

Healthy choices: policy guidelines for parks





Healthy choices: policy guidelines for parks

2016

Acknowledgements

The *Healthy choices: policy guidelines for parks* is adapted from the Queensland Department of Health's *A better choice: healthy food and drink supply strategy for Queensland health facilities* (2007) and the Victorian Department of Education and Training's *School canteens and other school food services policy* (2012).

The Victorian *School canteens and other school food services policy* (2012) was based on the NSW Department of Health and NSW Department of Education and Training's *Fresh Tastes @ School NSW Healthy School Canteen Strategy* (2004).

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Where the term 'Aboriginal' is used it refers to both Aboriginal and Torres Strait Islander people. Indigenous is retained when it is part of the title of a report, program or quotation.

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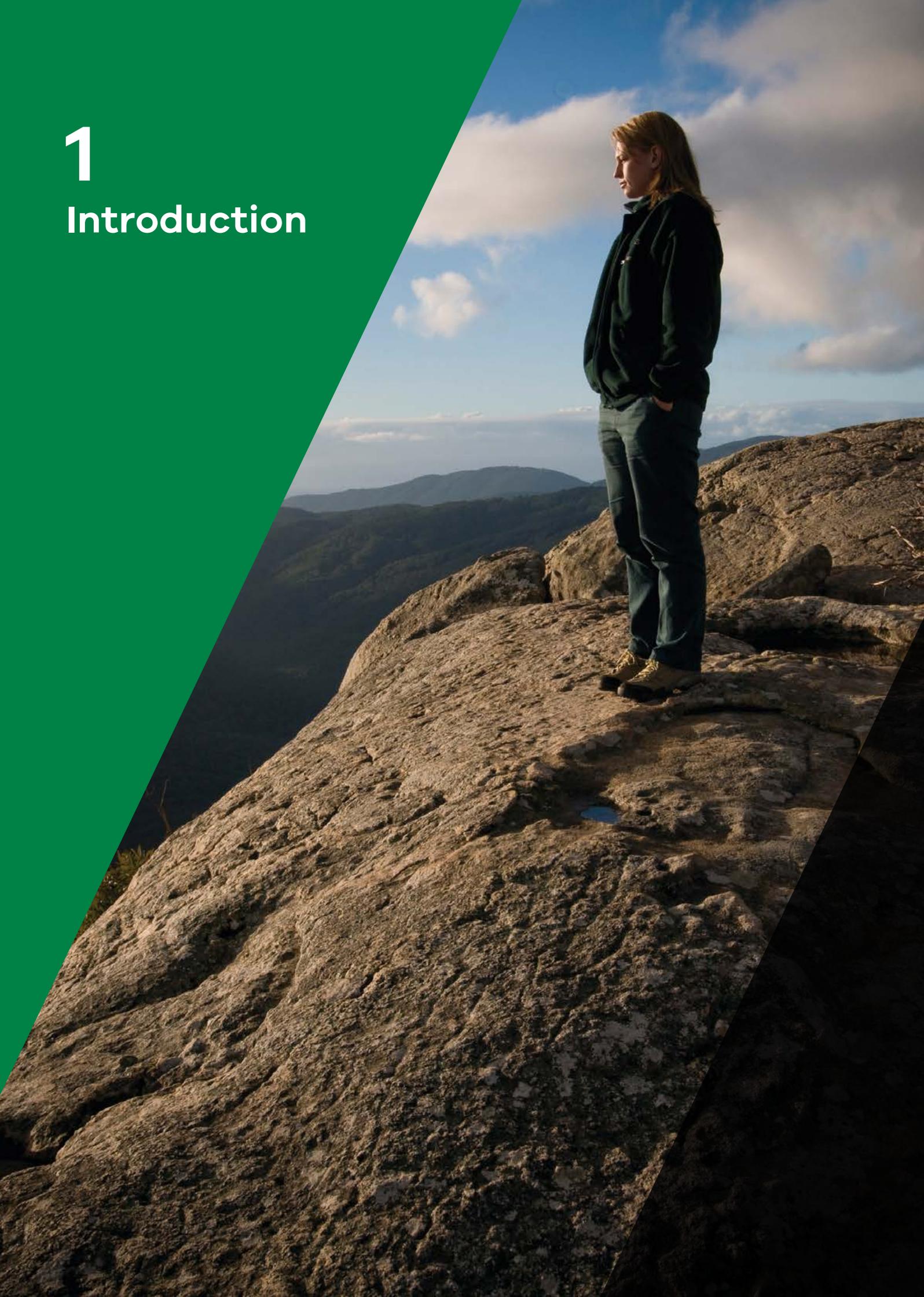
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Introduction



Why Healthy Choices in parks?

Spending time in nature promotes good health and wellbeing.

Having healthy foods and drinks available in parks and promoting these as the best choices further supports good health for visitors who spend time in the natural environment. This aligns with Parks Victoria's *Healthy Parks Healthy People* approach, which seeks to reinforce and encourage the connection between a healthy environment and a healthy society.

The use of 'parks' throughout this document refers to a range of sites and land tenures including piers, waterways, ports, bays, historic buildings, trails, urban parks, conservation reserves and national and state parks. For concision, these are collectively described as 'parks' in this document.

