

National Center for Chronic Disease Prevention and Health Promotion

Division of Nutrition, Physical Activity, and Obesity



State Indicator Report on Fruits and Vegetables, 2018

Amy Lowry Warnock, MPA

Healthy Food Environments Team

Obesity Prevention and Control Branch, CDC

ASPHN National Fruit & Vegetable Nutrition Council Webinar

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The conclusions in this presentation are those of the author and do not represent the official position or views of the Centers for Disease Control and Prevention.

- **Chronic Diseases Are Common, Costly, and Preventable**
 - **7 of the top 10** leading causes of death in the US are due to chronic diseases.
 - US spends **\$147 Billion** on obesity-related health care costs each year.
 - Eating a diet rich in fruits and vegetables as part of an overall healthy diet can help protect against chronic diseases, including heart disease, type 2 diabetes, some cancers, and obesity.
- **CDC's nutrition, physical activity, and obesity programs focus on state and community solutions to make the healthy choice, the easy choice.**



Adults Meeting Recommended Intake:

Fruit: 12%

Vegetable: 9%

****Only 1 in 10 U.S. adults eat the recommended amount of fruits or vegetables each day****

*Disparities in FV Intake; MMWR 66(45):1241-1247 (2017)
Behavioral Risk Factor Surveillance System Data (2015)*



Youth Meeting Recommended Intake:

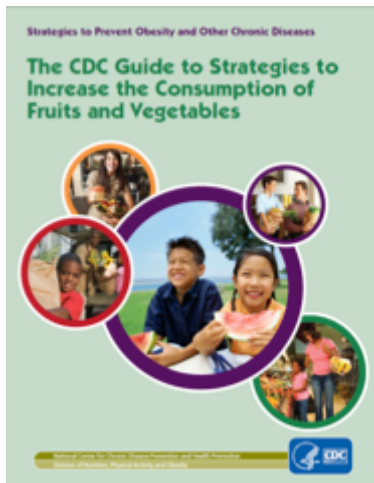
Among High School Students

Fruit: 9%

Vegetable: 2%

Moore, LV et. al. Percentage of youth meeting federal fruit and vegetable intake recommendations, Youth Risk Behavior Surveillance System, United States and 33 states, 2013. Journal of the Academy of Nutrition and Dietetics. 2017;117(4): 545-53.

Public Health Strategies for Increasing F&V Consumption



- Nutrition standards for early care and education (ECE), schools, etc.
- Farm to institution - school, ECE, worksites, hospitals, and other
- Institutional food service guidelines
- Healthy food retail
- Inclusion in assistance and emergency food programs
- Food policy councils
- Farmers' markets, Community supported agriculture

Sources:

<https://www.cdc.gov/obesity/downloads/strategies-fruits-and-vegetables.pdf>

<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/nutrition.html>

CDC's State Indicator Report on Fruits and Vegetables

State Indicator Report on Fruits and Vegetables, 2009

The State Indicator Report on Fruits and Vegetables, 2009 provides for the first time information on fruit and vegetable (F&V) consumption and policy and environmental support within each state. Fruits and vegetables, as part of a healthy diet, are important for optimal child growth, weight management, and chronic disease prevention.^{1,2} Supporting increased F&V access, availability, and demand plays an key role in progress towards the Centers for Disease Control and Prevention's (CDC) goal of improved F&V consumption and diet-supported activities among all Americans.

National and state-specific information is reported in the State Indicator Report for behavioral, education and policy and environmental indicators. The behavioral indicators are derived from objectives for F&V consumption outlined in Healthy People 2010,³ a framework for the nation's health promotion, and data is from CDC-supported health surveillance systems. The policy and environmental indicators are from multiple data sources and represent various aspects of a state's ability to support the consumption of F&V. Each indicator can be measured in most states. Individual states, however, may have additional information collected through state-wide surveys and/or have policies enacted outside the monitoring period that are reported for data in this report and that will be used to further inform discussion.

Throughout states and communities, many groups play a role in supporting policy and environmental change to ensure that individuals and families can readily purchase and consume F&V. When state officials, health professionals, caregivers, food store owners, teachers, school staff, and community advocates work together, these efforts can increase the number of Americans who live healthier lives, by increasing the availability of affordable, healthier food choices.

BEHAVIORAL INDICATORS – Each state's progress towards the national Healthy People 2010 goal objective (10% consuming daily (2 fruit), vegetable consumption (50% consuming daily (3 vegetable), and both objectives are measured from the F&V survey items included in the 2007 Behavioral Risk Factor Surveillance System (adults aged ≥ 18 years) and the 2007 Youth Risk Behavior Surveillance System (adolescents in grades 9-12).

POLICY AND ENVIRONMENTAL INDICATORS – The policy and environmental indicator measure three different types of F&V support: availability of healthier food retail at convenience, availability of healthier food and nutrition services in schools, and food system support.

U.S. Fruit and Vegetable Consumption
Daily Percentage Consuming Daily (2 fruit) and (3 vegetable)

Category	2007	2008	2009
Fruit	32.1	32.4	32.4
Vegetables	27.4	27.2	27.2
Both fruit and vegetables	16.2	16.2	16.2

Data in the State Indicator Report on Fruits and Vegetables can be used to:

- Identify how states support the consumption of F&V.
- Monitor progress and celebrate state successes.
- Identify opportunities for improvement in F&V support through environmental, policy, and systems approaches.

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State Indicator Report on Fruits and Vegetables 2013

As measures of a state's ability to support F&V consumption, the report indicates those where a state has been successful and where more work may be needed.

