

Focus groups with Aboriginal and Torres Strait Islander people in Queensland: information to direct the development of future nutrition strategies

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In 2005 Queensland Health commenced a four-and-a-half-year Go for 2&5[®] fruit and vegetable campaign, which aims to increase adult Queenslanders' fruit and vegetable intake by one serve per person a day. To date, evaluations have indicated the campaign has been successful in raising consumption and awareness of the importance of eating more fruit and vegetables. However, the evaluations have not been able to determine the extent that the messages have impacted on Aboriginal and Torres Strait Islander peoples.

Following a workshop with representatives from Aboriginal and Torres Islander communities, it was determined that research be conducted to direct the development of Aboriginal and Torres Islander strategies to be incorporated into Go for 2&5[®] and other nutrition and physical activity campaigns in Queensland.

The research, involving focus groups in urban, regional and remote areas, aims to determine the relevance and capacity of the current Go for 2&5[®] campaign to motivate/encourage Aboriginal and Torres Strait Islanders to achieve the campaign objectives. It will also examine Aboriginal and Torres Strait Islander peoples' attitudes, beliefs, behaviours, barriers and enablers towards fruit and vegetable consumption, and physical activity; and will look at opportunities for increasing fruit and vegetable consumption; types of media used; influencers of nutrition and physical activity; and the appropriate style and avenues for disseminating nutrition and physical activity information to Aboriginal and Torres Strait Islander peoples.

The findings of this research will be presented, including how the information will be used in the development of strategies for reaching Aboriginal and Torres Strait Islander peoples, within the Go for 2&5[®] fruit and vegetable social marketing campaign.