough vegetables in their diet'.
- Amongst children, there was a significant increase in the proportion aware of the recommended levels of both fruit and vegetable consumption (from 83% in the Baseline to 89% in Follow up 2 for fruit and 16% to 33% for vegetables).
- The majority of children who had seen the television campaign believed the main message to be 'eat more fruit and vegetables', 'eat 2 fruit and 5

vegetables per day', and/or 'eating fruit and vegetables is good for your health'.

The campaign could also be deemed successful in terms of generating positive attitudes towards achieving the recommended levels of fruit and vegetable consumption. While there was no real change in the proportion of parents who felt they should be eating more fruit or eating more vegetables, the majority of those who had seen the campaign agreed that it clearly suggested 'it is easy to get an extra serve of vegetables each day', and 'it is easy to increase the amount of fruit you eat'.

In terms of achieving behavioural change or intention to change the findings are less clear. There was no change in fruit consumption amongst parents across the three waves of this evaluation, while there was only a slight non-significant increase average vegetable consumption (the mean serves of vegetables per day increased from 2.6 in the Baseline to 2.9 in Follow up 2).

Encouragingly, there was a significant decrease in low level vegetable consumption (one serve) and a corresponding increase in mid level consumption (four serves) amongst parents. However, these changes did not result in a significant increase in the proportion of parents who ate the recommended five or more serves of vegetables per day between surveys. It is important to note that we would not necessarily expect to see a large increase in fruit and vegetable consumption from a single burst of campaign activity, as behaviour change is likely to require a longer time span than that of attitudinal change. One would only expect significant changes in fruit and vegetable consumption in the population from a sustained integrated campaign run over a number of years. The potential of a sustained campaign to increase vegetable consumption has clearly been demonstrated by the success of the Western Australia campaign.

Finally, a significant proportion of parents and children claimed to have taken action because of the Go for 2&5[®] campaign. Amongst parents who had seen the Go for

2&5[®] campaign a little over 4 in 10 claimed the campaign led them to increase their fruit and vegetable consumption and/or their purchase of fruit and vegetables, while 57% of children who had seen the campaign claimed it led them to eat more fruit and/or vegetables.

CONCLUSION

The Go for 2&5[®] campaign has been successful in generating awareness, both amongst parents of 0 to 17 year olds, and 9 to 12 year old children. It has also increased knowledge – particularly in the area of the recommended consumption level of vegetables.

Encouragingly, these improvements translated through to a significant decrease in low level vegetable consumption (one serve) and a corresponding increase in mid level consumption (four serves) amongst parents. However, these changes did not result in a significant increase in the proportion of parents who ate the recommended five or more serves of vegetables per day between surveys. As such, the base of awareness and knowledge that has been built by the national campaign (on top of an already successful campaign in Western Australia) may prove fruitful in generating behavioural change on a national level in the longer term.

APPENDIX A: ADDITIONAL TABLES

Table 1.6A: Perceived Amount of Vegetable Consumption Required to Maintain Good Health – Parents
(State Comparison)

	NSW/ACT		VIC/TAS		QLD		WA		SA/NT	
	BL n=415 %	Follow up 2 n=349 %	BL n=348 %	Follow up 2 n=289 %	BL n=173 %	Follow up 2 n=145 %	BL n=132 %	Follow up 2 n=107 %	BL n=132 %	Follow up 2 n=111 %
One serve per day	9	6	7	8	11	6	4	3	11	5
Two serves	25	19 a	21	19	23	22	14	10	23	18
Three serves	24	22	30	21 a	21	24	24	17	24	30
Four serves	20	18	18	23	16	14	16	13	20	17
Five or more serves per day Nett	20	34 a	24	26	24	31	41	55 a	17	27
Five serves	17	29 a	18	22	18	27	37	53 a	11	20
Six or more	3	5	6	4	6	4	4	2	6	7
Other	0	-	-	-	-	1	-	-	-	-
Don't know	3	1	1	3	4\4	1	1	2	5	3

Base: All respondents Q7

*This question not included in Follow up 1

Table 1.9A: Behavioural Changes in Amount of Vegetable Consumption – Parents
(State Comparison)

	NSW/ACT		VIC/TAS		QLD		WA		SA/NT	
	BL n=415 %	Follow up 2 n=349 %	BL n=348 %	Follow up 2 n=289 %	BL n=173 %	Follow up 2 n=145 %	BL n=132 %	Follow up 2 n=107 %	BL n=132 %	Follow up 2 n=111 %
Yes, tried to increase amount	26	25	27	25	28	24	36	33	22	34 a
Yes, tried to decrease amount	1	0	1	-	2	1	1	-	1	-
No, haven't tried to change	73	75	72	75	70	75	64	67	77	66

Base: All respondents Q8a

*This question not included in Follow up 1

Table 1.12A: Description of Food/Health/Physical Activity Campaigns Seen, Read or Heard - Parents

	Baseline n=713 %	Follow up 2 n=661 %
Messages from national ‘go for 2&5[®]’ campaign Nett	17	38 a
Ad on TV showing a vegetable man	2	15 a
2 fruit and 5 vegies campaign	4	8 a
Saying to eat more fruit and vegetables/how much you should eat	5	7 a
Article on eating more fruit and vegetables in magazine	4	5
Ad on TV showing a vegetable woman with kids	1	3 a
Article on eating more fruit and vegetables in newspapers	2	2
Fruit and veg booklet	1	1
It was about eating more vegetables	1	1
It was prompting eating more fruit/that kids should eat more fruit	1	1
Cinema advert showing a vegetable man	-	1
‘Go for 2&5[®]’ TVCs Nett	2	16 a
Ad on TV showing a vegetable man	2	15
Ad on TV showing a vegetable woman with kids	1	3
‘Go for 2&5[®]’ press/magazines Nett	4	6
Article on eating more fruit and vegetables in magazine	4	5
Article on eating more fruit and vegetables in newspapers	2	2
‘Go for 2&5[®]’ Cinema Nett	-	1
Cinema advert showing a vegetable man	-	1
Messages from the WA ‘Go for 2&5[®]’ Campaign Nett	1	0
Ernie Dingo was in the ad/talking about vegetables	0	0
Dame Edna was in it	0	-
Healthy eating Nett	20	16 a
It was talking about healthy eating	9	11
It was about healthy food for children	2	2
It was about the food available in school canteens/a drive to improve it	2	1
It had the food group pyramid	-	1
It was telling about the fat levels in certain foods	2	1
It was talking about healthy food for children’s lunch boxes	1	1
It was saying kids eat too much junk food	3	0 a
It had recipes/ideas for healthy eating	1	0
It was about the level of sugar in foods	1	-
Be more active Nett	21	16 a
It was talking about getting more exercise	11	13
It was saying kids should get more exercise	6	2 a
It was saying kids spend too much time watching TV/should get outside more	5	0 a