Parks Victoria's vision is to be a world-class park service ensuring healthy parks for healthy people.

This vision underpins Parks Victoria's approach to delivering real benefits for all Victorians.

Parks Victoria provides expert management of Victoria's parks estate, fostering the connection the community has with nature, and striving for parks to be healthy settings for everyone to enjoy the benefits of community health, wellbeing and development.

Parks Victoria contributes to the Victorian community through the Healthy Parks Healthy People approach to park management. There are four key principles that support this approach:

- The wellbeing of all societies depends on healthy ecosystems.
- Parks nurture healthy ecosystems.
- Contact with nature is essential for improving emotional, physical and spiritual health and wellbeing.
- Parks are fundamental to economic growth and to vibrant and healthy communities.

For more information about Healthy Parks Healthy People visit <www.parkweb.vic.gov.au/about-us/healthy-parks-healthy-people>.

The Healthy Choices framework

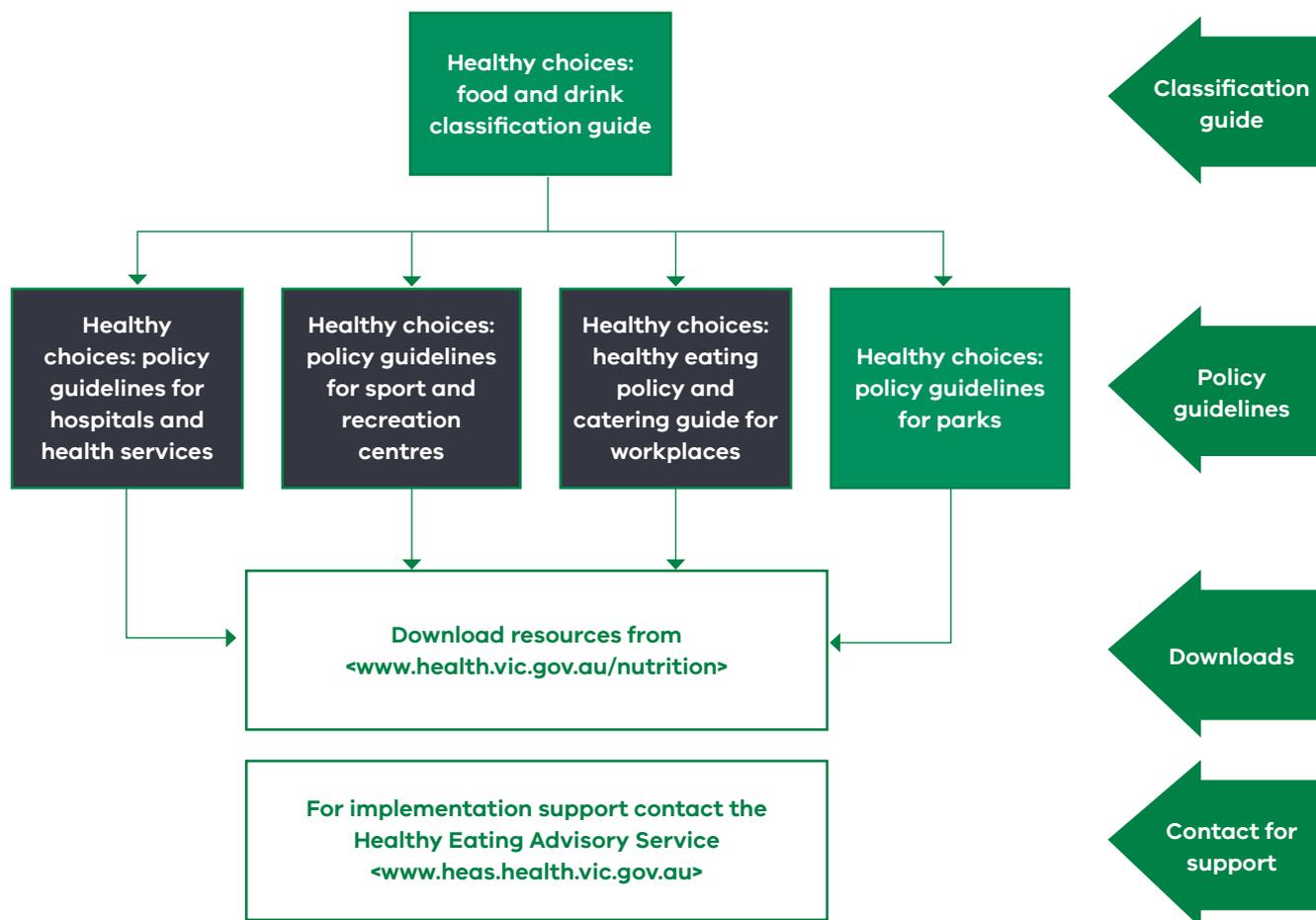
Good nutrition is important for a healthy lifestyle and contributes to the health and wellbeing of the community. Together with physical activity, healthy eating plays a key role in preventing disease, promoting wellbeing and productivity, maintaining a healthy weight, promoting better oral health and supporting children’s growth and development. One-third of the burden of disease can be prevented. An analysis of the combined effects of thirteen dietary risk factors (such as, high sodium and sweetened beverage intake and low fruit, vegetable and fibre intake) found that they make up 7% of preventable disease burden. Other risk factors that caused high disease burden were tobacco use (9%), high body mass (5.5%), alcohol use (5%), physical inactivity (5%) and high blood pressure (5%). It is important to reinforce the need for greater access to healthy foods and drinks in our community.¹

The Victorian Government is putting health at the centre of our everyday lives through a place-based systems approach to prevention and health promotion. This involves increasing access to healthy foods and drinks in the places where people spend their time.

