

According to the Centers for Disease Control and Prevention (CDC), people who eat a healthy diet with substantial portions of fruits and vegetables have a reduced risk of chronic conditions such as stroke, cardiovascular diseases, and certain cancers compared to those who eat small amounts of fruits and vegetables.¹

The *Dietary Guidelines for Americans, 2010*,² a joint project of the U.S. Departments of Agriculture (USDA) and Health and Human Services (HHS), recommends that Americans make half their plate fruits and vegetables at every meal.

Besides increasing intake of fruits and vegetables, the *Dietary Guidelines for Americans, 2010*, recommends that people consume less sodium, or salt. Eating high levels of salt can increase blood pressure and the risk for heart disease and stroke.³ Heart disease and stroke are the first and third killers of adults in Ohio and Kentucky.⁴

Less than 1 in 4 Greater Cincinnati Adults Meet Recommendations

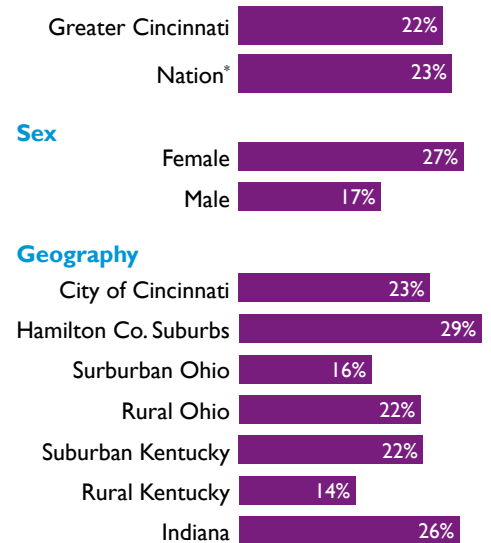
If half the plate should be fruits and vegetables, adults meeting this recommendation would be eating at least 2 servings of fruit AND 3 servings of vegetables per day. Adults locally and nationally are far short of meeting this recommendation.

Less than one-quarter of Greater Cincinnati adults (22%) and adults across the nation (23%) reported eating at least 2 servings of fruit AND 3 servings of vegetables per day.⁵

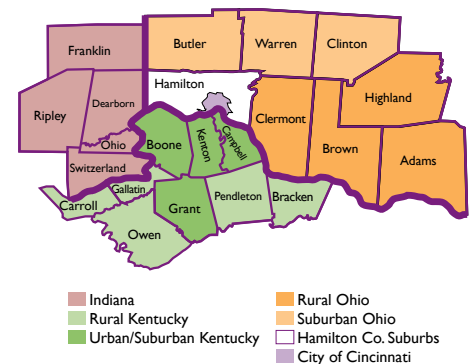
Adults in Hamilton County's suburbs (29%) have the highest rate in the region of meeting the recommendation, while adults in the region's rural Kentucky counties⁶ (14%) report the lowest rate. Women (27%) are doing better than men (17%) at meeting the requirements.

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Percent of adults who ate at least 2 servings of fruits AND 3 servings of vegetables per day



* Greater Cincinnati results are from the 2010 Greater Cincinnati Community Health Status Survey. National data come from the 2009 Behavioral Risk Factor Surveillance Survey (BRFSS), available at: <http://www.cdc.gov/BRFSS/>, the most recent national data on this topic. Question wording was slightly different between the two surveys.



¹ For more information about the benefits of fruits and vegetables, visit www.fruitsandveggiesmatter.gov/benefits/index.html

² For more information on the Dietary Guidelines, please visit: <http://www.health.gov/dietaryguidelines/>.

³ For more information about salt and the health effects of eating too much salt, please visit www.cdc.gov/salt/.

⁴ Xu JQ, Kochanek KD, Murphy SL, Tejada-Vera B. Deaths: Final Data for 2007. *National Vital Statistics Reports*; vol 58 no 19.

⁵ National data come from the 2009 Behavioral Risk Factor Surveillance Survey (BRFSS), available at: <http://www.cdc.gov/BRFSS/>. The BRFSS did not ask about fruit and vegetable consumption on the 2010 BRFSS, so the 2009 data are the most recent available. The BRFSS asks slightly different questions than the GCCHSS.

⁶ The rural Kentucky counties in our region are Bracken, Carroll, Gallatin, Owen, and Pendleton.

Over Half of Greater Cincinnati Adults Eat Fast Food at Least Once a Week

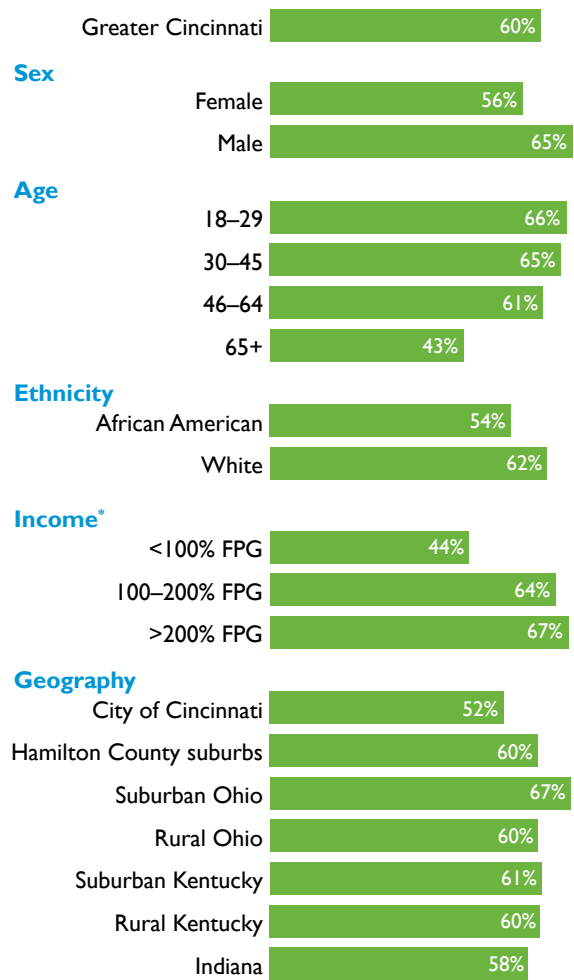
According to the CDC, the majority of sodium that we consume is in processed and restaurant foods.⁷ In Greater Cincinnati, 60% of adults eat fast food at least once a week. Adults more likely to eat fast food at least once a week include adults who:

- Live in Butler, Clinton, and Warren Counties (67%)
- Live above 100% of the federal poverty guidelines (FPG; 66%)⁸
- Are male (65%)
- Are ages 18–64 (64%)
- Are white (62%)

⁷ Centers of Disease Control and Prevention (no date). Salt. Accessed at www.cdc.gov/salt/ on June 22, 2011.

⁸ In 2009, 100% of the federal poverty guidelines (FPG) was an annual income of \$22,050 and 200% FPG was \$44,100, both for a family of 4.

Percent of Greater Cincinnati adults who eat fast food at least once a week



* In 2009, 100% of the federal poverty guidelines (FPG) was an annual income of \$22,050 and 200% FPG was \$44,100, both for a family of 4.