Table 1.12A: Continued

	Baseline n=713 %	Follow up 2 n=661 %
Physical activity campaigns Nett	25	16 a
Ad on TV encouraging kids and families to be active	9	8
Physical activity booklet for families	4	2 a
Article encouraging kids and families to be active in newspapers	2	2
Saying to exercise 30 minutes a day/"Find 30"	4	1 a
Cinema advert encouraging kids and families to be active	-	1
Article on importance of kids and families being active in magazine	4	1 a
The Life Be In It campaign	2	1
The slogan "go for your life"	3	0 a
It is a government initiative to increase activity amongst children	1	0
Overweight and obesity Nett	14	7 a
It mentioned childhood obesity	11	4 a
It was about obesity in general	3	3
Food and beverage company advertising Nett	6	5
It was a cereal ad	2	2
I remember ads for fast food chains/saying they are healthy eg McDonalds salads, Subway	1	2
It was about natural/organic foods	0	1
It was saying to drink milk/eat dairy products	1	1
It was for fruit snacks for kids/fruit packs	1	-
It was saying to eat red meat a number of times per week	1	0
It was saying to drink a lot of water	0	0
Other health related campaigns Nett	1	2
It was saying not to smoke	1	1
It was about preventing diabetes	0	1
Messages from weight loss companies Nett	4	2 a
It was for diet products/slimming/weight loss companies	4	2 a
Specific type of fruit Nett	1	1
It was for bananas	1	0
It was for apples	0	0
It was about healthy living/healthy lifestyles	1	4
It was for Heart Health/the Heart Foundation	-	2
It was for gym membership	1	1
It is a government ad NFI	1	0
Other (Specify)	5	8 a
Don't know/can't say/don't recall	17	15
BASE: Respondents who demonstrated unprompted recall of advertising for food/health or physical activity Q17c		
*This question not included in Follow up 1		

Table 1.15A: Perceived Main Message of the 2&5[®] Advertisement - Parents

	Baseline n=258 %	Follow up 1 n=409 %	Follow up 2 n=633 %
Eat 2 fruit and 5 vegetables per day Nett	12	13	8 a
Eat 2 fruit and 5 vegetables each day	8	12	6 a
You should eat 2 serves of fruit and 5 serves of vegetable per day for your health	5	1 a	2
Eat more fruit and vegetables Nett	50	48	63 a
Eat more fruit and vegetables	21	39 a	45
Eat more vegetables	16	9 a	14 a
Eat more fruit	14	0 a	3 a
Kids should eat more fruit and vegetables	-	-	1
Its easy to eat more fruit and vegetables Nett	2	1	1
It's easy to eat more vegetables	1	-	0
Fruit and vegetables are quick and easy to prepare	1	1	0
Its easy to eat more fruit	0	-	-
Healthy eating	11	6 a	- a
Eating vegetables is good for your health	6	3	4
Eating fruit and vegetables is good for your health	-	15 a	- a
Telling the number of serves you need NFI	-	-	5 a
Healthy eating will make you energetic/healthy/fit	-	-	1
Other	8	11	7
Don't know	10	3 a	3

BASE: Respondents who demonstrated prompted recall of the 2&5[®] advertisement Q18b

APPENDIX B: QUESTIONNAIRES*

- * Note that as the questions pertaining to physical activity have been removed from these questionnaires, question numbering is not always sequential.

Start Time: _____ Interviewer's Name: _____

Screening and introduction

INTRO: Good (...), my name is (...) from Woolcott Research. I'm calling on behalf of the Australian Government Department of Health and Ageing about a major study amongst parents and children to do with health issues affecting families today.

IF NECESSARY: The interview is totally confidential, and should take about 15 minutes. Your input will help the government develop educational programs for parents and children.

S1. May I first ask if there are any children under 18 years of age living in this household?

Yes	1	CONTINUE
No	2	TERMINATE, OUT OF SCOPE

S2. May I also ask if anyone in this household works in advertising or market research?

Yes	1	EXIT
No	2	CONTINUE

S3. **GENDER:** Record respondent's gender

Male	1
Female	2

Purchasing and Food Preparation Screening

S4. Could I please speak to the main food purchaser or food preparer in this household?

Yes, already speaking to them	1	CONTINUE
Yes	2	CONTINUE, REINTRODUCE IF NECESSARY
No, Refused	3	TERMINATE, IN-SCOPE REFUSAL
Not available	4	ARRANGE CALLBACK

Individual Fruit Consumption

1. How many serves of fruit do you usually eat each day? A serve of fruit is equal to one medium piece, two small pieces of fruit or one cup of diced fruit.

Serves per day	_____
None	0
Less than one a day	98
Don't know	99
Refused	100

2. How do you feel about the amount of fruit that you currently eat? Would you say that ... **READ OUT**

You should be eating more	1
The amount you eat is about right	2
You should be eating less	3
Don't know DO NOT READ	4

Fruit Knowledge

3. And to maintain good health, how many serves of fruit do you think you should eat every day? **READ OUT IF NECESSARY:** A serve is equal to one medium piece, two small pieces of fruit, or 1 cup of diced fruit. **DO NOT PROMPT**

One serve per day	1
Two serves per day	2
Three serves per day	3
Four serves per day	4
Five serves per day	5
Six or more serves per day	6
Other (specify) _____	7
Don't know	99

Fruit Behaviour Change

- 4a. In the last couple of months, have you tried to change the amount of fruit that you or your family eats? **IF YES:** Is that increase or decrease?

Yes, tried to increase amount	1	CONTINUE
Yes, tried to decrease amount	2	GO TO Q5
No, haven't tried to change	3	GO TO Q5

IF CODE 1 AT Q4a ASK:

- 4b. What influenced you to try to get you or your family to eat more fruit? **PROBE:** Anything else? **CODE ALL MENTIONED**

To lose-control weight / put the family on a diet	1
Improve health of family in general /healthier life/health reasons (unspec)	2
To improve kids fitness / for sports	3
Advice from family/friends / influence of others I cook for	4
Influence of others/person who buys/prepares food is eating more	5
Advertising campaigns / TV campaigns / 5 veg & 2 fruit/ magazine advertising	6
To influence others/ family-children /encourage children / family to eat more	7
Good for you /wasn't eating enough /more nutritious /fruit is better for you	8
I like them / we just like eating fruit / they taste good	9
Substitute for other foods/trying to eat less/no red meat	10
Have not tried to increase the amount of fruit eaten	11
Other (Specify) _____	12
Don't know / no particular reason	99

Individual Vegetable Consumption

Now I would like to ask you some questions about vegetables

5. How many serves of vegetables do you usually eat each day? A serve of vegetables is equal to half a cup of cooked vegetables or 1 cup of salad.

Serves per day _____	
None	0
Less than one a day	98
Don't know	99
Refused	100

6. How do you feel about the amount of vegetables that you currently eat? Would you say that ... **READ OUT**

You should be eating more	1
The amount you eat is about right	2
You should be eating less	3
Don't know (DO NOT READ)	4

Vegetable Knowledge

7. To maintain good health, how many serves of vegetables do you think you should eat every day? **READ OUT IF NECESSARY:** A serve is equal to ½ a cup of cooked vegetables, one small potato, or 1 cup of salad vegies. **DO NOT PROMPT**

One serve per day	1
Two serves per day	2
Three serves per day	3
Four serves per day	4
Five serves per day	5
Six or more serves per day	6
Other (Specify) _____	7
Don't know	99

Vegetable Behaviour Change

8a. In the last couple of months, have you tried to change the amount of vegetables that you or your family eats? **IF YES:** Is that increase or decrease?