Healthy Choices is a framework for improving the availability and promotion of healthier foods and drinks in the community.

Using this framework, retail outlets in parks can provide consistent health-promoting messages whereby the foods and drinks available reinforce positive messages about getting outside in nature and being physically active to support health and wellbeing.

Figure 1: The Healthy Choices framework



¹ Australian Institute of Health and Welfare, Australian Burden of Disease Study: impact and case of illness and death in Australia 2011, available from <www.aihw.gov.au/publication-detail/?id=60129555173>

Food and drink classification guide

The *Healthy choices: food and drink classification guide* categorises foods and drinks into three categories according to their nutritional value:

The GREEN category – best choices

Foods and drinks in the GREEN category are the healthiest choices. They are usually:

- good sources of nutrients
- lower in saturated fat, added sugar and/or salt
- lower in energy (kilojoules)
- higher in fibre.

GREEN foods and drinks should always be available as the main choices. They should be encouraged, promoted and displayed in prominent areas.

The AMBER category – choose carefully

Foods and drinks in the AMBER category should be selected carefully and consumed in moderation. They provide some valuable nutrients but can also:

- contribute to excess energy (kilojoule) intake
- contain moderate amounts of saturated fat, added sugar and/or salt.

AMBER foods and drinks should not dominate the menu, and large serve sizes of AMBER items should be avoided.

The RED category – limit

Foods and drinks in the RED category are based on the 'discretionary' choices in the *Australian dietary guidelines*.

They can increase the risk of overweight and obesity and chronic diseases if consumed frequently or in large amounts. In general, they are:

- high in saturated fat, added sugar and/or salt
- high in energy (kilojoules)
- lacking in important nutrients such as fibre.

RED foods and drinks should be limited and promotion or advertising of RED choices should be avoided.

For more information about the traffic light classification system, including a full list of foods and drinks in each category, refer to the *Healthy choices: food and drink classification guide* at <www.health.vic.gov.au/nutrition>.



An example of marketing resources available for retail food outlets meeting the Healthy Choices guidelines

Choose well. Feel great.

Making healthy choices easier.

To help you make healthier choices, food and drinks have been classified according to their nutritional value.

Best choice

Choose **green** food and drinks as often as possible. They are fresh and good for you.



Choose carefully

Choose **amber** food and drinks sometimes. They are less healthy and there are better options.



Limit

To look after your health, choose **red** food and drinks rarely and in small amounts.



Policy guidelines

Setting-specific policy guidelines are available to support the implementation of Healthy Choices in:

- hospitals and health services
- workplaces
- sport and recreation centres
- parks.

The policy documents address:

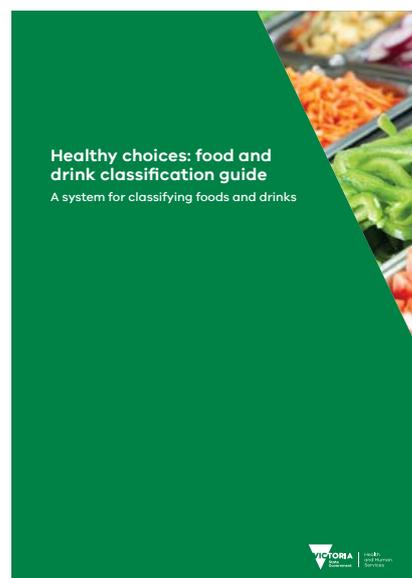
- GREEN, AMBER and RED foods and drinks available through retail outlets, vending machines and catering
- how foods and drinks are advertised, promoted and displayed
- foods and drinks used for fundraising, prizes and give-aways
- sponsorship by industry
- how the physical environment supports healthy eating
- supportive environments for breastfeeding.

Resources and support

The Healthy Eating Advisory Service supports organisations wanting to put Healthy Choices into practice. The Service provides information and advice, training and a comprehensive website with online learning and menu assessment tools, fact sheets, and recipes to help with providing healthy foods and drinks across the organisation. Visit <www.heas.health.vic.gov.au>

The *Healthy choices: food and drink classification guide* and setting-specific policy documents are available from the Department of Health and Human Services website at <www.health.vic.gov.au/nutrition>.

The classification guide and setting-specific policy documents need to be used together when applying Healthy Choices in settings.



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Healthy Choices in parks



What will this resource do?

These guidelines will help food and drink retail outlets and other food and drink providers in parks to offer and promote healthier foods and drinks to customers.

Additionally, the guidelines encourage provision and promotion of healthier choices across all catering services and activities and events in park facilities.

Who are these guidelines for?

