

MEMORANDUM OF UNDERSTANDING

Between

DEPARTMENT OF HEALTH AND HUMAN SERVICES

The National Cancer Institute

The Centers for Disease Control and Prevention

And

DEPARTMENT OF AGRICULTURE

Food, Nutrition, and Consumer Services

Research, Education, and Economics

Marketing and Regulatory Programs

This Memorandum of Understanding (MOU) is made and entered into between the Department of Health and Human Services: National Cancer Institute (NCI) and the Centers for Disease Control and Prevention's (CDC): National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), and Department of Agriculture's Food, Nutrition, and Consumer Services: the Food and Nutrition Service (FNS) and the Center for Nutrition Policy and Promotion (CNPP); Research, Education, and Economics: Agricultural Research Service (ARS), Economic Research Service (ERS), the Cooperative State Research, Education, and Extension Service (CSREES), and Marketing and Regulatory Programs: Agricultural Marketing Service (AMS). This agreement establishes a general framework for implementing an enhanced and more effectively coordinated national 5 A Day for Better Health Program to increase fruit and vegetable consumption to 5 to 9 servings per day for all Americans.

I. PURPOSE

The purpose of this MOU is to establish a general framework for cooperation between NCI, NCCDPHP, FNS, CNPP, ARS, ERS, CSREES, and AMS. The cooperating agencies propose to work together to encourage and promote the 5 A Day for Better Health Program and to encourage all Americans to eat 5 to 9 servings of fruit and vegetables a day. To advance this vision, NCI and participating CDC and USDA agencies will utilize and strengthen their existing programs, advance the capacity for comprehensive nutrition programming at the state and local level, expand the channels for the delivery of evidence-based interventions, and improve the availability of high quality data for evaluation purposes related to fruit and vegetable consumption. The activities outlined in this agreement support the goals of all participating agencies.

II. BACKGROUND

For more than 10 years, NCI and the Produce for Better Health Foundation have jointly sponsored the 5 A Day for Better Health Program, a national nutrition education program that encourages all Americans to eat 5 to 9 servings of vegetables and fruit for good health, in accordance with the Food Guide Pyramid and the Dietary Guidelines for Americans. A comprehensive national 5 A Day program is envisioned whereby federal and state agencies, non-profit, and for-profit organizations collaborate and share their resources to help Americans improve their health and well being. Together, these agencies will work to implement a comprehensive 5 A Day Program of research and public health activities.

III. KEY COMPONENTS OF THE MOU

1. NCI will be the lead Federal Agency for the National 5 A Day Program.
2. NCI seeks to expand the 5 A Day Program partnership to include the CDC, USDA, other NIH institutes, other DHHS agencies and other organizations, in addition to the current national and state program partners.
3. A new steering committee structure has been developed to include these agencies and other key partners interested in promoting vegetable and fruit consumption. Representatives from NCI, CDC, and participating USDA Agencies will serve on the steering committee as well as on the subcommittees. The 5 A Day Steering Committee will provide oversight and support to five subcommittees: Communications; Research/Evaluation; State, Regional, and Community Organizations; Industry; and Policy.
4. NCI, CDC, and participating USDA Agencies will collaborate to achieve the major goal of the 5 A Day for Better Health Program, which is to increase consumption of vegetables and fruit by all Americans to 5 to 9 servings daily. Participating Federal agencies will meet on an ongoing basis to plan, coordinate, and collaborate on specific activities to achieve this goal.
5. Management and governance of this coordinated, collaborative 5 A Day program will occur through a small team of program experts from the respective DHHS and USDA entities.
6. Specific activities to be carried out by each participating Federal partner will be elaborated upon as an attachment to the MOU.

7. Each agency shall provide partner agencies ample time to review and provide input, as well as comply with agency and departmental clearance policies, prior to publication and public dissemination of any 5 A Day for Better Health materials that include clear references to partner agencies. Clearance policies and processes apply to print, electronic, web-based, or audiovisual materials.

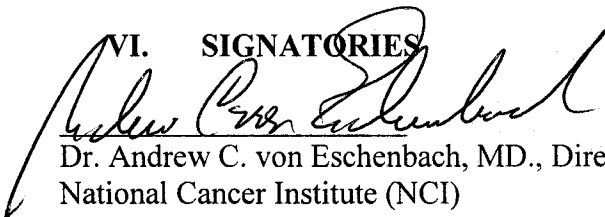
IV. GENERAL PROVISIONS

- A. Specific work projects or activities that involve transfer of funds, services, or property among the parties will require execution of separate interagency agreements, contingent upon availability of funds as appropriated by Congress. Each subsequent agreement or arrangement involving transfer of funds, services, or property among the parties to this MOU must comply with all applicable statutes and regulations, including those statutes and regulations applicable to procurement activities, and must be authorized by appropriate statutory authority.
- B. Nothing in this MOU shall obligate the parties to expend appropriations to enter into any contract or other obligation.
- C. This MOU is intended only to improve the internal management of the executive branch and is not intended to, nor does it create any right, benefit, or trust responsibility, substantive or procedural, enforceable at law or equity by a party against the United States, its agencies, its offices, or any person.