Yes, tried to increase amount	1	CONTINUE
Yes, tried to decrease amount	2	GO TO Q9a
No, haven't tried to change	3	GO TO Q9a

8b. What influenced you to try to get you or your family to eat more vegetables? **PROBE:** Anything else? **CODE ALL MENTIONED**

To lose-control weight / put the family on a diet	1
Improve health of family in general /healthier life/health reasons (unspec)	2
To improve kids fitness / for sports	3
Advice from family/friends / influence of others I cook for	4
Influence of others/person who buys/prepares food is eating more	5
Advertising campaigns / TV campaigns / 5 veg & 2 fruit/ magazine advertising	6
To influence others/ family-children /encourage children / family to eat more	7
Good for you /wasn't eating enough /more nutritious /vegies are better for you	8
I like them / we just like eating vegetables / they taste good	9
Substitute for other foods/trying to eat less/no red meat	10
Have not tried to increase the amount of vegetables eaten	11
Other (Specify) _____	12
Don't know / no particular reason	99

Unprompted Recall

17a. Now, thinking about advertising. Have you seen, read or heard any advertising campaigns about food and health or physical activity in the last few months?

Yes	1	CONTINUE
No	2	GO TO Q18a
Don't know	3	GO TO Q18a

17b. Where did you see, read or hear any part of this advertising campaign?

TV advertising	1
TV news / current affairs	2
Television program	3
Radio advertising	4
Radio news	5
Radio program	6
Cinema	7
Magazine article	8
Magazine advertising	9
Newspaper article	10
Newspaper advertising	11
Brochure / booklet	12
Website	13
Word of mouth	14
Bus / Tram	15
Local area health service	16
Doctor / General practitioner	17
School activity / education program	18
Information night	19
Other (Specify) _____	20
Don't Know / Can't say	99

17c. Can you describe what you saw, read or heard from this advertising campaign? Anything else? Anything else?

Article on eating more fruit and vegetables in magazine	1
Article on eating more fruit and vegetables in newspapers	2
Cinema advert showing a vegetable man	3
Cinema advert showing a vegetable woman with kids	4
Ad on TV showing a vegetable man	5
Ad on TV showing a vegetable woman with kids	6
Fruit and veg booklet	7
Article on importance of kids and families being active in magazine	8
Article encouraging kids and families to be active in newspapers	9
Cinema advert encouraging kids and families to be active	10
Ad on TV encouraging kids and families to be active	11
Physical activity booklet for families	12
Other (Specify) _____	13
Don't know / can't say / don't recall	99

Prompted Recall - 2&5

18a. In the last few months do you remember seeing any television advertisements showing a male animated face made of vegetables talking about health or advertisements showing a female face made out of vegetables talking about children and fruit and vegetables?

- Yes 1 **CONTINUE**
- No 2 **GO TO Q19**
- Don't know 3 **GO TO Q19**

18b. What would you say was the MAIN message of this advertisement? (**SINGLE RESPONSE. DO NOT READ**)

- Eat more fruit 1
- Eat more vegetables 2
- Eat 2 fruit and 5 vegetables each day 3
- Fruit and vegetables are quick and easy to prepare 4
- It's easy to eat more vegetables 5
- It's easy to eat more fruit 6
- Eating vegetables is fun 7
- You should eat 2 serves of fruit and 5 serves of vegetable per day for your health 8
- Eating vegetables is good for your health 9
- Not enough Australians eat enough vegetables 10
- Other (**Specify**) _____ 11
- Don't know 99

19. A series of full-page advertisements were placed in magazines and newspapers. The advertisements were produced in various colours displaying a man made out of vegetables with the title "2 plus 5 equals one healthier life". The ad also contained a number of hints and tips. Do you recall seeing any of these advertisements?

- Yes 1
- No 2
- Don't know 3

20. Do you recall seeing any advertisements in shopping centres or on shopping trolleys showing a man made out of vegetables encouraging you to eat more fruit and vegetables in the last few months?

- Yes 1
- No 2
- Don't know 3

21. **IF YES AT Q18-Q20 THEN ASK, ELSE GO TO 23a:** To what degree does the campaign communicate that.... Would you say... **READ OUT. ROTATE ORDER.**

	A lot	A little	Not at all	D/K
You should eat 2 serves of fruit and five serves of vegetables for your health	1	2	3	99
At the moment most Australians are not eating enough vegetables in their diet	1	2	3	99
It is easy to get an extra serve of vegetables each day	1	2	3	99
It is easy to increase the amount of fruit you eat	1	2	3	99

Action Taken as a Result of the 2& 5 Campaign

22a. Do you think the Go for 2&5 campaign has prompted you to take any action?

Yes	1	CONTINUE
No	2	GO TO Q23a

22b. What action did you take? (**DO NOT READ**)

Talk about diet with family and/or friends	1
Think about the amount of fruit and vegetables I and/or my family eats	2
Buy more fruit when shopping	3
Buy more vegetables when shopping	4
Add an extra serve of vegies to a meal	5
Try to increase the amount of fruit I/and or my family eats	6
Try to increase the amount of vegetables I/and or my family eats	7
Use recipes to help me increase the amount of fruit and vegetables I eat	8
Other (Specify) _____	9

Demographics

Finally just a few more questions to help us analyse the results of the survey.

PRIVACY STATEMENT: While we'd prefer that you answer all questions, if there is anything that you'd prefer not to answer, that's fine, just let me know.

D1. Firstly, would you mind telling me which of the following age groups you fall into? **READ OUT**

24 years or less	1
25 - 34 years	2
35 - 44 years	3
45 - 54 years	4
55+ years	5
Refused	6

D2. What is your present marital status? Would it be ... **READ OUT.**

Never Married	1
Married or de facto	2
Widowed	3
Divorced	4
Separated but not divorced	5
Refused (DO NOT OFFER)	6

D3. What is the highest level of education you have completed? **READ OUT.**

Primary school	1
Year 10 or below	2
Year 11 or below	3
Year 12 or below	4
Trade/apprenticeship	5
Other TAFE/Technical Certificate	6
Diploma	7
Bachelor Degree	8
Post-Graduate Degree	9
Other (Specify) _____	10
Refused	11

D4. What is your current employment status? Are you ... **READ OUT.**

- | | |
|---------------------------------|---|
| Employed full-time | 1 |
| Employed part-time | 2 |
| Unemployed | 3 |
| Retired or on a pension | 4 |
| A full-time student | 5 |
| Engaged in home duties | 6 |
| Other (Specify) _____ | 7 |
| Refused (DO NOT OFFER) | 8 |

D5. **IF CODES 1 OR 2 AT D4 ASK:** What is your main occupation? **PROBE FOR TITLE AND MAIN DUTIES. ELSE ASK:** What was your most recent occupation?

Title _____

Duties _____

D6. Would you mind telling me which of the following categories your household's approximate annual income from all sources, before tax, falls into? Would it be **READ OUT**

- | | |
|---|---|
| Less than \$ 40,000 | 1 |
| \$40,000–80,000 | 2 |
| Over \$80,000 | 3 |
| Don't know / Not sure (DO NOT OFFER) | 4 |
| Refused (DO NOT OFFER) | 5 |

D7. What is the main language spoken in your home?

- | | |
|---------------------------------|---|
| English | 1 |
| Other (Specify) _____ | 2 |
| Refused (DO NOT OFFER) | 3 |

D8. Are you from an Aboriginal or Torres Strait Islander background?

