

NUTRITION SECTION

Georgia's 5 A Day Program



What is the purpose of the program?

To promote vegetable and fruit consumption and access to fruits and vegetables in the community, local health departments, schools and other channels.

What does the program do?

The 5 A Day Program for Better Health is the largest joint initiative of the Produce for Better Health Foundation, the National Cancer Institute, USDA, CDC and an expanding base of other health-oriented non-government agencies, and businesses to promote eating 5 or more servings of fruits and vegetables daily for better health across the nation.

Georgia's 5 A Day program:

- Offers the support of the 5A Day State Coordinator (housed in the Nutrition Section) to promote and coordinate Georgia's 5 A Day program in partnership with Georgia's Nutrition and Physical Activity Initiative
- Provides technical assistance to state and local agencies (health, education and community) in promoting vegetable and fruit consumption in all settings
- Provides 5 A Day educational materials to local health departments, schools and other community-based agencies
- Emphasizes state and local partnerships and coordination of efforts
- Promotes and supports special events such as 5 A Day Month in September

How many people can be helped by the services?

Georgia's 5 A Day program is promoted statewide with the potential to reach all Georgians, specifically in schools, the WIC program and other health promotion programs in the 18 health districts, various worksites and other community-based agencies.

Why is the service important?

The most recent survey indicates that only 23% of Georgia adults and 17% of high school students reported consuming the recommended 5 or more servings of vegetables and fruit each day. The general population does not consume sufficient amounts of potassium, fiber, and vitamins A and C, which are readily found in fruits and vegetables. Research also suggests that vegetable and fruit consumption is linked to decreasing the risk of heart disease, stroke, diabetes, cancer and obesity.

Who is eligible?

All residents of Georgia

Where are services located?

Statewide

Outcome measures

Number of Georgians who consume 5 or more servings of fruits and vegetables every day (adults, middle and high school students)

Legislative Authority

Although there is no legislative authority, the 5 A Day program is a national campaign addressed through national, state and local initiatives to increase fruit and vegetable consumption.

Contact: Diane Roberts Ayers (404) 657-2877

E-mail: drayers@dhr.state.ga.us

<http://health.state.ga.us/programs/nutrition/5aday/>

Georgia Department of Human Resources
Division of Public Health
Family Health Branch

