

Focus groups with Aboriginal and Torres Strait Islander people in Queensland

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Queensland Government
Queensland Health



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Acknowledgements



- Research participants
- Research facilitators
- CIRCA Research
- Working Group



Overview

- Background
- Methods
- Research findings
- Where to from here



BACKGROUND



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Campaign Background

- \$4.4 million campaign commitment over 5 years
- Aim: Improve the health of Queenslanders by promoting increased consumption of fruit and vegetables
- Objective: To increase consumption of fruit and vegetables by one serve per adult per day over five years



Target Audience



- Adults 25 - 55yrs
- Primary food purchaser and preparer



The Creative



Phase 1



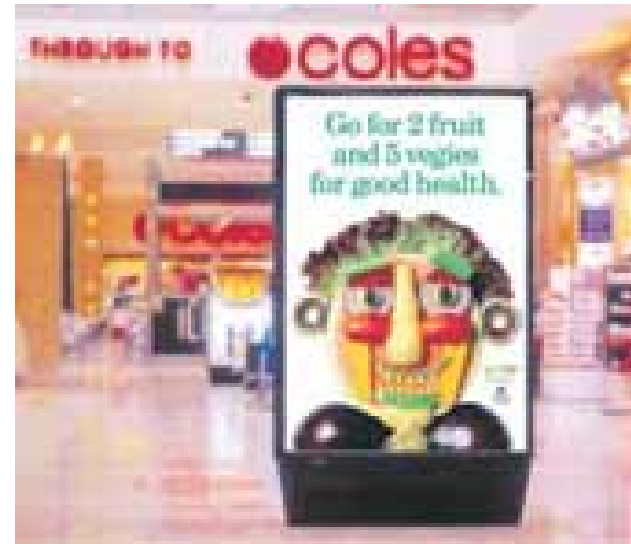
Phase 2

Television Commercials and Radio Advertising



Television commercial

Billboards & Eyelites



Bus & Bus Shelter Ads



Consumer Publications & Website



How to handle your fruit and vegetables with care.
Keep fruit and vegetables fresh by protecting them from heat and light on the way home. Store them correctly to avoid spoilage.

Always wash fruit and vegetables before you eat or prepare them.

USE HEALTHY COOKING METHODS
Make the most of the nutritional value of fruit and vegetables by knowing the amount of added fat, salt and sugar. To healthy cooking methods such as steaming, grilling, baking, stir-frying, microwaving, or barbecuing.

Store to keep.
Look for storage tips on labels provided by the growers. These are often near the display.

GREEN LEAFY VEGETABLES AND SALAD VEGETABLES
Store, unwashed, in the original or a ventilated bag in the refrigerator. By using some of the products designed to extend the life of fruit and vegetables (eg. Dole bags) or produce bags.

CITRUS FRUIT, APPLES AND PEARS
Best stored unwashed in the refrigerator. If this is not possible, then store in a cool and well-ventilated place.

BANANAS
Look for storage tips on labels provided by the growers. Do not refrigerate. Treat a couple of it every day.

MUSHRROOMS
Best to store in paper bags in the refrigerator.

ROOT VEGETABLES: CARROTS, TURNIPS, BEETROOTS
Store in plastic bags in the crisper compartment of the refrigerator.

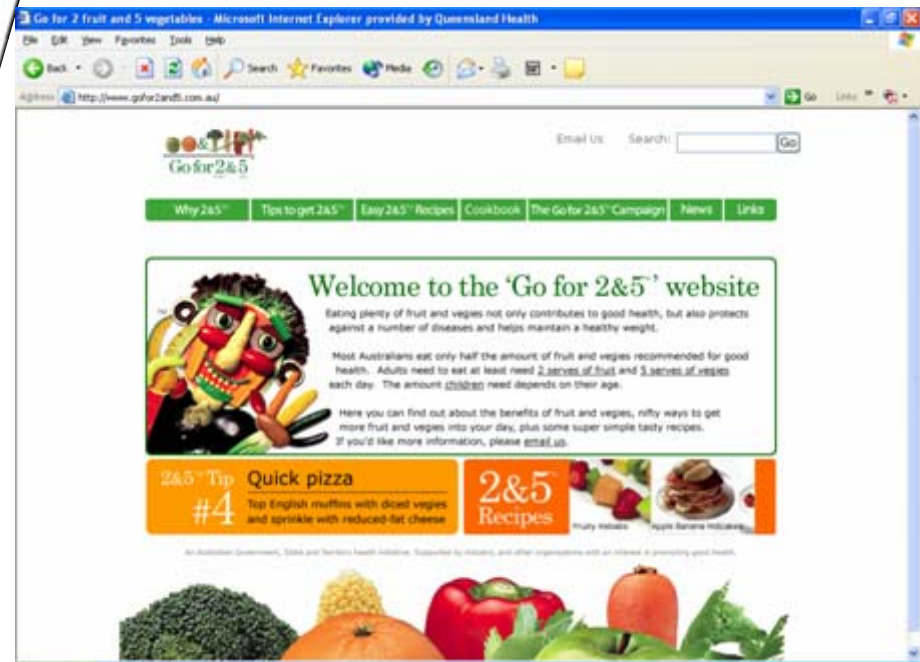
ONIONS, POTATOES AND GARLIC
Store in a cool, dark, dry and well-ventilated place.