- | | |
|---------|---|
| Yes | 1 |
| No | 2 |
| Refused | 3 |

D9. Do you currently smoke cigarettes?

- | | |
|---------|---|
| Yes | 1 |
| No | 2 |
| Refused | 3 |

CLOSE:

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Ageing. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME..).

Respondents Name: _____

Address: _____

_____ Phone No.: _____

Start Time: _____ Interviewer’s Name: _____

Children’s– Screening and introduction

Thank you for your time.

We would also like to speak to children aged 9-12 years about the health issues that we just discussed.

May I speak to your child aged between 9 and 12 years please? (**INTERVIEWER NOTE: You need to get parental permission before starting the interview**)

EXPLAIN IF NECESSARY: The survey will be very short and will take about five to ten minutes to complete. We are happy for you to assist your child with the interview.

INTERVIEWER NOTE: PARENTAL PERMISSION REQUIRED: In order to show that I have got permission to proceed with this interview would you tell me your first name please?

- Yes (**RECORD NAME**) _____
- No (**TERMINATE**)
- Parental Permission refused (**TERMINATE**)

RE-INTRODUCE YOURSELF, IF NECESSARY:

Good (.....), my name is (.....) calling on behalf of the Australian Government Department of Health from Woolcott Research. We are conducting a study on health issues that affect kids today.

The interview will take 5 to 10 minutes, and the answers you give will be completely confidential. Your answers will only be looked at together with the responses of hundreds of other kids we are talking to.

S1 (May I just confirm), how old were you at your last birthday?

- 9 years 1
- 10 years 2
- 11 years 3
- 12 years 4
- Refused 5
- Other 6

S2 RECORD GENDER

- Male 1
- Female 2

F&V Behaviour

1a. Now, on average, how many days per week do you eat fruit? **(DO NOT READ)**

1 day	1
2 days	2
3 days	3
4 days	4
5 days	5
6 days	6
7 days	7
Varies TRY TO GET ESTIMATE _____	8
None	9

1b. And on average, how many days per week do you eat vegetables? **(DO NOT READ)**

1 day	1
2 days	2
3 days	3
4 days	4
5 days	5
6 days	6
7 days	7
Varies TRY TO GET ESTIMATE _____	8
None	9

Nutrition attitudes

2. How important is eating fruit and vegetables to you? Would you say it is ... **READ OUT**

Very Important	1
Important	2
Somewhat important	3
Not important	4
Don't know	99

Fruit knowledge

3. How many serves of fruit do you think you should eat each day to be healthy? (One serve of fruit is equal to one medium piece of fruit, two small pieces of fruit, or 1 cup of diced fruit. **DO NOT READ**)

One serve per day	1
Two serves per day	2
Three serves per day	3
Four serves per day	4
Five or more serves per day	5
Six or more serves per day	6
Other (SPECIFY) _____	7
Don't know	8

Vegetable knowledge

4. How many serves of vegetables do you think you should eat per day to be healthy?

A serve is equal to ½ a cup of cooked vegetables, one small potato, or 1 cup of salad vegies.

DO NOT PROMPT

One serve per day	1
Two serves per day	2
Three serves per day	3
Four serves per day	4
Five serves per day	5
Six or more serves per day	6
Other (SPECIFY) _____	7
Don't know	99

Prompted recall - 2&5

I am now going to ask some questions about things you may have seen on TV recently

10a. In the last few months, do you remember seeing any television ads showing a male animated (or cartoon) face made of vegetables OR a different ad showing a mother and kids made out of vegetables.

Yes	1	CONTINUE
No	2	GO TO Q11a
Don't know	3	GO TO Q11a

10b. What would you say was the MAIN message of this ad. **PROBE IF NECESSARY:** What was the ad trying to say/tell you? **(SINGLE RESPONSE) DO NOT READ OUT**

Eating vegetables is fun	1
You should eat 2 serves of fruit and 5 serves of vegetable per day for your health.	2
Eating vegetables is good for your health	3
Not enough Australians eat enough vegetables	4
It is easy to eat 2 and 5	5
Other (Specify) _____	6
Don't know	7

11a. Have you seen or heard any ads using the phrase “Go for 2 and 5”?

Yes	1	CONTINUE
No	2	GO TO 13a
Don't know	3	GO TO 13a

11b. What do you think “Go for 2 & 5” means? **PROBE IF NECESSARY:** What is it actually saying?

Action taken as a result of the 2& 5 campaign

12a. Do you think the “Go for 2 & 5” advertising has encouraged you to do anything different?

- | | | |
|------------|---|------------------|
| Yes | 1 | CONTINUE |
| No | 2 | GO TO 13a |
| Don't know | 3 | GO TO 13a |

12b. What did you do different? **PROBE FULLY**

Demographics

D1 What year of school are you currently in?

- | | | | |
|--------|---|---------|---|
| Year 3 | 1 | Year 7 | 5 |
| Year 4 | 2 | Year 8 | 6 |
| Year 5 | 3 | Other | 7 |
| Year 6 | 4 | Refused | 8 |

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Ageing. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME..).

Respondents Name: _____

Address: _____

_____ Phone No.: _____

Interviewer's Name: _____ Number: _____

I certify that this is a true, accurate and complete interview taken in accordance with my instructions and conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

Signature: _____ Finish Time: _____

Date: _____

START TIME: _____	INTERVIEWER'S NAME: _____
-------------------	---------------------------

*Good ..., my name is ... from Woolcott Research. We are currently conducting a survey on people's attitudes towards a number of issues. Could I please speak to someone in the household **aged 16 or over**. **RE-INTRODUCE IF NECESSARY AND CONTINUE.***

RECORD AREA:			
Sydney	1	Other NSW	2
Melbourne	3	Other Victoria	4
Brisbane	5	Other Queensland	6
Adelaide	7	Other SA	8
Perth	9	Other WA	10
Tasmania	11	NT	12
RECORD GENDER:			
Male	1	Female	2

*** CHECK QUOTAS ***

Q1. Firstly, could you please tell me, are you over or under 40 years of age? **IF UNDER 40 YRS, READ OUT CODES 1-5. IF OVER 40 YRS, READ OUT CODES 6-11.** Are you...

- | | | | |
|-------------|----|---|-----------------------------------|
| 16-17 years | 1 | } | READ OUT IF UNDER 40 YEARS |
| 18-24 years | 2 | | |
| 25-29 years | 3 | | |
| 30-34 years | 4 | | |
| 35-39 years | 5 | | |
| 40-44 years | 6 | } | READ OUT IF OVER 40 YEARS |
| 45-49 years | 7 | | |
| 50-54 years | 8 | | |
| 55-59 years | 9 | | |
| 60-64 years | 10 | | |
| 65-69 years | 11 | | |
| 70+ years | 12 | | |

Q2. Could you please tell me how many people, including yourself, live in your household? **RECORD BELOW.**

- | | |
|------------------------------------|----|
| One | 1 |
| Two | 2 |
| Three | 3 |
| Four | 4 |
| Five+ | 5 |
| None | 6 |
| Refused (DO NOT READ OUT) | 99 |

Q2a And are there any children under the age of 18 in your household? **RECORD BELOW.**

- | | |
|-------|---|
| One | 1 |
| Two | 2 |
| Three | 3 |

Four	4
Five+	5
None	6
Refused (DO NOT READ OUT)	99

IF CODE 1 – 5 IN Q2 ASK

Q2b And are you the parent or carer for any of the child /these children in your household?

