SARRAH 2018 CHANGING LANDSCAPES Changing Lives

# The Bush Tucker Calendar


**Gold Coast Health | Aboriginal & Torres Strait Islander Health Service**

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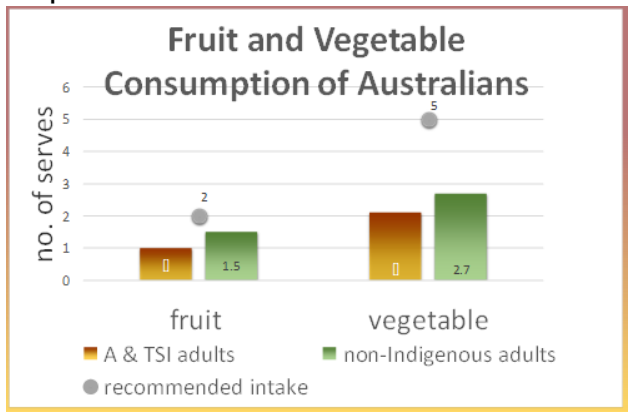
## Background

***We're not eating enough F&V!***

Nationally, only 8% of Aboriginal and Torres Strait Islander people eat the recommended five serves of vegies a day, and only 54% the recommended two serves fruit daily. The reasons are multifactorial and relate to the impact of colonisation.




F&V consumption by Indigenous status using nutrition data collected in the 2012-13 NATSINPAS.

## Rationale

***Why eat more F&V?***

Increasing fruit and vegetable intake is a key way people can improve their health and reduce incidence of chronic disease. For each 200g daily incremental increase in fruit, vegetables or both, there is a total reduction in all cause mortality by 10-15%.

## Intervention

***"Selling" F&V***

Evidence suggests people are less likely to respond to negative messages warning them about risks to their health and more likely to respond to positive concepts. Bush tucker evokes a sense of cultural pride and identify for many Indigenous people.

The Bush Tucker Calendar follows the principles of social marketing, using positive images and ideas to engage with a target audience to "sell" a message, which in this case is using the cultural appeal of bush tucker to encourage people to eat more fruit and vegetables.

The calendar has been used alongside garden and cooking programs as a means to create a positive impact on food culture through empowering families with knowledge of traditional foods lost due to the impact of colonisation.

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