



DEPARTMENT OF HEALTH

**News Release**

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GOVERNOR

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**DOH LAUNCHES FRUITS AND VEGGIES PROMOTION CAMPAIGN AT  
KTA SUPER STORES**

HILO – Are you eating your fruits and vegetables? This week the Hawai'i State Department of Health (DOH) Healthy Hawai'i Initiative (HHI) launched a new pilot project at KTA Super Stores to encourage Hawai'i island residents to eat one more serving of fruits and veggies every day.

"Eating fruits and vegetables can help keep us healthy," stated Director of Health Chiyome Fukino, M.D. "Research studies indicate diets rich in fruits and vegetables can help maintain healthy weight and may reduce the risk for chronic diseases such as heart disease, stroke, and certain cancers."

On the island of Hawai'i, the DOH has partnered with KTA Super Stores to post new signs in the produce section that encourage shoppers to eat more fruit and vegetables. The signs feature colorful appetizing photos of fruits and vegetables and are paired with rhyming phrases such as "Bananas are a perfect snack, easy to carry, easy to pack!" and "During the summer, when it's hot, watermelon hits the spot."

"When posted in areas where people are faced with a decision to do one thing or the other, signs, also called point-of-decision prompts, can help encourage the desired behavior," stated Lola Irvin, DOH HHI Project Manager. "This strategy has proven effective for HHI projects such as the *StairWell to Health* where point-of-decision prompts were used to encourage people to use the stairs."

“The purchases that are made at the grocery store become the meals and snacks that the entire family consumes,” explained Barry Taniguchi, President of KTA Super Stores. “This makes grocery stores an ideal place to encourage consumers to eat healthy foods.”

During the four-month promotion, KTA will also provide discounted pricing on featured produce. Customers will be able to sample recipes featured on grocery bag stuffers at cooking demonstrations in KTA stores. In addition, all grocery receipts will include messages that promote eating fruits and vegetables. The pilot project will be evaluated to measure if it was effective in getting people to purchase and consume more fruits and vegetables.

The Community Grocery Store Project 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. This pilot project is partially funded through the USDA Food Stamp Nutrition Education Program. For more information on ways to live a healthier lifestyle visit [www.healthyhawaii.com](http://www.healthyhawaii.com).

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Sample of fruit & vegetable signage available online at <http://picasaweb.google.com/HawaiiDOH/PhotosForDOHPressReleases>.

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