Yes	1	CONTINUE
No	2	GO TO SECTION A, SKIP SECTION C
Refused (DO NOT READ OUT)	99	GO TO SECTION A, SKIP SECTION C

IF CODE 1 IN Q2b CONTINUE, ALL OTHERS GO TO SECTION A, SKIP SECTION C

Q3 And specifically, are you the parent or carer for any children aged 9-12 years in your household?

Yes	1
No	2
Refused (DO NOT READ OUT)	99

SECTION C – HEALTHY EATING- NATIONAL 16+ PARENTS OF KIDS UNDER 18

Now thinking about food.....

C1 How many serves of fruit do you *usually* eat each day? A serve of fruit is equal to one medium piece, two small pieces of fruit or one cup of diced fruit. **SINGLE RESPONSE.**

Serves per day	_____	
Less than one a day	97	DO NOT READ OUT
Don't know	98	DO NOT READ OUT
Refused	99	DO NOT READ OUT

C2 And how many serves of vegetables do you *usually* eat each day? A serve of vegetables is equal to half a cup of cooked vegetables or 1 cup of salad. **SINGLE RESPONSE.**

Serves per day	_____	
Less than one a day	97	DO NOT READ OUT
Don't know	98	DO NOT READ OUT
Refused	99	DO NOT READ OUT

C3a In the last few months do you remember seeing any television advertisements showing a male animated face made of vegetables, talking about health, or advertisements showing a female face made out of vegetables, talking about children and fruit & vegetables? **SINGLE RESPONSE.**

Yes	1	CONTINUE
No	2	GO TO C4
Don't know	3	GO TO C4

C3b What would you say was the MAIN message of this advertisement? **SINGLE RESPONSE. DO NOT READ OUT.**

EAT MORE

Eat more fruit and vegetables	1
Eat more fruit	2
Eat more vegetables	3

NUMBERS 2 & 5

Eat 2 fruit and 5 vegetables each day	4
You should eat 2 serves of fruit and 5 serves of vegetable per day for your <u>health</u>	5

QUICK & EASY

Fruit and vegetables are quick and easy to prepare	6
It's easy to eat more fruit & vegetables	7
It's easy to eat more fruit	8
It's easy to eat more vegetables	9

HEALTH

Eating Fruit and Vegetables is good for your health	10
Eating Fruit is good for your health	11
Eating vegetables is good for your health	12

AUSTRALIANS

Not enough Australians eat enough - fruit and vegetables	13
Not enough Australians eat enough fruit	14
Not enough Australians eat enough vegetables	15

FUN

Eating Fruit and vegetables is fun	16
Eating Fruit is fun	17
Eating vegetables is fun	18

Other (specify)	19
Don't know	99

C4 A series of full-page advertisements were placed in magazines and newspapers. The advertisements were produced in various colours displaying a man made out of vegetables with the title “2 plus 5 equals one healthier life”. The ad also contained a number of hints and tips. Do you recall seeing any of these advertisements?

Yes 1
 No 2
 Don't know 98

C5 Do you recall seeing any advertisements in shopping centres or on shopping trolleys showing a man made out of vegetables encouraging you to eat more fruit and vegetables in the last few months?

Yes 1
 No 2
 Don't know 98

IF CODE 1 AT EITHER C3a, C4 OR C5 CONTINUE, OTHERS GO TO NEXT SECTION

C6 To what degree does the campaign communicate that...(INSERT STATEMENT) Would you say it communicates that... **READ OUT. ROTATE.**

	Very clearly	Somewhat clearly	Not at all clearly	Don't know
You should eat 2 serves of fruit and five serves of vegetables for your health	1	2	3	99
At the moment most Australians are not eating enough vegetables in their diet	1	2	3	99
It is easy to get an extra serve of vegetables each day	1	2	3	99
It is easy to increase the amount of fruit you eat	1	2	3	99

C7 Do you think this campaign has prompted you to take any action?

Yes 1 CONTINUE
 No 2 GO TO NEXT SECTION
 Don't know 3 GO TO NEXT SECTION

C8 What action did you take? **DO NOT READ OUT. MULTIPLE RESPONSE ALLOWED. PROBE FULLY.**

Talk about diet with family and/or friends 1
 Think about the amount of fruit and vegetables I and/or my family eats 2
 Buy more fruit when shopping 3
 Buy more vegetables when shopping 4
 Add an extra serve of vegies to a meal 5
 Try to increase the amount of fruit I/and or my family eats 6
 Try to increase the amount of vegetables I/and or my family eats 7

Use recipes to help me increase the amount of fruit and vegetables I eat	8
Other (specify)	9

CLASSIFICATION - ASK ALL RESPONDENTS

Finally, a few questions to ensure that we have spoken to a good cross-section of people.

Qi. Which of these categories best describes you?

Working full time	1
Working part time	2
Student	3
Unemployed	4
Engaged in home duties	5
Retired	6
Refused (DO NOT READ OUT)	7

Qii. Thinking now about the main income earner in your household. What is their occupation? **RECORD BELOW. IF NOT WORKING:** Have they ever worked? **IF YES:** What was their most recent occupation? Industry: _____

Position: _____

Qiii. Could you please tell me which of the following categories best describes your household income before tax? **READ OUT**

Under \$20,000	1
\$20,000-\$29,999	2
\$30,000-\$39,999	3
\$40,000-\$49,999	4
\$50,000-\$59,999	5
\$60,000-\$69,999	6
\$70,000-\$79,999	7
\$80,000-\$89,999	8
\$90,000-\$99,999	9
\$100,000 plus	10
Refused (DO NOT READ OUT)	11

Qiv. Which of the following best describes your current marital status? **READ OUT**

Never married	1
Defacto or living together	2
Married	3
Separated/divorced/widowed	4
Refused (DO NOT READ OUT)	5

Qv. Are you the person in your household who does most of grocery shopping? **SR**

Yes	1
No	2
Shared	3

Qvi. Which of the following levels of schooling have you completed? **READ OUT. SINGLE RESPONSE.**

Below Year 12	1
Completed Year 12	2

IF CODE 1 AT Q3 PARENT / CARER OF 9-12 YEAR OLD ASK Qvii

Qvii. We would also like to speak to children aged 9-12 years about the health issues and advertising that we just discussed. May I speak to your child aged between 9 and 12 years please?

EXPLAIN IF NECESSARY: The survey will be very short and will take about five minutes to complete. We are happy for you to assist your child with the interview.

Yes 1 **CONTINUE**
No 2 **GO TO Qxi**

INTERVIEWER NOTE: PARENTAL PERMISSION REQUIRED: In order to show that I have got permission to proceed with this interview would you tell me your full name please?

RESPONDENT'S NAME: _____
ADDRESS (incl. P'code): _____
PHONE No: _____

INTERVIEWER'S NAME: _____	NUMBER: _____
I certify this is a true, accurate and complete interview taken in accordance with my instructions, and conducted according to the guidelines set out in the ICC/ESOMAR International Code of Marketing and Social Research Practice.	
SIGNATURE: _____	TIME FINISH: _____ DATE: _____

DO NOT READ OUT:

Do you want to start the kids survey now or call back later?

