



PowerPoint Presentation Script

This presentation script can be used when giving the PowerPoint slide presentation. The script may be read as is or you can edit as necessary to provide your audience with local information.



Slide 1

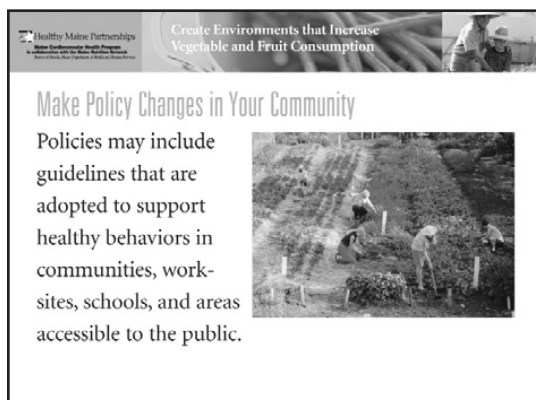
Hello and welcome. My name is _____. I am from _____. Thank you all for coming today to this important presentation. The title of this presentation is “Create Environments that Increase Vegetable and Fruit Consumption.” I invite you to participate in a discussion at the end of these slides. Please add your name and contact information to the attendance sheet I am circulating.

Note to presenter: Attendance sheet is at the end of the presentation script.



Slide 2

We know that vegetable and fruit consumption is necessary for our good health. Our neighbors and community should have adequate access to these foods to obtain or maintain good health.



Slide 3

Public health experts recommend policy and environmental change strategies that make it easier for everyone to eat and live healthy. Policies include laws, regulations and rules (formal and informal) that have the power to guide good behavior. By developing policies that support fruit and vegetable consumption as well as accessibility to local produce, the healthy choice also becomes the easy choice.



Presentation Script (continued)

Healthy Maine Partnerships
Maine Cardiovascular Health Program
in collaboration with the Maine Nutrition Network
Maine Department of Health and Human Services
Maine Center for Disease Control and Prevention

Create Environments that Increase Vegetable and Fruit Consumption

Consider Making Environmental Changes:



Strategies that change the economic, social, or physical environments in some way to make them more supportive for health and well-being.

Slide 4

Environmental change strategies include changes to the economic, social, or physical environments. Community, school, and worksite settings where foods (fruits and vegetables) are sold create an especially suitable opportunity for environmental changes to occur.

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Create Environments that Increase Vegetable and Fruit Consumption

Why are Vegetables and Fruits Important?

- Vegetables and fruits provide a unique “powerhouse” of nutrients that cannot be packaged in a pill.
- Vegetables and fruits are essential for risk reduction for chronic diseases.
- Vegetables and fruits are essential for successful weight management.

Slide 5


We are all aware of the obesity epidemic in our country and in our own State. Obesity is defined in terms of our body mass index. The higher your body mass index, the more overweight/obese you are and the more at risk you are for obesity-related chronic diseases including cardiovascular disease. It has been shown that an inverse relationship exists between fruit consumption and body mass index. People who eat more servings of fruit each day have a lower body mass index, thus decreasing their risks for obesity-related diseases.

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Did You Know?

- Only 29% of Maine adults eat the recommended servings of fruits and vegetables each day.⁽¹⁾
- Only 23% of Maine high school students eat the recommended servings of fruits and vegetables each day.⁽²⁾




Slide 6

The Dietary Guidelines for Americans 2005 recommend that Americans choose a variety of whole grain foods, fruits, and vegetables each and every day. More specifically, The American Cancer Institute currently recommends five to nine serving of fruits and vegetables per day for Americans.

Schools, worksites, and community settings can include healthy options like fruits and vegetables that will improve the quality of our diets and health.

Action Packet

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Why are Vegetables and Fruits Important?

Vegetables and fruits are:


- Crunchy
- Colorful
- Fun to eat!



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Vegetables and fruits come in all colors of the rainbow. As a general rule, the darker and deeper the color, the greater the nutritional value.


Color adds eye appeal to all meals and snacks.

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Did You Know?


- French fries are the #1 “vegetable” consumed by children today.⁽³⁾
- Tomato sauce is the second most consumed vegetable by children today.⁽³⁾



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Vegetables and fruits that are highly processed may not provide the same nutritional value as those less processed.

Added fats may increase caloric intake without adding nutritional value.


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Did You Know?

Many Mainers report these major barriers to fruit and vegetable consumption:

- lack of access
- lack of knowledge of how to choose, store, and prepare
- cost



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In the past two decades, convenience foods that are packaged have become more available. These convenience foods often displace more nutritional choices because of lack of time or preparation skills.