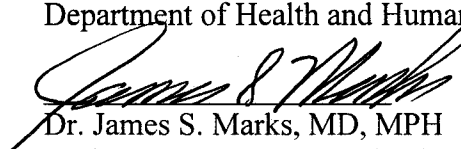
V. EXPIRATION

This MOU will commence upon signature and continue for five years. This agreement may be modified or extended by mutual written agreement, and may be terminated at any time by any party upon written notice to the other parties.

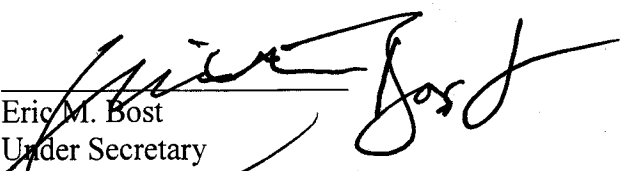
VI. SIGNATORIES



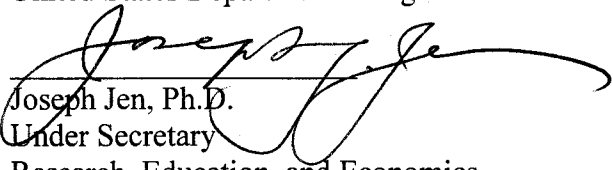
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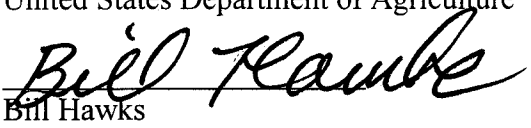
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Proposed USDA Activities for Federal National 5 A Day Partnership MOU

United States Department of Agriculture

The United States Department of Agriculture's Food, Nutrition, and Consumer Services (FNCS), Research, Education, and Economics (REE), and Marketing and Regulatory Programs (MRP) will participate in the National 5 A Day Partnership to plan and support the delivery of messages to the general public and to target populations specifically served through its programs to effect behavior changes to encourage all Americans to eat 5 to 9 servings of fruit and vegetables a day.

Food, Nutrition, and Consumer Services

The **Food and Nutrition Service** will:

- Promote inclusion of activities and messages to increase fruit and vegetable consumption as a component of their nutrition education and assistance programs and through their program delivery mechanisms.
- Include 5 A Day Program information in Agency sponsored conferences and work with program-affiliated organizations to address this issue in their meetings and conferences.
- Encourage 5 A Day partners to expand dissemination of materials that promote fruit and vegetable consumption, including those associated with the EAT SMART. PLAY HARD.™ Campaign.
- Collaborate with domestic agricultural producers and suppliers to conduct food evaluations with student populations using novel formulations of well-known value-added foods common to the school lunch menu containing a fruit or vegetable as an ingredient.
- Continue their strong association with agricultural producers, trade associations, and commodity groups in order to procure wide varieties of quality fruits and vegetables.
- Support knowledge transfer by collecting and disseminating information about program-based practices and innovations that work using a variety of communication tools including but not limited to web sites, materials, and reports.
- Continue to explore ways to enhance the variety and availability of fruits and vegetables in their commodity-based programs.

The **Center for Nutrition Policy and Promotion** will:

- Continue to incorporate messages in nutrition education materials that support the major goal of the 5 A Day for Better Health Program, which is to increase fruit and vegetable consumption to 5 to 9 servings per day by all Americans.
- Encourage 5 A Day partners to expand dissemination of Food Guide Pyramid and Dietary Guidelines for Americans materials that promote fruit and vegetable consumption.
- Update National Food Supply fruit and vegetable quantity and nutrient data. These data are used to track fruit and vegetable consumption and nutrient contributions over time.

Research, Education, and Economics

The **Agricultural Research Service** will:

- Conduct research on nutrients and other components found in fruits and vegetables that may be beneficial to human health, specifically in prevention of certain chronic diseases, as funding permits.
- Conduct research on dietary behavior and intervention strategies related to the consumption of fruits and vegetables, as funding permits.
- Isolate and identify nutrient and phytochemical constituents found in fruit and vegetables, and incorporate these into the National Nutrient Database, as funding permits.