These guidelines are for anyone involved in making changes to provide healthier foods and drinks in Victorian parks. Food and drink retailers, park rangers, contract managers, food and drink manufacturers and food service staff will find the resource especially useful.

State and local government employees involved in setting policy, strategic directions and management of parks will also find this resource useful.

Organisations registered with the Achievement Program can use these guidelines to work towards meeting the requirements of the healthy eating benchmarks.

Related policies, strategies and initiatives

- *Healthy choices: food and drink classification guide*²
- *Healthy food charter*³
- *Australian dietary guidelines*⁴ and *Australian guide to healthy eating*⁵
- Achievement Program
- Victorian public health and wellbeing plan 2015–2019⁶
- Parks Victoria's *Shaping our future*⁷

The Achievement Program makes it easier for Victorians to be healthy. It provides a quality improvement framework to create healthy places where adults and children spend their time – in workplaces, schools and early childhood services.

The framework for workplaces enables parks to develop a whole-of-setting approach to determine what policies, cultural and environmental changes are needed to meet best practice benchmarks across a number of health priority areas including healthy eating. Implementing the Healthy Choices policy supports the achievement of the healthy eating benchmarks as part of creating a healthy workplace environment. For more information visit <www.achievementprogram.health.vic.gov.au>

2 Department of Health and Human Services 2014, *Healthy choices: food and drink classification guide*, State Government of Victoria, Melbourne.

3 Department of Health and Human Services 2013, *Healthy food charter*, State Government of Victoria, Melbourne.

4 National Health and Medical Research Council 2013, *Australian dietary guidelines*, Commonwealth of Australia, Canberra.

5 National Health and Medical Research Council 2013, *Australian guide to healthy eating*, Commonwealth of Australia, Canberra.

6 Department of Health and Human Services 2015, *Victorian public health and wellbeing plan 2015–2019*, State Government of Victoria, Melbourne.

7 Parks Victoria 2013, *Shaping our future*, State Government of Victoria, Melbourne.

Where do the guidelines apply?

These guidelines support healthy food and drink provision in all parks, regardless of the management agency, and any outdoor recreational setting where foods and drinks are provided to visitors.

The guidelines apply to foods and drinks provided through:

- retail outlets such as cafeterias, cafes, canteens, kiosks (including mobile food kiosks), restaurants and coffee carts
- catering provided for meetings, functions and events (such as community events, launches, celebrations and ceremonies)
- vending machines
- fundraising, prizes and give-aways.

The guidelines apply to all foods and drinks, whether freshly made on the premises or supplied prepackaged. They do not apply to foods and drinks brought to parks by visitors for personal use.

In addition to foods and drinks sold or provided in parks, the guidelines also address:

- food and drink advertising, promotion and display
- sponsorship by industry
- infrastructure to support healthy eating
- supportive environments for breastfeeding
- supporting local food suppliers and products
- use of packaging
- contracts, leases and tenders
- healthy eating information and education.

Working with contracts, leases and tenders

Park management agencies may have contracts or lease agreements with food service providers like cafeterias, cafes, canteens, kiosks and restaurants.

Having a requirement to provide and promote healthy foods and drinks in these leases and contracts as well as food service tenders will:

- help to embed healthy eating into your organisation's procedures for the long term
- help ensure food service providers are committed to health and wellbeing
- support food service providers wanting to make healthy changes
- demonstrate your leadership and commitment to promoting healthy lifestyles.

Where relevant, new contracts with food and drink providers, or contracts that are due for renewal, should include a requirement to meet the Healthy Choices guidelines.

A food service agreement template is available from the Healthy Eating Advisory Service website at <www.heas.health.vic.gov.au/healthy-choices/organisational-policy-and-supplier-contracts/food-service-agreement-template>.

In cases where contracts are not up for renewal and cannot be amended, encourage and support contractors to make healthy changes to the foods and drinks they supply in line with the Healthy Choices guidelines.

Recreation centres and sports clubs in parks

Community sports clubs and recreation centres (for example, football clubs and cricket clubs) are often located in parks. Where possible, sports clubs and recreation centres are encouraged to provide foods and drinks in line with the Healthy Choices guidelines.

For more information about applying the Healthy Choices guidelines in sport and recreation settings refer to the *Healthy choices: policy guidelines for sport and recreation centres* at <www.health.vic.gov.au/nutrition>.

The park as a workplace

Workplaces situated within parks should be encouraged to develop a healthy eating policy to support healthy food and drink provision for staff through catering and events, vending machines, cafeterias and other retail outlets.

For more information about implementing healthy eating policy in the workplace and for advice about healthy catering options refer to the *Healthy choices: healthy eating policy and catering guide for workplaces* at <www.health.vic.gov.au/nutrition>.

Why implement Healthy Choices?

Benefits for the retail outlet

Having healthier foods and drinks available can help keep your outlet at the forefront of increasing community awareness of and interest in eating for good health.

In parks, people tend to enjoy physical activity as well as relaxation, and a healthy menu is likely to attract health-conscious customers. This may be particularly true for parents seeking healthier options for children.