Yes, start now 1 **GO TO SECTION X**
No, do later 2 **RECORD DAY/TIME**

Thank you very much for your time

RESPONDENT'S NAME: _____
ADDRESS (incl. P'code): _____
PHONE No: _____

INTERVIEWER'S NAME: _____	NUMBER: _____
I certify that this is a true, accurate and complete interview, conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to the project.	
SIGNATURE: _____	TIME FINISH: _____ DATE: _____

SECTION X – VEGGIE MAN – NATIONAL KIDS 9-12 ONLY

X1 Now, on average, how many days per week do you eat fruit? **DO NOT READ OUT**

1 day	1
2 days	2
3 days	3
4 days	4
5 days	5
6 days	6
7 days	7
Not sure	8
None	9

X2 And on average, how many days per week do you eat vegetables? **DO NOT READ OUT**

1 day	1
2 days	2
3 days	3
4 days	4
5 days	5
6 days	6
7 days	7
Not sure	8
None	9

X3 How important is eating fruit and vegetables to you? Would you say it is ... **READ OUT. SINGLE RESPONSE.**

Very Important	1
Important	2
Somewhat important	3
Not important	4
Don't know (DO NOT READ OUT)	99

X4a In the last few months, do you remember seeing any television ads showing a male animated (or cartoon) face made of vegetables OR a different ad showing a mother and kids made out of vegetables.

Yes	1	CONTINUE
No	2	GO TO X5
Don't know	3	GO TO X5

X4b What would you say was the MAIN message of this ad. **PROBE IF NECESSARY:** What was the ad trying to say/tell you? **SINGLE RESPONSE. DO NOT READ OUT**

EAT MORE

Eat more fruit and vegetables	1
Eat more fruit	2
Eat more vegetables	3

NUMBERS 2 & 5

Eat 2 fruit and 5 vegetables each day	4
---------------------------------------	---

You should eat 2 serves of fruit and 5 serves of vegetable per day for your health 5

QUICK & EASY

Fruit and vegetables are quick and easy to prepare 6

It's easy to eat more fruit & vegetables 7

It's easy to eat more fruit 8

It's easy to eat more vegetables 9

HEALTH

Eating Fruit and Vegetables is good for your health 10

Eating Fruit is good for your health 11

Eating vegetables is good for your health 12

AUSTRALIANS

Not enough Australians eat enough - fruit and vegetables 13

Not enough Australians eat enough fruit 14

Not enough Australians eat enough vegetables 15

FUN

Eating Fruit and vegetables is fun 16

Eating Fruit is fun 17

Eating vegetables is fun 18

Other (specify) 19

Don't know 99

X5 Have you seen or heard any ads using the phrase "Go for 2 and 5"?

Yes 1 **CONTINUE**

No 2 **GO TO X7**

Don't know 3 **GO TO X7**

X6 What do you think "Go for 2 & 5" means? **PROBE IF NECESSARY:** What is it actually saying?

IF CODE 1 AT X4a OR X5 ASK

X7 Do you think the "Go for 2 & 5" advertising has encouraged you to eat more fruit and vegetables?

Yes 1 **CONTINUE**

No 2 **GO TO CLASSIFICATION**

Don't know 3 **GO TO CLASSIFICATION**

X8 What did you do differently? **PROBE FULLY**

CLASSIFICATION CHILDREN

X9 And finally may I just ask your age please? **DO NOT READ OUT. SR**

- | | |
|--------------|---|
| 9 years old | 1 |
| 10 years old | 2 |
| 11 years old | 3 |
| 12 years old | 4 |

X10 May I take your first name please?

X11 Code: **DO NOT READ OUT**

- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

Thank you very much for your time.....close interview.

Start Time: _____ Interviewer's Name: _____

Screening and introduction

INTRO: Good (...), my name is (...) from Woolcott Research. I'm calling on behalf of the Australian Government Department of Health and Ageing about a major study amongst parents and children to do with health issues affecting families today.

IF NECESSARY: The interview is totally confidential, and should take about 15 minutes. Your input will help the government develop educational programs for parents and children.

S1. May I first ask if there are any children under 18 years of age living in this household?

Yes	1	CONTINUE
No	2	TERMINATE, OUT OF SCOPE

And are any of those aged 9-12 years?

Yes	1
No	2

S2. May I also ask if anyone in this household works in advertising or market research?

Yes	1	EXIT
No	2	CONTINUE

Purchasing and Food Preparation Screening

S3. Could I please speak to the main food purchaser or food preparer in this household?

Yes, already speaking to them	1	CONTINUE
Yes	2	CONTINUE, REINTRODUCE IF NECESSARY
No, Refused	3	TERMINATE, IN-SCOPE REFUSAL
Not available	4	ARRANGE CALLBACK

S4. **GENDER:** Record respondent's gender

Male	1
Female	2

Individual Fruit Consumption

1. How many serves of fruit do you usually eat each day? A serve of fruit is equal to one medium piece, two small pieces of fruit or one cup of diced fruit. NOTE: Half serves are acceptable.

Serves per day _____	
None	0
Less than one a day	98
Don't know	99
Refused	100

2. How do you feel about the amount of fruit that you currently eat? Would you say that ... **READ OUT**

You should be eating more	1
The amount you eat is about right	2
You should be eating less	3
Don't know DO NOT READ	4

Fruit Knowledge

3. And to maintain good health, how many serves of fruit do you think you should eat every day? **READ OUT IF NECESSARY:** A serve is equal to one medium piece, two small pieces of fruit, or 1 cup of diced fruit. **DO NOT PROMPT**

One serve per day	1
Two serves per day	2
Three serves per day	3
Four serves per day	4
Five serves per day	5
Six or more serves per day	6
Other (specify) _____	7
Don't know	99

Fruit Behaviour Change

4a. In the last couple of months, have you tried to change the amount of fruit that you or your family eats? **IF YES:** Is that increase or decrease?

Yes, tried to increase amount	1	CONTINUE
Yes, tried to decrease amount	2	GO TO Q5
No, haven't tried to change	3	GO TO Q5

IF CODE 1 AT Q4a ASK:

4b. What influenced you to try to get you or your family to eat more fruit? **PROBE:** Anything else? **CODE ALL MENTIONED**

To lose-control weight / put the family on a diet	1
Improve health of family in general /healthier life/health reasons (unspec)	2
To improve kids fitness / for sports	3
Advice from family/friends / influence of others I cook for	4
Influence of others/person who buys/prepares food is eating more	5
Advertising campaigns / TV campaigns /magazine advertising	6
To influence others/ family-children /encourage children / family to eat more	7
Good for you /wasn't eating enough /more nutritious /fruit is better for you	8
I like them / we just like eating fruit / they taste good	9
Substitute for other foods/trying to eat less/no red meat	10
Have not tried to increase the amount of fruit eaten	11
Its seasonal/fruit is better/greater variety in summer/more affordable	13
I have a health problem/diabetes/cancer needed to increase consumption	14
It is cheaper to buy fruit than other snacks/junk	15
School has instituted a fruit break/kids have to have fruit to take	16
Advice from school/school initiative	17
I am pregnant	18
Kids have been asking for more fruit	19
Its common knowledge/I just know you should eat a lot of fruit	20
I work in the health industry	21
We found a place/a way to get cheap fruit	22

2 Fruit and 5 Vege advertising	23
Other (Specify) _____	12
Don't know / no particular reason	99

Individual Vegetable Consumption

Now I would like to ask you some questions about vegetables

5. How many serves of vegetables do you usually eat each day? A serve of vegetables is equal to half a cup of cooked vegetables or 1 cup of salad.

