

**Oregon Fruits and Veggies Summit: Linking Partners for Better Health**  
**October 8, 2007**  
**Evaluation Summary**

We would like to thank you all for your participation and enthusiasm, which led to a productive and successful first Oregon Fruits and Veggies Summit on October, 8 at the La Sells Stewart Center in Corvallis. The summit was collaborative effort between program partners including Special Supplemental Nutrition Program for Women, Infants and Children, Oregon Department of Education Child Nutrition Services, Oregon Public Health Division Physical Activity and Nutrition Program, Oregon State University Extension Family and Community Development, Oregon Food Stamp Program and Community Health Partnership. Attended by more than 150 nutrition and health professionals, non-profit representatives and community members, the summit was a call to action to promote the increased consumption of fruits and vegetables throughout Oregon.

Participants came from all over the state to attend the Fruit and Veggies summit. The following counties were represented: Benton, Clackamas, Clatsop, Columbia, Curry, Deschutes, Hood River, Jefferson, Klamath, Lane, Lincoln, Linn, Marion, Multnomah, Polk, Tillamook, Umatilla, Union, Wasco and Washington.

***Linking Partners for Better Health***

The theme of the summit was *Linking Partners for Better Health* and many participants reported they had the opportunity to initiate new partnerships or strengthen existing partnerships to promote increased fruit and vegetable consumption. Specifically, respondents appreciated the opportunity to engage in dialogue with people representing diverse groups; the chance to meet new people and exchange ideas; time for networking; and ideas for building strategic partnerships.

***Keynote Speaker and Breakout Sessions***

Keynote speakers and breakout sessions gave participants the opportunity to learn about best practices and interventions to promote fruits and vegetable. Among the eight breakout sessions, the percentage of attendees ranking each presentation as "very valuable" ranged from 26 to 86. Six out of the eight presentations were ranked as "very valuable" by 65% or more of the attendees.

In general, people appreciated:

- Inspirational and motivated speakers
- Hearing about specific examples and success stories happening in other communities and states
- Access to resources and tools for promoting fruits and vegetables in classrooms, communities and workplaces

People felt that sessions could be improved by:

- Allowing more time to absorb, reflect and discuss the large amount of information presented in the sessions
- Providing more specific details about how to put strategies into practice

### ***Future steps to promote fruits and veggies in Oregon***

Participants left at the end of the day with many “bright ideas” about how they were going to use the information presented during the summit to promote fruits and vegetables in their communities. These ideas ranged from simple steps, such as putting a Fruits and Veggies-More Matters™ message on their voicemail message, to larger scale projects such as bringing social marketing concepts into local nutrition campaigns. The closing activity gave participants the opportunity to hear how others will put what they learned into practice and to reflect on what else they could be doing to promote fruits and vegetables.

Overall, participants felt that the summit was well organized and a success. There was interest in making the Fruit and Veggies Summit an annual event. It was suggested that future summits could include even more stakeholders and allow for increased opportunities for networking and collaboration.

*Thanks very much to those of you who took the time to provide us with your thoughtful ideas, insights, and responses to the questions posed in our Summit Comment and Evaluation forms.*