By applying the Healthy Choices policy, retail outlets will:

- ensure the food service is consistent with the overall health messages promoted in parks, according to the *Healthy Parks Healthy People* approach
- communicate consistent messages about healthy eating and healthy lifestyles to the community
- attract a new group of customers who are looking for healthier options
- meet community expectations regarding promoting healthy lifestyles
- have healthier foods and drinks available for staff, resulting in happier and more productive employees.

Benefits for community visitors

Parks that encourage healthy food and drink choices support the health and wellbeing of adults and children in the community. This is important as poor diet has been identified as a main cause of preventable disease burden in Australia.

People who eat well tend to have more energy, maintain a healthy weight and are less likely to become unwell. Nutritious food choices are especially important for childrens' growth and development.

Barriers and solutions

Effects on sales and returns

Retail food providers may be concerned that healthy foods and drinks are expensive to purchase and prepare and less popular and profitable than typical **RED** choices like chocolate bars and sugary drinks.

However, this is not necessarily the case. Visit the Healthy Eating Advisory Service at <www.heas.health.vic.gov.au> for case studies about retail outlets that have made healthy changes without a negative impact on sales or profit margins.

Replacing high-selling **RED** options

The Healthy Choices guidelines are about offering customers choice, while promoting healthier options and making these more available. The guidelines do not require any foods or drinks (even those in the **RED** category) to be removed entirely. Rather, the guidelines encourage having a plentiful supply of **GREEN** and **AMBER** options for customers to choose from.

This may involve substituting some of your existing product range for different sizes or types. For example, larger sizes of flavoured milk can be replaced with smaller, reduced-fat options, larger sizes of juices with 250 ml sizes and sugar-sweetened soft drinks can be replaced by diet varieties.



3

Providing and promoting healthier choices



Healthy Choices food and drink standards

The following standards will help food and drink retailers, staff and management and staff in broader park settings to ensure healthier foods and drinks are available and promoted to visitors and customers.

Food and drink standards for parks

Standard 1: Foods and drinks provided in retail outlets and vending machines

Healthy options are offered and encouraged in line with the *Healthy Choices: food and drink classification guide*:

- **At least 50 per cent** of foods and drinks available are **GREEN**.
- **No more than 20 per cent** of foods and drinks available are **RED**.

Standard 2: Catering provided by the organisation at meetings and events

Healthy options are offered and encouraged in line with the *Healthy choices: healthy eating policy and catering guide for workplaces*:

- The **majority of foods and drinks** provided are **GREEN**.
- **AMBER** foods and drinks are provided in small quantities only.
- **No RED foods and drinks** are provided.

External user groups providing catering (for example, sports clubs) should ensure catering provided complies with this standard.

Standard 3: Food and drink advertising, promotion and display⁸

- **GREEN** foods and drinks are actively advertised and promoted and prominently displayed.
- **AMBER** foods and drinks may be advertised and promoted, but not at the expense of **GREEN** choices.
- **RED** foods and drinks (and associated branding) are not advertised or promoted or displayed in prominent areas.

In addition:

- The organisation's logo is not used alongside **RED** foods and drinks and associated brands.
- **RED** foods and drinks are not included in meal or point of sale promotions, for example meal deals, two-for-one deals, upsizing or supersizing.
- **RED** foods and drinks are provided in the smallest size available.

Standard 4: Water

Water is always available and priced competitively.

Standard 5: Fundraising, prizes, giveaways

- Fundraising that promotes unhealthy foods and drinks is discouraged, and healthier options or fundraising opportunities not related to foods and drinks are supported.
- **RED** foods and drinks are not supplied as awards, give-aways, gifts and vouchers for children and youth.

⁸ Requirements for advertising, promotion and display of **GREEN**, **AMBER** and **RED** foods and drinks apply to:

- product placement in cabinets, fridges, refrigerated cabinets, bain maries, vending machines and on shelves
- product placement in high-traffic areas, for example, entrances and exits of food outlets, beside cash registers and in dining areas
- promotion and advertising at point of sale, on counters, cabinets, fridges, vending machines, menus and staff notice boards, via promotional stands and product displays, banners and signs inside and outside the outlet and on umbrellas and other furniture.

Food and drink standards for parks

Standard 6: Sponsorship and marketing

Organisations do not engage in any form of sponsorship or marketing that promotes unhealthy foods and drinks or associated branding to children and youth.

Standard 7: Infrastructure to support healthy eating

The physical environment supports preparation and provision of healthy foods and drinks, for example:

- Retail outlets have space to prepare, store and display healthy items, for example, preparation benches, refrigeration space, display cabinets.
- Access to drinking fountains or potable water is available wherever possible.
- Retail outlets and areas where food and drinks are consumed are clean and attractive to encourage a healthy dining experience.
- Park assets used for food preparation and cooking are designed to support healthy eating.
- The physical environment does not support preparation and provision of unhealthy foods and drinks, for example:
 - Retail outlets are discouraged from using deep fryers and other equipment that is primarily used to prepare unhealthy items.

Standard 8: Supporting breastfeeding

Strategies to support and encourage breastfeeding are in place. Food providers may wish to participate in the Breastfeeding Welcome Here program from the Australian Breastfeeding Association:
<www.breastfeeding.asn.au/services/welcome>



A whole-of-setting approach to healthy eating

Parks can further support the health and wellbeing of their employees and the community by reinforcing the directions of the Healthy choices policy not only in retail outlets, but across the whole park.