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Did You Know?

- People who eat fruits (multiple servings) every day are more likely to be at a healthier weight. ⁽⁴⁾

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Research studies demonstrate repeatedly that diets high in fiber and low in fat reduce risks for many chronic diseases.

Fruits and vegetables provide fiber, vitamins, and minerals without lots of calories.

Fruits and vegetables are nutrient-dense.

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Why improve accessibility to local produce?

- Buying and consuming produce from local farms will help improve the local and State economy as well as the overall health of Maine people.
- Using and promoting local produce enhances ecology efforts and the environment.

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Using produce (fruits and vegetables) from a local farm makes economical and nutritional sense. Local produce has less travel time, meaning it is cheaper as well as more nutrient-dense. However, many Mainers report lack of access as being a barrier to consumption of local fruits and vegetables. Sometimes it is difficult for people to choose local over another product because of availability, convenience, or lack of labeling. Utilizing local farms and produce will help improve the local and State agriculture as well as the overall health of Maine people. Using and promoting local produce increases accessibility to and education for fruit and vegetable consumption.

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Create Environments that Increase Vegetable and Fruit Consumption


Where are the primary sources to obtain vegetables and fruits in your community?

- Local Grocers
- Farm Stands
- Farmers' Markets
- Community Supported Agriculture (CSA)
- Your Own Garden!

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Look around your community to identify local sources for fruits and vegetables.

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Where are the secondary sources for vegetables and fruits in your community?

- Restaurants
- Schools
- Worksites
- Community Centers
- Health/Fitness Centers



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Fruits and vegetables may be available in locations that you would not expect.

In order to obtain the recommended number of servings of fruits and vegetables, they need to be available everywhere!

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What Can You Do As An Individual?

Join our partnership team.

- Identify and contact key players.
- Share your ideas and resources.
- Buy local produce when available.
- Grow your own garden!

Slide 14

Our plan is to identify who is interested in developing policies that support access to fruits and vegetables in this community/school/worksites. We need to assess the current environment and policies and identify a clear goal for this project. We have an Action Packet designed to guide the process.

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Create Environments that Increase Vegetable and Fruit Consumption

Conduct a Community Assessment

- Identify areas in the community that have policies to promote fruit and vegetable consumption.
- Identify areas in the community that provide access to local produce when available.

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You might start by surveying organizations in your community about policies that promote fruits and vegetables.

Use those organizations with existing policies as models for others.

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Action Steps for Your Team


- Develop policies in your community to increase fruit and vegetable consumption.
- Develop strategies that will provide access to local produce when available.

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Model policies make it easier for organizations to consider making changes.

Link organizations with a need for fruits and vegetables with farmers or local providers.

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Action Steps for Your Team

- Promote the availability of vegetables and fruits at schools, worksites, restaurants, convenience stores and faith-based organizations.



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Post a list of organizations that promote fruits and vegetables at the Town Hall or in the Community Center.

Consider an article in the local newspaper or a newsletter.

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Next Steps?

Check out the success stories in the Action Packet including:

- Maine Machine Products
- Troy Howard Middle School
- Martin's Point Health Care
- Community Supported Agriculture

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The Success Stories in the Maine Examples share lessons learned and resources you may be able to use.

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Next Steps?

- Use the Action Packet to develop policies that support fruit and vegetable consumption and accessibility to produce in your community.



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We plan to use this Action Packet from the very beginning to the end of this project, and the first step is to gather interested parties. That is why we are here today. We would like to hear your reaction and feedback to this idea of developing policies that support access to fruits and vegetables. Our next step is to set up a meeting of interested partners to begin the action planning process.

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Next Steps?

- Will you be active on this project?
- How can you help?
- Who else should be involved?
- Set the next meeting date.

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A sheet has been passed around to get your contact information. Think of how you, a friend, neighbor, or relative can get involved—to increase fruit and vegetable consumption in your community.

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Initiatives that increase fruit and vegetable consumption will improve overall health and quality of life for the citizens in your community.



Slide 22

Your time, knowledge, and passion are greatly appreciated.



Slide 23

Here are some references for the information presented here today.

1. Maine Behavioral Risk Factor Surveillance System, 2003.
2. Maine Youth Risk Behavior Survey, 2003.
3. *Journal of Nutrition*, 2000; 130: 3063-3067.
4. *Nutrition Reviews*, January 2004; 62:1: 1-17.