

P46 > FRUIT AND VEGETABLES IN HOSPITAL

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This pilot project aimed at improving access to fresh fruit and vegetables within hospitals and the pleasure patients take in eating. The project took place at the hospital Saint-Jean in Perpignan, from June 9 to August 31 2009. Patients from maternity and endocrinology services have benefited individual box of fresh fruit, distributed with the lunch tray and left to them until evening.

The project was evaluated qualitatively and quantitatively taking into account the perceptions of staff and patients: individual interviews and focus groups for the staff; individual interviews and questionnaires administered to 300 patients hospitalized in both services objects experience and 2 control services.

The evaluation revealed a positive reception of the experiment. Providing fruit for patients gives a better picture of the hospital, allows the staff

work to be emphasized and the food to reach the rank of therapeutic leverage. For patients, the possibility of having fruit available throughout the afternoon and the option of splitting the food according to appetite, improves their well-being. The fruit box had a positive influence on patients who feel better concerned. It is the object of rituals of ownership and opening of a larger space of freedom: the patient can decide how and when he will eat the fruit. The project also improves the perception of meals by patients, particularly in terms of variety, nutritional balance, quality and presentation trays. The experiment has thus proved itself a success, and a larger scale version has been planned, aiming toward a widespread application.

The project was initiated and co financed by Interfel, Legumes de France, FranceAgriMer, and Ministère de l'Alimentation, de l'Agriculture et de la Pêche

P47 > STRATEGY FOR A LOCAL INTERVENTION AIMING THE PROMOTION OF FRUIT AND VEGETABLES CONSUMPTION

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This project aims the development of strategies in order to promote Fruits and Vegetables (FV) consumption in three poor communities of the West region of Rio de Janeiro city, Brazil, using a local approach. The targets were nursery, schools, worksites, small FV shops and families assisted by the Family Health Program. The project was divided in three steps: pre-intervention evaluation, intervention implementation and post-intervention evaluation. The first step started in October 2007, when it was evaluated the determinants of cultivation, acquisition, consumption and selling of fruits and vegetables. The results of the initial diagnosis for each group were tabulated, analyzed and presented to communities' members. Based on the obtained data and on the discussions and needs of each segment, the actions of intervention were defined. They started in 2008, by training community health agents, teachers and school cooks (as

multiplying actors for children and families), as well as specific training to the owners of the FV shops. Health fairs were organized by each community with support of the project team. In the worksites the activities were driven to the employees with presentations focusing the relationship between low FV consumption and cancer, supplying of healthy-breaks in meetings, an activity that simulate the act of shopping food called Grocery of Health, among others. The project logo was created containing the three axes of the actions: cultivation, cooking and consumption. Diagnosis results and guide documents, receipts, FV information, magnets and others were elaborated and distributed to the different groups after discussions about their objectives and ways of use. Data from the final step are now being analyzed, which will enable to evaluate the intervention effectiveness on promoting fruits and vegetables consumption.