The **Economic Research Service** will:

- Monitor fruit and vegetable consumption and examine determinants of fruit and vegetable consumption, including demographic and socioeconomic factors, as well as knowledge and attitudes concerning diet and health.
- Examine the effects of USDA food assistance and nutrition programs on consumption of fruits and vegetables by program participants, with special emphasis on programs directed towards increasing fruit and vegetable intake, such as the WIC Farmers' Market Program.
- Investigate the changing dynamics of fruit and vegetable markets and their impacts on producers, marketers, and consumers.

- Conduct economic analysis of farm and commodity policy as it affects fruit and vegetable production and examine its implications for producers, marketers, and consumers.
- Analyze the economic issues affecting the safety of fruit and vegetable products, including the effectiveness and equity of alternative policies and programs designed to promote food safety.

The **Cooperative State Research, Education, and Extension Service** will:

- Promote, in partnership with the Land Grant System, nutrition and health community-based programs based on the Dietary Guidelines for Americans, with emphasis on increasing fruit and vegetable consumption.
- Conduct, in partnership with the Land Grant System, intervention research and nutrition education programs aimed at increasing fruit and vegetable consumption throughout the lifespan, and with specific programs aimed at the under-served populations.
- Promote, in partnership with the Land Grant System, increased consumption of fruits and vegetables through its extensive program delivery mechanism.
- Incorporate, in partnership with the Land Grant System, an emphasis on increasing fruit and vegetable consumption in their sponsored conferences.

Marketing and Regulatory Programs

The **Agricultural Marketing Service** will:

- Continue to encourage strong private industry interest in the development of new value-added food products produced from fruits and vegetables.
- Collaborate with domestic agricultural producers and suppliers to conduct food evaluations with student populations using novel formulations of well-known value-added foods common to the school lunch menu containing a fruit or vegetable as an ingredient.
- Continue their strong association with agricultural producers, trade associations, and commodity groups in order to procure wide varieties of quality fruits and vegetables.

Proposed NCI Activities for Federal National 5 A Day Partnership MOU

National Cancer Institute

The National Cancer Institute is the lead federal agency for the National 5 A Day For Better Health Program. The goal of the National 5 A Day For Better Health Program is to encourage all Americans to eat 5 to 9 servings of vegetables and fruits a day to promote good health and reduce the risk of cancer, cardiovascular and other diseases.

The NCI is a member of the National 5 A Day Partnership. NCI is committed to working collaboratively with all national 5 A Day partners to build an infrastructure to expand efforts at the national, state and local level to increase consumption of vegetables and fruits to 5 to 9 servings a day to improve health for all Americans.

The National Cancer Institute will:

- Take leadership for and manage the 5 A Day logo trademark and licensing process.
- Update, with partners, program and logo use guidelines, as appropriate.
- Provide leadership and resources, pending the availability of funds, to support the National 5 A Day Partnership, 5 A Day Steering Committee, and 5 A Day Subcommittees.
- Fund nutrition behavior change research, intervention research and program evaluation research, and disseminate evidence-based research to 5 A Day partners to enhance effectiveness of their programs, pending availability of funds.
- Fund investigator-initiated research on nutrition, behavior change, surveillance and epidemiology.
- Support a national meeting of all NCI funded nutrition behavior scientists and nutritional epidemiologists to synthesize and disseminate latest evidence concerning vegetable and fruit consumption.
- Collaborate with partners on surveillance of vegetable and fruit consumption and psychosocial correlates, and develop, analyze and disseminate vegetable and fruit consumption and correlate results from national surveys.
- Develop a new evidence-based interventions-products database derived from NCI's funded research programs as a resource for 5 A Day program partners.
- Identify for dissemination the most promising evidence-based interventions, strategies and programs for nutrition and behavior change in the area of vegetable and fruit consumption.