Retail outlets, managers and staff in parks are encouraged to meet the following recommendations as part of a whole-of-setting approach to supporting healthy eating. These recommendations include the best practice healthy eating benchmarks of the Achievement Program.

Healthy physical environment

Healthy food and drink choices are available and promoted, and less-healthy choices are limited.

Additionally, retail outlets in park environments are encouraged to reduce the amount of packaging used, and to use biodegradable packaging options where possible to help preserve the natural environment and reduce waste.

Healthy culture

The organisational culture promotes healthy eating through supportive leadership, participation and shared decision making.

Employees and managers in retail outlets and across the park setting are jointly involved in supporting healthy eating by:

- working together to develop ideas to support healthy eating
- ensuring staff inductions include information on how healthy eating is being encouraged and promoted.

Management lead by example and support healthy eating by:

- promoting and enforcing organisational healthy food and drink policies and procedures
- encouraging staff to take meal breaks and providing space for meal breaks
- providing facilities for staff to prepare and store healthy food, for example, fridge and freezer, preparation space, microwave, sandwich maker.

Health and wellbeing opportunities

Resources, information and opportunities are provided to increase knowledge and skills for healthy eating.

Healthy eating messages and information are provided across the retail outlet and broader park setting, wherever relevant.

Opportunities are provided for staff to develop nutrition knowledge and skills (for example, through education and training sessions).

For more information about promoting staff health and wellbeing refer to the *Healthy choices: policy and catering guidelines for workplaces* at www.health.vic.gov.au/nutrition.

Healthy community connections

The organisation engages with the wider community to support healthy eating and healthy food initiatives.

Parks are encouraged to:

- support and partner with local food producers and suppliers that provide healthy options
- use the expertise and resources of healthy eating organisations such as the Healthy Eating Advisory Service.

Food safety

In all areas where foods and drinks are prepared, organisations should ensure that safe food practices are used. This includes hand washing, safe food storage and safe use of kitchen equipment.

More information about food safety (including resources and posters) is available from www.health.vic.gov.au/foodsafety/index.htm.

Alcohol

Facilities that are licensed to provide alcohol may do so in accordance with the *Liquor Control Reform Act 1998*.

Alcoholic drinks should not be provided in excessive quantities. If alcohol is provided, low-alcohol and non-alcoholic options including free water should be available and food should also be served.

For information about the responsible service of alcohol visit the Victorian Commission of Gaming and Liquor Regulation website www.vcglr.vic.gov.au.

4

Implementation guide



Five steps for implementation

Different types of food and drink outlets operate in parks in Victoria, with different needs, priorities, capacities and ideas about providing healthier foods and drinks.

The steps needed to make healthy changes will be different for each outlet, so it is essential to consult with your staff and the broader park community about how to proceed with any proposed changes.

A change for the better does not need to be complicated, and the process for change can be tailored to meet the needs of individual businesses.

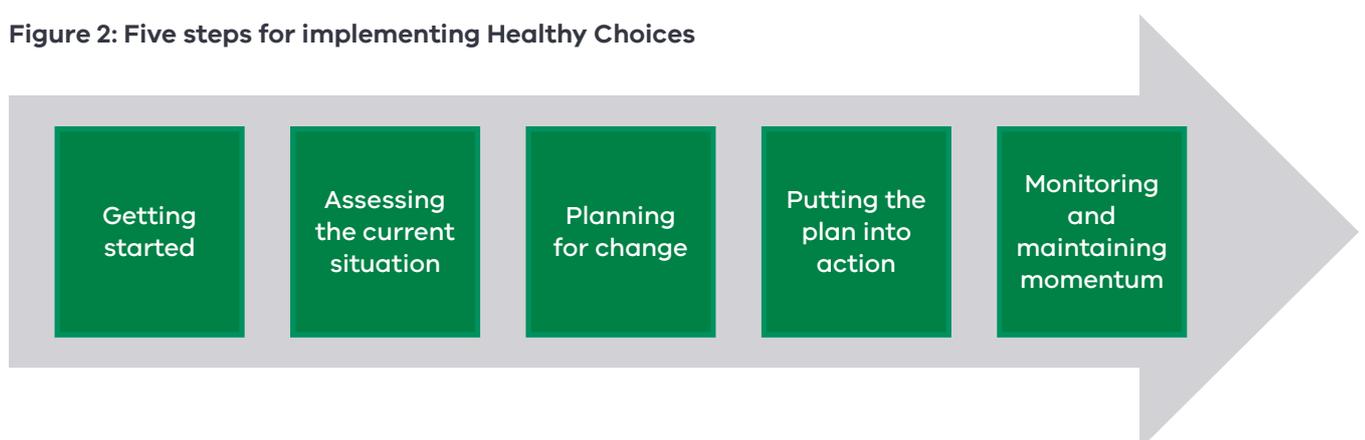
Changes don't need to happen all at once, and a staged approach is often the best way to go.

Remember, even simple changes to the foods and drinks on offer can have a big impact on the health benefits of foods and drinks on your menu.