Serves per day	_____
None	0
Less than one a day	98
Don't know	99
Refused	100

6. How do you feel about the amount of vegetables that you currently eat? Would you say that ... **READ OUT**

You should be eating more	1
The amount you eat is about right	2
You should be eating less	3
Don't know (DO NOT READ)	4

Vegetable Knowledge

7. To maintain good health, how many serves of vegetables do you think you should eat every day? **READ OUT IF NECESSARY:** A serve is equal to ½ a cup of cooked vegetables, one small potato, or 1 cup of salad vegies. **DO NOT PROMPT**

One serve per day	1
Two serves per day	2
Three serves per day	3
Four serves per day	4
Five serves per day	5
Six or more serves per day	6
Other (Specify) _____	7
Don't know	99

Vegetable Behaviour Change

- 8a. In the last couple of months, have you tried to change the amount of vegetables that you or your family eats?
IF YES: Is that increase or decrease?

Yes, tried to increase amount	1	CONTINUE
Yes, tried to decrease amount	2	GO TO Q9a
No, haven't tried to change	3	GO TO Q9a

8b. What influenced you to try to get you or your family to eat more vegetables? **PROBE:** Anything else?
CODE ALL MENTIONED

To lose-control weight / put the family on a diet	1
Improve health of family in general /healthier life/health reasons (unspec)	2
To improve kids fitness / for sports	3
Advice from family/friends / influence of others I cook for	4
Influence of others/person who buys/prepares food is eating more	5
Advertising campaigns / TV campaigns / magazine advertising	6
To influence others/ family-children /encourage children / family to eat more	7
Good for you /wasn't eating enough /more nutritious /vegies are better for you	8
I like them / we just like eating vegetables / they taste good	9
Substitute for other foods/trying to eat less/no red meat	10
Have not tried to increase the amount of vegetables eaten	11
Its seasonal/vegetables are better/greater variety in summer/more affordable	13
I have a health problem/diabetes/cancer needed to increase consumption	14
It is cheaper to buy vegetables than other snacks/junk	15
Advice from school/school initiative	17
I am pregnant	18
Kids have been asking for more vegetables	19
Its common knowledge/I just know you should eat a lot of vegetables	20
I work in the health industry	21
We found a place/a way to get cheap vegetables	22
2 Fruit and 5 Vege advertising	23
Other (Specify) _____	12
Don't know / no particular reason	99

Unprompted Recall

15a. Now, thinking about advertising. Have you seen, read or heard any advertising campaigns about food and health or physical activity in the last few months?

Yes	1	CONTINUE
No	2	GO TO Q16a
Don't know	3	GO TO Q16a

15b. Where did you see, read or hear any part of this advertising campaign?

TV advertising	1
TV news / current affairs	2
Television program	3
Radio advertising	4
Radio news	5
Radio program	6
Cinema	7
Magazine article	8
Magazine advertising	9
Newspaper article	10
Newspaper advertising	11
Brochure / booklet	12
Website	13
Word of mouth	14
Bus / Tram	15
Local area health service	16
Doctor / General practitioner	17
School activity / education program	18
Information night	19
Shopping centre / trolleys	29

Other (**Specify**) _____ 20
 Don't Know / Can't say 99

15c. Can you describe what you saw, read or heard from this advertising campaign? Anything else? Anything else?

Article on eating more fruit and vegetables in magazine	1
Article on eating more fruit and vegetables in newspapers	2
Cinema advert showing a vegetable man	3
Cinema advert showing a vegetable woman with kids	4
Ad on TV showing a vegetable man	5
Ad on TV showing a vegetable woman with kids	6
Fruit and veg booklet	7
Article on importance of kids and families being active in magazine	8
Article encouraging kids and families to be active in newspapers	9
Cinema advert encouraging kids and families to be active	10
Ad on TV encouraging kids and families to be active	11
Physical activity booklet for families	12
Other (Specify) _____	13
Don't know / can't say / don't recall	99

Prompted Recall - 2&5

16a. In the last few months do you remember seeing any television advertisements showing a male animated face made of vegetables talking about health or advertisements showing a female face made out of vegetables talking about children and fruit and vegetables?

Yes	1	CONTINUE
No	2	GO TO Q17
Don't know	3	GO TO Q17

16b. What would you say was the MAIN message of this advertisement? (**SINGLE RESPONSE. DO NOT READ**)

Eat more fruit	1
Eat more vegetables	2
Eat more fruit and vegetables	3
Eat 2 fruit and 5 vegetables each day	4
Fruit and vegetables are quick and easy to prepare	5
It's easy to eat more vegetables	6
It's easy to eat more fruit	7
Eating vegetables is fun	8
You should eat 2 serves of fruit and 5 serves of vegetable per day for your health	9
Eating vegetables is good for your health	10
Not enough Australians eat enough vegetables	11
Other (Specify) _____	12
Don't know	99

17. A series of full-page advertisements were placed in magazines and newspapers. The advertisements were produced in various colours displaying a man made out of vegetables with the title "healthy fast food for your kids" or "Go for 2 fruit and 5 vegies for good health". The ads also contained a number of hints and tips. Do you recall seeing any of these advertisements?

Yes	1
No	2
Don't know	3

18. Do you recall seeing any advertisements in shopping centres or on shopping trolleys showing a man made out of vegetables encouraging you to eat more fruit and vegetables in the last few months?

- Yes 1
- No 2
- Don't know 3

19. **IF YES AT Q16a-Q18 THEN ASK, ELSE GO TO Q21a:** To what degree does the campaign communicate that.... Would you say... **READ OUT. ROTATE ORDER.**

	A lot	A little	Not at all	D/K
At the moment most Australians are not eating enough vegetables in their diet	1	2	3	99
It is easy to get an extra serve of vegetables each day	1	2	3	99
It is easy to increase the amount of fruit you eat	1	2	3	99

Action Taken as a Result of the 2& 5 Campaign

- Yes 1 **CONTINUE**
- No 2 **GO TO Q21a**

20b. What action did you take? **(DO NOT READ)**

- Talk about diet with family and/or friends 1
- Think about the amount of fruit and vegetables I and/or my family eats 2
- Buy more fruit when shopping 3
- Buy more vegetables when shopping 4
- Add an extra serve of vegies to a meal 5
- Try to increase the amount of fruit I and/or my family eats 6
- Try to increase the amount of vegetables I and/or my family eats 7
- Use recipes to help me increase the amount of fruit and vegetables I eat 8
- Be more aware of what I / the family is eating 10
- Exercise more 11
- Cut out / reduce junk food from the family's eating 12
- Other (**Specify**) _____ 9

Demographics

Finally just a few more questions to help us analyse the results of the survey.

PRIVACY STATEMENT: While we'd prefer that you answer all questions, if there is anything that you'd prefer not to answer, that's fine, just let me know.