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2009 Report: <https://www.cdc.gov/nutrition/downloads/StateIndicatorReport2009.pdf>

2013 Report: <https://www.cdc.gov/nutrition/downloads/state-indicator-report-fruits-vegetables-2013.pdf>

CDC's State Indicator Report on Fruits and Vegetables

History

- Released in 2009 and 2013
- Included:
 - 50 states and D.C.
 - State highlights
 - State level data
 - F&V behavior and consumption
 - Policy and environmental supports for F&V
- Policy and Environmental Indicator Categories:
 1. Availability of Healthier Food Retail in communities
 2. Schools and ECE (added in 2013 report)
 3. Food System

CDC's State Indicator Report on Fruits and Vegetables

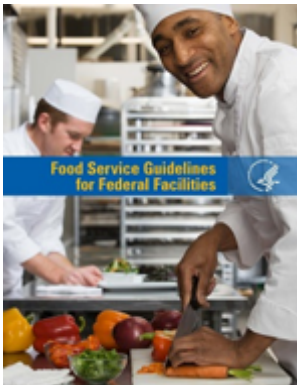
2018 Report Includes:

- Supports for F&V that target:
 1. Individuals and Families
 2. Children
 3. The Food System
- 10 State-level Policy and Environmental Indicators
 - 50 states and D.C.
 - Does not include state F&V behavior and consumption data
- National summary for each indicator
- State Highlights
 - ECE (Ohio)
 - Farmers Markets (Kentucky)

F&V Supports that Target Individuals and Families

– Three indicators

1. Number of Farmers' Markets per 100,00 residents
 - Source: USDA National Farmers' Market Directory
2. Percent of Farmers' Markets Accepting WIC FMNP vouchers
 - Source: USDA National Farmers' Market Directory
3. NEW! State-Level Policy on Food Service Guidelines
 - Source: CDC analysis
 - FSG increase access to healthy food options (e.g. fruits and vegetables, lean proteins, and whole grains) in worksites, state agencies, parks and recreation centers, and other public settings.
 - 10 states adopted a policy on food service guidelines that ensures healthy foods be sold and/or served in government owned or controlled facilities.



F&V Supports that Target Children

– Four Indicators

1. Early Care and Education (ECE) licensing regulations that align with national standards for serving fruits and vegetables
 - Source: National Resource Center for Health and Safety in Child Care and Early Education analysis
2. Farm to School or Farm to ECE Policy
 - New Source: NF2S Legislative Survey 2002-2017
3. NEW! Percent of School Districts that participate in Farm to School
 - Source: USDA's 2015 Farm to School Census survey
4. NEW! Percent of Middle and High Schools with Salad Bars
 - Source: CDC School Health Profiles, School Principal Survey



F&V Supports that Target the Food System



– Three Indicators

1. Number of Food Hubs
 - Source: USDA online Food Hubs Directory
2. State- and Local- level Food Policy Council
 - Source: John Hopkins Center for a Livable Future. Food Policy Council Directory
3. Percent of Cropland for Fruit and Vegetable Harvesting
 - Source: USDA's Census of Agriculture

CDC's State Indicator Report on Fruits and Vegetables

Input Needed:

- Utility of individual state action guides?
 - State fruit and vegetable consumption data (adult)
 - Policy and Environmental Indicators
 - State comparison to National
 - Recommended actions
 - Format?
 - one pager to print
 - poster size for presentations
 - online

State Indicator Report on Fruits and Vegetables, 2013

Ohio Action Guide

The Ohio Action Guide accompanies the State Indicator Report on Fruits and Vegetables, 2013 and contains potential actions that state leaders, public health professionals, coalitions, and community-based organizations can take to improve the food environment in support of individuals and families' increased consumption of fruits and vegetables. For the full report visit www.cdc.gov/nchs/data/stateindicators.

U.S. Fruit and Vegetable Consumption

The Dietary Guidelines for Americans, 2010 recommend that Americans eat more fruits and vegetables as part of a healthy diet. Fruits and vegetables have important nutrients for the human body. Eating fruits and vegetables lowers the risk of developing many chronic diseases and can also help with weight management.

The State Indicator Report on Fruits and Vegetables, 2013 shows that overall consumption of fruits and vegetables in the United States is low: adults consume fruit about 1.1 times per day, vegetable consumption is about 1.6 times per day. In Ohio, adults consume fruit about 1.0 times per day, vegetable consumption is about 1.1 times per day.

Policies and Environments to Increase Fruit and Vegetable Consumption

Many states are attempting to increase fruit and vegetable consumption by improving access and establishing policies that make it easier to get fruits and vegetables in communities, schools, and child care.

Improve Opportunities to Purchase Fruits & Vegetables

Strategies to increase the food environment can increase fruit and vegetable availability and affordability in many ways.

Indicator	Ohio	U.S.
Percentage of states that have policies in place to support the local market (Local Food Incentives)	100%	60.0%
State has enacted at least one state food health food model policy (2011-2012)	No	10 states
Number of farmers markets per 100,000 state residents	2.1	2.0
Percentage of grocery stores that carry organic produce (National Access Program 2010-2011)	21.2%	21.0%
Percentage of grocery stores that carry WIC (Special Nutrition Assistance Program) options	22.8%	22.0%
State authorizes farmers to accept WIC (and other) vouchers	No	19 states

Special Nutrition Assistance Program for Women, Infants, and Children (WIC)

Potential Actions

- Work with stakeholders to conduct assessments that identify communities without retail outlets selling healthy food and identify initiatives to improve the food environment in those areas.**
- Consider improvements in fruit and vegetable access that can be made in existing retail areas.**
- Work with grocery stores to increase retail sales of fresh fruits to increase that public health goals, including the sale and



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Thank You!



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

Amy Lowry Warnock
awarnock@cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

