



DEPARTMENT OF HEALTH

News Release

LINDA LINGLE
GOVERNOR

CHIYOME LEINAALA FUKINO M.D.
DIRECTOR
Phone: (808) 586-4410
Fax: (808) 586-4444

For Immediate Release: June 25, 2007

07-37

LT. GOVERNOR AND DOH LAUNCH STATEWIDE FRUITS AND VEGGIES PROMOTION CAMPAIGN

HONOLULU – Today, Lt. Governor James “Duke” Aiona, Jr., and the Hawai‘i State Department of Health (DOH) Healthy Hawai‘i Initiative launched a statewide media campaign called **Fruits and Veggies. Good Choice!** to encourage Hawai‘i island residents to eat one more serving of fruit and one more serving of veggies every day.

“There is compelling evidence that shows increasing fruit and vegetable intake by as little as one serving per day can have a real impact on heart disease risk,” stated Deputy Director of Health Morgan Barrett, M.D. “In Hawaii, where heart disease continues to be the leading cause of death, this campaign is a much needed call to action that educates our residents on making healthy choices that can have positive health impacts.”

“It’s easy to eat just one more serving of fruit and one more serving of vegetables,” stated Lt. Governor James “Duke” Aiona, Jr. “Fresh fruit instead of pastries, tossed salad instead of mac, and crunchy veggies instead of chips . . . these are all good choices we can make everyday.”

During the 10-week statewide media campaign, DOH is partnering with Foodland, a locally owned and operated grocery store chain with locations throughout the state. Foodland will have “Start Living Healthy at Foodland” posters adorned with colorful fruits and veggies posted in all 29 of their grocery stores to remind customers to include fruits and vegetables in their grocery purchases.

DOH and Foodland are teaming up to sponsor five Island Grown Markets during the campaign. The public is encouraged to visit the Island Grown Markets at Foodland to meet island farmers, sample their fresh island grown fruits and veggies, and see cooking demonstrations by Foodland's corporate chef.

"We are excited to support this important initiative to encourage Hawaii residents to live healthy by eating more fruits and vegetables," stated Jenai S. Wall, Foodland Chairman and CEO. "Our Island Grown Market events will allow customers to meet our local farmers and learn more about their island grown produce. In addition, our corporate chef will show customers how easy it is to use these fruits and vegetables in their everyday cooking."

Special pricing on fruits and vegetables will be offered at the Island Grown Markets, from 8 a.m. – 1 p.m. on:

- June 30, Foodland Ewa Beach, Oahu
- July 14, Foodland Pukalani, Maui
- July 28, Foodland Waimea, Big Island
- August 11, Foodland Waipouli, Kauai
- August 25, Foodland Dillingham, Oahu

Fruits and Veggies. Good Choice! is a component of the DOH's education campaign called Start Living Healthy that encourages Hawai'i's residents to eat healthy food, be more physically active and live tobacco free. It is partially funded by the USDA Food Stamp Nutritional Education Program. Past campaigns include the "Step It Up Hawaii" walking campaign (2007), "1% or Less is Best" milk campaign (2004 & 2005) and the "You Gotta Start Somewhere" campaign (2002 & 2003.)

For more information on ways to live a healthier lifestyle visit www.healthyhawaii.com.

#####

Fruit & vegetable photos available online at
<http://picasaweb.google.com/HawaiiDOH/FruitsVeggiesGoodChoicePhotos>

For more information, contact:

Alice Silbanuz, Public Education Coordinator
Department of Health, Communications Office
Phone: (808) 586-4434 or (808) 722-5381
E-mail: alice.silbanuz@doh.hawaii.gov