By the following fast and easy recipes to include more veges into your day!
The Five in Five Stir Fry (serves 2)

INGREDIENTS:
2 cups broccoli
1 heaped vegetable of 200g chicken breast skin removed, cut into strips
1/2 cup of garlic, crushed
2 medium onions, chopped
2 medium carrots, sliced thinly
1 cup cherry tomato
1 red capsicum, sliced
1/2 cup green peas, fresh or frozen
1/2 cup fresh bean sprouts
1/2 cup cabbage, roughly chopped
1 teaspoon cornstarch
2 tablespoons reduced salt soy sauce
1/2 cup chicken stock
1 tablespoon olive oil

METHOD:
Cook the following directions in order. When the cooking heat is at a low or high gas. Stir the chicken with almost cooked but not done. Remove chicken and set aside. Cook garlic, onions, carrots, celery and capsicum for 2 minutes. Add chicken, green peas and bean sprouts and cook for 1 further minutes. It should have the cornflour and soy sauce to a smooth paste that stir in stock and chicken. First sauce makes to taste and heat through. Serve over rice.

VARIATION:
Use lean pork loin instead of chicken. To include instead of rice.



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Local Activities



Campaign Research Results

- Campaign awareness over 70%
- Increase in correct identification of recommended serves by 12%
- 27% of all respondents had tried to increase F&V consumption
- 8% increase in those intending to increase



Campaign Research Results (continued)



- ↑ those eating fruit 4-7 days/wk
- ↓ those eating fruit 1-3 days/wk
- ↑ those eating 3+ serves veg/day
- ↓ those eating 1-2 serves veg/day
- ↑ **vegetable consumption by 0.7 serve**



RESEARCH



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Research Objectives

- Determine the relevance and awareness of the Go for 2&5® campaign to Aboriginal and Torres Strait Islander people
- Examine food consumption behaviours
- Determine the barriers and influencers to fruit and vegetable consumption
- Determine who the decision makers are with regard to food consumption/purchasing/meal preparation
- Explore opportunities for increasing and influencing fruit and vegetable consumption
- Assess media consumption and the most effective dissemination channels



METHODS



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Location

LOCATION	REMOTENESS	AGE	GENDER
South East	Urban	18 to 35	Female
North	Urban	25 to 40	Male
North	Urban	30 to 50	Mixed
South West	Regional	25 to 40	Mixed
North	Regional	18 to 35	Mixed
Central	Regional	30 to 50	Male
Torres Strait Island	Remote	25 to 55	Male
Northern Peninsula Area	Remote	18 to 55	Female
Central West	Remote	18 to 55	Female
Central West*	Remote	25 to 40	Male
Cape York	Remote	18 to 55	Mixed



Methods

- Focus groups
- Facilitated by a researcher and a community member
- Participants recruited through local networks and community organisations
- Focus groups were held at Indigenous community organisations (AMS's, Indigenous radio station) and in people's homes (wherever participants felt comfortable)



RESULTS



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Food Consumption

- Influenced by location, income, access to fresh produce, gender, and household makeup
- Consumption of fruit and vegetables in remote areas considerably lower
- Strong preference for vegetables over fruit
- Most preferred fresh produce over tinned/frozen, though considered similar in nutritional value



Food Variety



- Influenced by location, availability, and individual preferences
- Urban and larger regional areas more likely to have access to greater range
- Remote communities more likely to consume traditional foods
- Fish consumed daily in coastal remote areas
- Locally grown fruit consumed in spring and summer months



Household Shopping and Cooking Responsibilities

- Female is responsible for cooking in 43% of households
- Female is responsible for shopping in 55% of households
- Those with lower income more likely to rely on communal food supplies and share meals
- Shopping varies according to location

"We all cook from time to time"



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Influencers: Fruit and Veges

- Financial considerations = major determinant
- Quality concerns
- Children
- Seasonal factors
- Celebrations / gatherings / cooking for others
- Other people – family, friends, doctors, health workers

"There's no way we could afford to buy that much."



Barriers



- Cost – most acute in remote areas
- Access
- Quality concerns
- Lack of variety
- Taste
- Children's tastes/preferences

"You'd have to move somewhere else."

Recall of Current Go for 2 & 5 Campaign

- Spontaneously mentioned in all groups
- Virtually all recalled after prompting
- Most recalled TV ads, but some radio, press and posters
- Response very positive due to presentation and relevance of the issue
- Message awareness/serve size



Perceived Target Audience of Current Campaign



- Campaign perceived to be for ‘everyone’
- Specifically, relevant to:
 - Children: due to ‘cartoon’ feel, simple messages
 - Indigenous audiences: importance of message
- Less relevant to remote communities due to:
 - Limited income
 - Limited access to varieties pictured
 - Needs to be more focused on easily accessible items

Current Information Sources



- Preference for face-to-face information
- Advice from family & friends
- Doctors / health workers
- TV and radio



WHERE TO FROM HERE?



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Key Audiences



- Those relatively positive about eating more fruit and vegetables, and have the potential to be influenced by advertising. This group mainly comprises young people aged up to 30, especially those with children.
- Those who need to be convinced of the benefits of eating more fruit and vegetables. This group mainly comprises those in remote areas, the unemployed and those that live alone.





Key Components/ Considerations

- Avoid a 'one size fits all' approach
- Localise materials (e.g. locally available fruit and vegetables, local heroes/role models, relevant colours)
- Appropriate language, positive and encouraging tone, light hearted (humour?)
- Focus on more frequent inclusion, rather than "numbers"
- Focus on family, kids, culture, and community



Key Components/ Considerations (continued)



- Incorporate culturally appropriate ideas to increase consumption
- Affirm use of traditional foods
- Use relevant fruit and vegetables
- Incorporate tinned and frozen foods
- Indigenous colours / designs
- Bright / eye catching
- Adapt logo?
- Appropriate consultation

Potential Campaign Activities/Channels

- Radio
- Working with stores
- Posters
- Appropriate and relevant merchandise
- Recipe ideas
- Calendar
- Linking in with other projects
- Local level activity (kit?)



Thank you

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