



ASSOCIATION OF STATE PUBLIC HEALTH NUTRITIONISTS

ASPHN Call to Action:

Change How We Work to Improve Access and Encourage Eating of Vegetables and Fruits

July 28, 2022

National Fruit & Vegetable Nutrition Council

Networking Time



ASPHN Call to Action

- ✓ How it came to be
- ✓ How it was developed
- ✓ Brief overview
- ✓ Next steps



How it came to be

Several factors came together to spur action

- ✓ consumption data (intake plus trends)
- ✓ 30 years since 5A Day
- ✓ Dietary Guidelines 2020 release
- ✓ emphasis on health equity

In January 2021 the ASPHN board approved funds to interview fruit and vegetable advocates on how to address consumption crisis.



How it came to be

- ✓ May 2021 board meeting included a review and discussion of preliminary findings
 - ✓ 30 interviews
 - ✓ National and state leaders



Potential Next Steps:



- A. Review interviews to identify potential action steps, for example “gather lessons learned over the last 30 years and identify successful opportunities for FV consumption strategies.”
- B. Create a statement from ASPHN as a call to action on FV intake and/or consumption.
- C. Using findings from this report, list action steps or tips for state departments of health and education at various levels of responsibility.
- D. Write recommendations for the ASPHN Policy Committee, Federal and other partners
- E. Form a learning collaborative on FV consumption within the National Fruit & Vegetable Nutrition Council
- F. Build partnerships to expand ASPHN’s visibility, influence and effectiveness to increase FV intake and/or consumption
- G. As a result of this report, include approved action steps in the ASPHN current and future Strategic Plan



How it came to be

- ✓ June 2021 annual meeting sessions
- ✓ July and August 2021 board meeting discussions about findings from interviews
- ✓ September 2021 board decided to write a call to action



How it was developed

Recruited volunteers

- ✓ Danielle Conlon
- ✓ Jamie Stang
- ✓ Mary Ann Ellsworth
- ✓ Gbadebo Odularu



How it was developed

- ✓ Reviewed background documents (reports and statements)
- ✓ Work session in November 2021 generated “key points for call to action”
- ✓ Director of Communication reviewed background documents, key points, and asked questions
- ✓ Drafts reviewed and edited
- ✓ Draft statement sent to board and consultants requesting input in March 2022
- ✓ All input reviewed and considered; ASPHN board authorized final edit decisions to be made by original work group



Brief overview

- ✓ ASPHN Call to Action released April 2022 with a webpage developed in May
- ✓ Can't keep doing the same thing expecting different outcomes
- ✓ Intent is motivational
- ✓ Situation....Call to Action....Checklist for Change



Brief overview

Checklist for Change

- ✓ Inspire members and partners to self-assess how your work impacts consumption
- ✓ Revisit and refresh intervention strategies
- ✓ Address the challenges that may be limiting people from eating fruits and vegetables



Brief overview

✓ Metrics

- ✓ Delivered to 867 people; 35% opened and 6% clicked a link
- ✓ 25 people completed survey
- ✓ Reviewed with CDC, DNPAO; PBH; NFVCC; and AHA



Next Steps

- ✓ Gathering people together
- ✓ More outreach
- ✓ Recruiting a consultant to focus on this