- Continue to collaborate with partners to disseminate and evaluate a church-based 5 A Day nutrition education program for African Americans, a group at increased risk for most cancers and other chronic diseases.
- Collaborate with partners to disseminate and evaluate 5 A Day intervention research in schools, supermarkets, worksites, media, restaurants (and other food outlets), etc.
- Provide training and technical assistance to State Departments of Health and other state/regional partners to strengthen their 5 A Day efforts, as funding permits.
- Plan and support, along with other partners, a National 5 A Day Partnership Meeting, April 25-27, 2002, to provide training for State 5 A Day Coordinators and other state/regional partners. Co-sponsor, pending the availability of funds, National 5 A Day Partnership Meetings every two to three years.
- Co-sponsor a conference to consider environmental and policy initiatives to support increased consumption of vegetables and fruit.
- Fund a national 5 A Day communications campaign at approximately \$1.4 million yearly, pending the availability of funds, to increase the public's knowledge and awareness that eating 5 to 9 servings of vegetables and fruit a day can improve health and reduce the risk of cancer and other chronic disease.
- Expand and strengthen its communications messages to incorporate the Dietary Guidelines for Americans – 2000 vegetable and fruit recommendation of 7 servings a day for adult women and 9 servings a day for adult men.
- Expand and strengthen its 5 A Day communications campaign to reach high-risk population groups, including African American and Latino adults, as part of its health disparities initiative.
- Launch a multi-year communications campaign focusing on African American men in September 2002, as part of its health disparities initiative.
- Increase media coverage for the recommendation to eat 5 to 9 servings of vegetables and fruits a day message through its National 5 A Day Week and seasonal promotions and by highlighting new scientific research on the health benefits of eating more vegetables and fruits.
- Provide leadership for the development of a comprehensive 5 A Day Communications Plan to strengthen coordination and collaboration among partners, leverage new resources, and reach new target audiences.
- Continuously revise its 5 A Day Website www.5aday.gov and 5 A Day Partners Website.

Proposed CDC Activities for Federal National 5 A Day Partnership MOU

CENTERS FOR DISEASE CONTROL AND PREVENTION

The Centers for Disease Control and Prevention (CDC) is committed to the National 5 A Day Partnership's goal to increase the consumption of vegetables and fruit by all Americans to 5–9 servings daily. This shared goal supports National objectives and guidance promoted through the Healthy People 2010 Objectives, the Dietary Guidelines for Americans, 2000, and the Food Guide Pyramid. CDC will continue to work with the National multi-agency partnership to plan and build the infrastructure of future 5 A Day efforts at the National and State levels.

CDC offers support and assistance to State departments of health as partners to develop, implement, and evaluate effective health promotion and disease prevention and control efforts. In this capacity, CDC will play a primary role in developing and managing State-level efforts to promote 5 A Day. This will be accomplished through training, technical assistance, programs, policies and environmental changes in support of personal behaviors related to healthy eating and physical activity.

The Centers for Disease Control and Prevention will work in the following areas:

State and Community Programs

- Serve as active members on National Partnership Steering Committee and Subcommittees.
- Continue to work with National partners to plan and build the infrastructure and 5 A Day Program efforts at the State and national levels.
- Facilitate and strengthen partnerships with State Departments of Health around 5 A Day.
- Provide leadership for integrating the promotion of 5 A Day into CDC funded nutrition, physical activity, and chronic disease State programs.
- Promote partnerships between the Land Grant System and State Health Department Nutrition programs.
- Promote vegetable and fruit consumption strategies as a cornerstone of chronic disease prevention and health promotion programs in future requests for applications (RFA) for State chronic disease and obesity prevention programs.

- Provide training, consultation and technical assistance in areas such as strategic planning, evaluation, communications, and program delivery to CDC funded states and to 5 A Day coordinators.
- Seek opportunities to incorporate 5 A Day Program information into CDC sponsored conferences and trainings that are conducted with a variety of funded State programs. Collaborate with agency partners to work with program-affiliated organizations to include 5 A Day presentations and abstracts in their meetings and conferences.
- Collaborate with agency partners to support monthly State 5 A Day telephone conference calls.
- Participate as a partner in planning the National 5 A Day State Coordinators meeting.
- Promote inclusion of activities and messages to increase vegetable and fruit consumption as a component of nutrition education programs and through program delivery mechanisms.

Communications

- Disseminate information, innovative tools, resources, publications, research findings, and effective population-based strategies and practices that work using a variety of communication tools including but not limited to web sites, educational materials and reports.
- Develop and maintain an integrated 5 A Day web site with program materials, resources and other partner links to needed resources for State use to support and improve their programs.
- Contribute to the partnership newsletter useful information to enhance and support State programs.

Policy and Environmental Changes

- Collaborate with partners to identify and evaluate policy and environmental changes that promote vegetable and fruit consumption.
- Encourage States to expand their programs to include stronger partnerships with private industry, domestic agricultural producers, suppliers, and retailers to promote consumption of vegetables and fruit.

Research, Evaluation, and Surveillance

- Utilize funding to further research and evaluation goals for vegetables and fruit as funding permits.

- Collaborate on investigator initiated research on nutrition, behavior change, surveillance and epidemiology related to vegetable and fruit consumption.
- Collaborate with agency partners on surveillance of vegetable and fruit consumption and psychosocial correlates; examine determinants of vegetable and fruit consumption, including demographic and socioeconomic factors, as well as knowledge and attitudes concerning diet and health.
- Continue to promote, develop, analyze, and disseminate the results of the State-based Behavior Risk Factor Surveillance System (BRFSS) related to individual behaviors of vegetable and fruit consumption.