Figure 2 outlines a practical process to help retail outlets put the Healthy Choices guidelines into practice.

The five steps in this process are explained in the following pages, with examples of tasks to complete for each step.

Figure 2: Five steps for implementing Healthy Choices



Step 1: Getting started

Planning and preparation is the first important step when making healthy changes.

Use the examples in the table below to guide you through the 'Getting started' step.

Recommended tasks	Date completed
Gain support from management to implement the Healthy Choices policy.	
Get to know the <i>Healthy choices: food and drink classification guide</i> and the <i>Healthy choices: policy guidelines for parks</i> . Develop a good understanding of the: <ul style="list-style-type: none"> • GREEN, AMBER, RED classification system • food and drink standards. 	
Start an action plan for making healthy changes (this will be added to in the following steps).	
Provide copies of the <i>Healthy choices: food and drink classification guide</i> and the <i>Healthy choices: policy guidelines for parks</i> to external organisations which hold contractual or lease agreements with the park.	
In your action plan, identify how you will accommodate Aboriginal perspectives and the needs of visitors from different cultural and linguistic backgrounds. Additionally, identify how you will accommodate older people and those with special needs.	
Consider food safety. This is particularly important when food is prepared on site.	
Communicate with stakeholders (particularly distributors for food retail outlets) about the changes that will be occurring (for example, by newsletter, email or noticeboards).	
Extra	Date completed
Engage community members in a survey or an open meeting to brainstorm ideas about what to include in a healthy menu.	
Nominate a coordinator to promote healthy changes.	
Visit the Healthy Eating Advisory Service website < www.heas.health.vic.gov.au > for support and advice about making healthy changes in your retail outlet.	
Note measures which you can compare before and after healthy changes are made (for example, sales, profit margins, food and drink display). This can help you evaluate your progress and determine whether changes in your action plan are required along the way.	

Step 2: Assessing the current situation

Before making any changes you will need to assess what is currently happening within your food outlet and identify areas for improvement.

The table below includes some ideas to help you assess the current situation.

Recommended tasks	Date completed
<p>Think about any contracts that you may have with food and drink suppliers, for example, a drinks fridge supplier.</p> <p>Check if your agreement includes a requirement for providing and promoting healthy foods and drinks</p>	
<p>Develop a list of areas where foods and drinks are available in the outlet (e.g. the menu, bain maries, snack stands, drinks fridges, display cabinets)</p> <p>List the foods and drinks in each area</p>	
<p>Use the <i>Healthy choices: food and drink classification guide</i> to categorise foods and drinks as GREEN, AMBER or RED.</p> <p>Determine whether foods and drinks are provided in line with the food and drink standards on p. 11–12.</p>	
<p>Develop a list of locations where foods and drinks are advertised and promoted (for example, point of sale, vending machines, notice boards, promotional stands, product displays).</p> <p>Determine whether foods and drinks are advertised and promoted in line with the food and drink standards on p. 11–12.</p>	
<p>Check whether water is available and competitively priced.</p>	
<p>Think about current sponsorship agreements. Determine whether agreements address marketing and promotion of unhealthy foods and drinks and related branding.</p>	
<p>Consider the physical infrastructure available to support provision of both healthy and unhealthy foods and drinks.</p> <p>Specifically, make a note of the facilities available to prepare healthier choices (for example, kitchen equipment, food preparation space, refrigeration) and equipment that may be used to prepare unhealthy foods and drinks (for example, deep fryer).</p>	
Extra	Date completed
<p>You can use Appendix 2: <i>Displaying healthier foods and drinks</i> and Appendix 3: <i>Checklist for healthy changes</i> to help you assess what is currently happening in your retail outlet and to help you plan some healthy changes.</p>	

Step 3: Planning for change

Once you have an idea of what the current situation is and the issues that need to be addressed, you can make a plan that outlines the steps that need to be taken to make healthy changes.

Recommended tasks	Date completed
Identify priority areas for change. Think about 'easy wins' that can be implemented early on as well as changes that require more time and planning.	
Adapt the provided template which you can use to include Healthy Choices in contracts with food and drink suppliers. A sample food service template is available on the Healthy Eating Advisory Service website at <www.heas.health.vic.gov.au>.	
<p>In situations where foods and drinks are provided or sold, determine the changes required to:</p> <ul style="list-style-type: none"> • increase GREEN options to at least 50 per cent for retail outlets, vending machines and catering • reduce RED options to no more than 20 per cent for retail outlets and vending machines • remove RED options from catering and from prizes, giveaways, awards and vouchers. 	
Think about how you will ensure that water is always available and priced competitively.	
In each situation where foods and drinks are advertised, promoted or displayed, determine the changes required to increase promotion of GREEN options, reduce promotion of AMBER options and remove promotion of RED options.	
<p>Consider strategies to ensure:</p> <ul style="list-style-type: none"> • the physical infrastructure supports provision of healthy foods and drinks and does not support provision of unhealthy foods and drinks • the environment supports women who are breastfeeding or expressing breast milk. 	
Consider how you will address current sponsorship agreements which market unhealthy foods and drinks and related branding.	
Identify potential fundraising and sponsorship opportunities which promote healthy food and drink choices or options which are not related to foods and drinks.	
Consider the timing of planned changes and document this in the action plan.	
Decide how you will provide information to staff as well as opportunities for staff input and feedback.	
Extra	Date completed
You may like to survey your staff and park visitors for feedback about the healthy changes planned for your retail outlet.	