D1. Firstly, would you mind telling me which of the following age groups you fall into? **READ OUT**

- 24 years or less 1
- 25 - 34 years 2
- 35 - 44 years 3
- 45 - 54 years 4
- 55+ years 5
- Refused 6

D2. What is your present marital status? Would it be ... **READ OUT.**

Never Married	1
Married or de facto	2
Widowed	3
Divorced	4
Separated but not divorced	5
Refused (DO NOT OFFER)	6

D3. What is the highest level of education you have completed? **READ OUT.**

Primary school	1
Year 10 or below	2
Year 11 or below	3
Year 12 or below	4
Trade/apprenticeship	5
Other TAFE/Technical Certificate	6
Diploma	7
Bachelor Degree	8
Post-Graduate Degree	9
Other (Specify) _____	10
Refused	11

D4. What is your current employment status? Are you ... **READ OUT.**

Employed full-time	1
Employed part-time	2
Unemployed	3
Retired or on a pension	4
A full-time student	5
Engaged in home duties	6
Other (Specify) _____	7
Refused (DO NOT OFFER)	8

D5. **IF CODES 1 OR 2 AT D4 ASK:** What is your main occupation? **PROBE FOR TITLE AND MAIN DUTIES. ELSE ASK:** What was your most recent occupation?

Title _____

Duties _____

D6. Would you mind telling me which of the following categories your household's approximate annual income from all sources, before tax, falls into? Would it be **READ OUT**

Less than \$ 40,000	1
\$40,000–80,000	2
Over \$80,000	3
Don't know / Not sure (DO NOT OFFER)	4
Refused (DO NOT OFFER)	5

D7. What is the main language spoken in your home?

English	1
Other (Specify) _____	2
Refused (DO NOT OFFER)	3

D8 Are you from an Aboriginal or Torres Strait Islander background?

Yes	1
No	2
Refused	3

D9. Do you currently smoke cigarettes?

Yes	1
No	2
Refused	3

CLOSE:

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Ageing. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME..).

Respondents Name: _____

Address: _____

_____ Phone No.: _____

Interviewer's Name: _____ Number: _____

I certify that this is a true, accurate and complete interview taken in accordance with my instructions and conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

Signature: _____ Finish Time: _____

Date: _____

Start Time: _____ Interviewer’s Name: _____

Children’s– Screening and introduction

Thank you for your time.

We would also like to speak to children aged 9-12 years about the health issues that we discussed.

May I speak to your child aged between 9 and 12 years please? (**INTERVIEWER NOTE: You need to get parental permission before starting the interview**)

EXPLAIN IF NECESSARY: The survey will be very short and will take about five to ten minutes to complete. We are happy for you to assist your child with the interview.

INTERVIEWER NOTE: PARENTAL PERMISSION REQUIRED: In order to show that I have got permission to proceed with this interview would you tell me your first and last name please?

Yes (RECORD NAME) _____
No (TERMINATE)
Parental Permission refused (TERMINATE)

RE-INTRODUCE YOURSELF, IF NECESSARY:

Good (.....), my name is (.....) calling on behalf of the Australian Government Department of Health from Woolcott Research. We are conducting a study on health issues that affect kids today.

The interview will take about 5 to 10 minutes, and the answers you give will be completely confidential. Your answers will only be looked at together with the responses of hundreds of other kids we are talking to.

S1 (May I just confirm), how old were you at your last birthday?

- 9 years 1
- 10 years 2
- 11 years 3
- 12 years 4
- Refused 5
- Other 6 **TERMINATE**

S2 RECORD GENDER

- Male 1
- Female 2

F&V Behaviour

1a. Now, on average, how many days per week do you eat fruit? **(DO NOT READ)**

1 day	1
2 days	2
3 days	3
4 days	4
5 days	5
6 days	6
7 days	7
Varies TRY TO GET ESTIMATE _____	8
None	9
Don't Know	10

1b. And on average, how many days per week do you eat vegetables? **(DO NOT READ)**

1 day	1
2 days	2
3 days	3
4 days	4
5 days	5
6 days	6
7 days	7
Varies TRY TO GET ESTIMATE _____	8
None	9
Don't Know	10

Nutrition attitudes

2. How important is eating fruit and vegetables to you? Would you say it is ... **READ OUT**

Very Important	1
Important	2
Somewhat important	3
Not important	4
Don't know	99

DO NOT READ

Fruit knowledge

3. How many serves of fruit do you think you should eat each day to be healthy?

One serve of fruit is equal to one medium piece of fruit, two small pieces of fruit, or 1 cup of chopped up fruit. **DO NOT READ**

One serve per day	1
Two serves per day	2
Three serves per day	3
Four serves per day	4
Five serves per day	5
Six or more serves per day	6
Other (SPECIFY) _____	7
Don't know	8

Vegetable knowledge

4. How many serves of vegetables do you think you should eat per day to be healthy?

A serve is equal to ½ a cup of cooked vegetables, one small potato, or 1 cup of salad vegies.

DO NOT PROMPT

One serve per day	1
Two serves per day	2
Three serves per day	3
Four serves per day	4
Five serves per day	5
Six or more serves per day	6
Other (SPECIFY) _____	7
Don't know	99

Prompted recall - 2&5

I am now going to ask some questions about things you may have seen on TV recently

10a. In the last few months, do you remember seeing any television ads showing a male animated (or cartoon) face made of vegetables OR a different ad showing a mother and kids made out of vegetables.

Yes	1	CONTINUE
No	2	GO TO Q11a
Don't know	3	GO TO Q11a

10b. What would you say was the MAIN message of this ad. **PROBE IF NECESSARY:** What was the ad trying to say/tell you? (**SINGLE RESPONSE**) **DO NOT READ OUT**

Eating vegetables is fun	1
You should eat 2 serves of fruit and 5 serves of vegetable per day for your health.	2
Eating vegetables is good for your health	3
Not enough Australians eat enough vegetables	4
It is easy to eat 2 and 5	5
Eat more fruit	6
Eat more vegetables	7
Eat more fruit and vegetables	8
To eat more healthily	9
Other (Specify) _____	10
Don't know	11

12a. Have you seen or heard any ads using the phrase "Go for 2 and 5"?

Yes	1	CONTINUE
No	2	GO TO 13a
Don't know	3	GO TO 13a

12b. What do you think “Go for 2 & 5” means? **PROBE IF NECESSARY:** What is it actually saying?

Action taken as a result of the 2 & 5 campaign

13a. Do you think the “Go for 2 & 5” advertising has encouraged you to do anything different?

- | | | |
|------------|---|------------------|
| Yes | 1 | CONTINUE |
| No | 2 | GO TO 13a |
| Don't know | 3 | GO TO 13a |

13b. What did you do different? **PROBE FULLY**

Demographics

D1 What year of school are you currently in?

- | | | | |
|--------|---|---------|---|
| Year 3 | 1 | Year 7 | 5 |
| Year 4 | 2 | Year 8 | 6 |
| Year 5 | 3 | Other | 7 |
| Year 6 | 4 | Refused | 8 |

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Ageing. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME..).

Respondents

Name:

Address: _____ Phone No.: _____

Interviewer's Name: _____ Number: _____

I certify that this is a true, accurate and complete interview taken in accordance with my instructions and conducted in accordance with the IQCA standards and the MRSA Code of Professional Behaviour (ICC/ESOMAR). I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

Signature: _____ Finish Time: _____

Date: _____