

Evidence Summary

Adults eating five fruit

or vegetable portions a day

Public Health Outcomes Framework indicator 23



Measure

The percentage of persons aged 16+ who reported consuming five or more portions of fruit and vegetables the previous day.

Questions used to generate the evidence summary:

What actions are effective in increasing fruit and vegetable intake in adults?

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Many of the recommendations within NICE guidance relate to influencing adoption of a healthy diet as opposed to increasing fruit and vegetable intake.

NICE recommendations on influencing adoption of a healthy diet

The recommendations generally target access to, and affordability of, a healthy diet as well as the environment in which individuals make their daily choices.

Local authorities should engage with the local community to identify and address environmental barriers to healthy eating [NICE].¹ Local health and well-being strategies should improve access to food that can contribute to a healthier diet [NICE].² Access to affordable fruit and vegetables and information on how to prepare them should be improved [NICE]³ and retailers encouraged to offer promotions, such as 2 for 1 deals, on fruit and vegetables [NICE].^{3,4} Public health nutritionists should offer parents in receipt of Healthy Start benefit practical support and advice on how to use the Healthy Start vouchers to increase their intake of fruit and vegetables [NICE].⁵ Healthy Start vouchers are available to pregnant women and families with a child aged under 4 years on benefits or low incomes [NICE].⁵ Local authorities (through local strategic partnerships) and health professionals working in community settings should encourage

all local shops, supermarkets and caterers to promote healthy eating choices, for example by signs, posters, pricing and positioning of products [NICE].¹

Workplaces should provide opportunities for staff to eat a healthy diet [NICE].¹ Incentive schemes to do with the price of food and drinks sold in the workplace should be sustained and part of a wider programme to support staff and improve diet [NICE].¹ NHS organisations and local authorities should promote healthy food and drink choices (and discourage less healthy choices) in all onsite restaurants, hospitality suites, vending machines, outreach services and shops [NICE].² They should do this through contracts with caterers, pricing and positioning of products, information at the point of choice and educational initiatives [NICE].²

Interventions delivered by health professionals to individuals to improve diet should be multicomponent (for example, including dietary modification, targeted advice, family involvement and goal setting), tailored and provide ongoing support [NICE].¹

Interventions to increase fruit and vegetable consumption

Brief dietary advice to individuals or groups in a range of settings can increase fruit and vegetable intake versus that seen in control groups receiving minimal or no dietary advice. However, the variation in nature and combination of messages given across studies means that it is not possible to identify 'best advice'.⁶ Trials conducted in healthcare settings tend to show greater reporting of increased fruit and vegetable consumption than workplace or community settings.⁶ Larger effects have been observed in groups identified as being at increased risk of cancer and smaller effects observed in low income and blue collar participants.⁶

There is strong evidence that subsidising fruit and vegetables significantly increases their consumption.⁸ Price decreases were generally in the form of a discount at the point of purchase, coupon, or cash rebate.⁸

The evidence for the use of electronic and mobile phone based interventions promoting vegetable intake in young adults (18 to 35 years) is of low quality and further high quality research would be required to determine effectiveness.⁹ Similarly the role of social media in influencing fruit and vegetable intake is unclear due to the limited poor quality research available.¹⁰

Context in Wales

The Eatwell Guide is used across Wales to promote healthy eating messages and includes recommendations to eat at least five portions of a variety of fruit and vegetables every day. New bilingual Eatwell Guide posters and leaflets are available

through the Public Health Wales Behaviour Change and Public Information Team contactable via email: hp.library@wales.nhs.uk or via telephone: 029 2010 4650.

Canllaw Bwyta'n Dda Eatwell Guide

Defnyddiwch y Canllaw Bwyta'n Dda i'ch helpu i fwyta cydbwysedd o fwydydd iachach a rwy cynaliadwy. Mae'n dangos faint o'ch holl fwydydd a ddylai ddod o bob grŵp bwyd.

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.

Ffrwythau a llysiau
Bwytwch o leiaf 5 dogn o amrywiaeth o ffrwythau a llysiau bob dydd

Fruit and vegetables
Eat at least 5 portions of a variety of fruit and vegetables every day

Tatws, bara, reis, pasta a charbohydradau startlyd eraill
Dewiswch fersiynau grawn cyflawn neu ffeibr uchel sy'n cynnwys llai fraster, halen a siwgr ychwanegol

Potatoes, bread, rice, pasta and other starchy carbohydrates
Choose wholegrain or higher fibre versions with less added fat, salt and sugar

Fia, codlysiâu, pysgod, wyau, cig a proteinau eraill
Bwytwch tŷ o ffa a chodlysiâu, dau ddogn o pysgod o fflinhonnell gynaliadwy bob wythnos, un o'r rhain yn olewog. Bwytwch lai o gig coch a chig wedi brosesu

Beans, pulses, fish, eggs, meat and other proteins
Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat

Olew a sbreds
Dewiswch olewau annisafwng gan ddefnyddio ychydig bach yn unig

Oil & spreads
Choose unsaturated oils and use in small amounts

Bwytwch y rhain yn llai aml, mewn dognau bach

Eat less often and in small amounts

Cynnyrch lleath a dewisiadau arigen
Dewiswch opsiynau â llai o fraster a llai o siwgr

Dairy and alternatives
Choose lower fat and lower sugar options

Mae dwy flaith braster is, diodydi heb siwgr gan gynnwys te a choffi, i gyd yn cyfrif.

Paiddwch â chymryd mwy na 150ml y diwrnod o suddi ffrwythau a/neu smwtid.

Water, lower fat milk, sugar free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Darllenwch y label ar becynnau bwyd
Check the label on packaged foods

Ffurf	Ffraster (g)		Siwgr (g)		Sôl (g)	
	Yn is	Yn uwch	Yn is	Yn uwch	Yn is	Yn uwch
100g	3.0g	1.5g	5.0g	5.0g	0.5g	0.5g
100kcal	1.2%	0.5%	2.0%	2.0%	0.2%	0.2%

Typical values (as sold) per 100g EURL/167kcal of an adult's reference intake

Dewiswch fwydydd sy'n is mewn braster, halen a siwgrau
Choose foods lower in fat, salt and sugars

Y diwrnod Per day 2000kcal 2500kcal = POB Bwyd + POB Didd ALL FOOD + ALL DRINKS

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The Eatwell Guide messages are promoted in local programmes such as NUTRITIONAL SKILLS FOR LIFE™ - a programme of quality assured nutritional skills training and initiatives developed and coordinated by dietitians working in the NHS in Wales.

References and further detail from the sources on which this evidence summary is based are available in the [evidence map](#).

The user guide is available [here](#).