African American Men 9 A Day Campaign Update

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Outreach and Partnerships Manager
National 5 A Day for Better Health Program

July 14, 2003
SPN Cancer Health Disparities Summit
Washington, DC
A Little Background: 5 to 9 A Day

Recommended Daily Servings of Fruits and Vegetables*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>VEGETABLES</th>
<th>FRUITS</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Children ages 2 to 6</td>
<td>3</td>
<td>2</td>
<td>5</td>
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<tr>
<td>Children over age 6, teenage girls, and most women</td>
<td>4</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Teenage boys and most men</td>
<td>5</td>
<td>4</td>
<td>9</td>
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*U.S. Dietary Guidelines 2000
Why African American Men?
Why African American Men?

Black men have the highest rates of many diet-related diseases, such as:

- Cancer
- Diabetes
- High cholesterol
- Stroke
- High blood pressure
- Heart disease
- Obesity
Eating 9 servings of fruits and vegetables every day lowers chances for EVERY diet-related disease!
Are Black Men Eating Enough?

- Black men eat only about 3 servings of fruits and vegetables a day
- That’s only a third of the 9 they need

How do we communicate the “9 A Day” message?
Communicating to the Public

2003 NCI Campaign Highlights:

- April national launch in Washington, D.C.
- Collaboration with NAACP, NMA, NNPA, NUL
- Media outreach (radio, television, print, web)
- Spokespeople (Dr. Mason, Clyde Drexler, NMA doctors network, etc.)
- Faith-based “Body & Soul” with ACS
The Launch with HHS

News conference
- Secretary Tommy Thompson
- Dr. Andrew von Eschenbach
- ABC radio personality Tom Joyner
- Dr. Mark Clanton, ACS
- Dr. Nancy Lee, CDC

Panel discussion
- Tooey Doong, Office of Minority Health
- Dr. Terry, Mercy Hospital, Chicago
- Dr. Nancy Lee, CDC
The Launch with HHS

More than 150 participants, including members of national/community organizations, the media, local community, invited guests

- Local TV coverage *(NY, Cincinnati, Raleigh, Baton Rouge, Hartford, Ft. Myers, more)*
- Radio coverage *(490+ stations in NY, LA, Chicago, Washington, D.C., Philadelphia, San Francisco, Boston, Dallas-Ft. Worth, Atlanta, Houston, more)*
Partnerships with African American Organizations

NAACP

National Medical Association

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

National Cancer Institute
Delivering the African American Men 9 A Day Message

Terry Mason, M.D.
Chief of Urology, Mercy Hospital
Director, Center for New Life
Chicago, Illinois
NNPA “Eat Better, Live Better” Column

• Practical health tips, Q&A to achieve a healthy lifestyle

BET “Helping Brothers Get Healthy”

• Weekly “9 A Day” minute on BET Nightly News

• News feed to CBS affiliates in target markets
Broadcast Media:
Radio Spots

- ABC Radio/Urban Advantage Network
  Tom Joyner/Doug Banks shows

- Radio messages
  - :30 vignettes with Dr. von Eschenbach
  - :30 advertisements
Tips to reach your 9 a day. Start today.

1. Have a glass of 100% juice in the morning.
2. Snack on fresh fruit throughout the day. Grab an apple or banana on your way out the door.
3. Eat a big salad at lunch.
4. Snack on raw veggies.
5. Keep dried fruit in your desk drawer for a quick snack.
6. Enjoy your favorite beans and peas.
7. Eat your greens — just watch the fat.
8. Eat at least two vegetables with dinner.
9. Eat fruit for dessert.

"I have to stay sharp every day, so staying energized is really important to me. That's why I eat fruits and vegetables — I don't feel sluggish, I feel nourished and good."
They're counting on you. Be there.

Your family and friends are counting on you to be around for a long time. Black men are at high risk for many serious and potentially fatal diseases including many cancers, high blood pressure, diabetes, and heart disease. Black men are also more likely to die or suffer health problems from these diseases than other men.

You can lower your chances for these diseases by eating a diet rich in fruits and vegetables. The National Cancer Institute recommends that men eat 9 servings of fruits and vegetables a day to promote good health and protect against these diet-related diseases. And eating 9 A Day is a lot easier than you may think. Click here to see what 9 A Day looks like. Eating more fruits and vegetables may be one of the easiest things you can do for your health.

Good health is your birthright — protect it.

What 9 A Day looks like | Why fruits and vegetables are so important for your health | Eating your 9 A Day today | How diet affects African-American men’s health
---|---|---|---

- [How diet affects African-American men’s health](#)
- [Why fruits and vegetables are so important for your health](#)
- [Eating your 9 A Day today](#)
- [Listen up](#)
- [Contact us](#)
Campaign Creative:
www.9aday.cancer.gov

What 9 A Day looks like

You're probably eating more of your 9 A Day than you may think. Today's big portion sizes may affect your perception of what a "serving" is. Take a look at these real-life portions of a few fruits and vegetables that fit easily into what you eat every day — and that easily count up to 9 for the day.

Morning

 Counts as 1

 Mid-day

 Counts as 2

 Counts as 1

 Evening

 Counts as 2

 Counts as 1

 Counts as 1
“Shoot for 9”
Media Tour with Clyde Drexler

- Radio public service announcements
- Radio media tour
- Satellite media tour
**Body & Soul -- African American Churches**

- Increase F/V consumption among African American church members

- Revise ACS pilot program -- available to black churches nationwide

- Launch at NAACP’s annual faith-based conference - Detroit, MI (Nov 2003)
What Role Can SPNs Play?

HOW CAN WE INCREASE AWARENESS AND WORK TOGETHER?

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