Step 4: Putting the plan into action

Once you have a plan for making healthy changes, it's time to put the plan into action, starting with the priority areas identified.

Changes don't need to happen all at once. A staged approach is useful for making positive changes over time and to ensure new initiatives are well accepted and maintained.

Recommended tasks	Date completed
Refer to the action plan developed in steps 1–3. Starting with priority areas, (for example, the drinks fridge or snack display) carry out the tasks, and strategies identified to make the healthy changes required.	
Ensure new contracts with food and drink suppliers incorporate the Healthy Choices food and drink standards. Existing contractors should be encouraged to make healthy changes prior to expiry of contracts.	
Make healthy changes in keeping with the timeframes outlined in the action plan.	
Note new barriers or issues emerging and solutions in the action plan. Include operational issues that may need to be addressed to support phasing in healthier foods and drinks and phasing out unhealthy options.	
Communicate changes to food and drink suppliers and other key stakeholders including staff and park visitors.	
Provide ongoing opportunities for staff to increase their knowledge and skills in healthy eating and food preparation.	
Extra	Date completed
You may like to conduct a staff training session to teach staff about the healthy changes being made.	
You can use Appendix 2: <i>Displaying healthier foods and drinks</i> and Appendix 3: <i>Checklist for healthier changes</i> to help you get started with putting your plan into action.	



Step 5: Monitoring and maintaining momentum

Once healthy changes have been made it is important to monitor your progress by undertaking regular reviews. Continue to reflect on your progress, communicate with stakeholders and park visitors, and seek and incorporate feedback as required.

This will help you maintain motivation, and will also help you determine further actions and initiatives that may be required.

Recommended tasks	Date completed
Continue to monitor progress, identifying improvements or additional changes that may be required as you go. For example, monitor changes in expenses, profits, sales and food and drink display, and make amendments to the foods and drinks provided and promoted as required.	
Regularly review your action plan while implementing changes, then continue to review the plan every 12 months to ensure relevance.	
Continue to provide regular updates to stakeholders and visitors about healthy changes that have been made or are planned for the future.	
Seek ongoing feedback from visitors and customers (for example, conduct surveys to determine satisfaction with new menus).	
Encourage staff to actively participate in promoting healthier choices.	
Celebrate success! You may like to advertise and promote your success to customers.	
Extra	Date completed
Acknowledge food suppliers or staff that have made an extra effort to provide or promote healthier options.	

The following resources are available to help you implement and promote healthy changes in your outlet:

- **Healthy Eating Advisory Service** – <www.heas.health.vic.gov.au>
- **Healthy food charter** – <www.health.vic.gov.au/nutrition>
- **Better Health Channel** – <www.betterhealth.vic.gov.au>
- **Eat for Health** – <www.eatforhealth.vic.gov.au>
- **Food safety** – <www.health.vic.gov.au/foodsafety>



Appendix 1: Useful resources and websites

Healthy choices: food and drink classification guide

- Food and drink traffic light classification
- *Common foods and drinks classification guide*
- Available from <www.health.vic.gov.au/nutrition>

Healthy food charter

- A guide to promoting healthy food and making healthy food choices easier
- Available from <www.health.vic.gov.au/nutrition>

Healthy Eating Advisory Service

- Information about the Healthy Choices guidelines, recipes and fact sheets, for example:
 - promoting healthier choices
 - simple tips for healthy BBQ's
 - healthy catering
 - healthy vending
- Available from <www.heas.health.vic.gov.au> or free call 1300 22 52 88

Achievement Program

- An initiative which encourages a whole-service approach to health promotion
- Visit <www.achievementprogram.health.vic.gov.au>

Australian guide to healthy eating

- Posters, brochures and promotional material
- Available from <www.eatforhealth.gov.au>

Better Health Channel

- Fact sheets and recipes
- Available from <www.betterhealth.vic.gov.au>

Healthy fundraising (Cancer Council)

- Ideas to promote health while still making a profit
- Available from <www.cancercouncil.com.au/wp-content/uploads/2010/11/09271_CAN3042_HealthyFundraising_FINAL.pdf-low-res-for-web.pdf>

Live Lighter

- Fact sheets, recipes, meal and activity planner and BMI calculator.
- Available from <www.livelighter.com.au/the-facts/am-i-at-risk>

Parks Victoria

- Healthy choices at the Twelve Apostles
<www.youtube.com/watch?v=IJI6rFVrcOs>

Appendix 2: Displaying healthier foods and drinks

To encourage customers to purchase healthier foods and drinks, these should be positioned in prominent areas of retail outlets and in the most visible positions in fridges and bain maries and on counters and shelves.

This means that healthier options should be placed in high-traffic areas and should also be given more shelf-space than less healthy options.

The figure below includes an example of a typical drinks fridge (Display A) compared to a healthier drinks fridge (Display B)

In Display A, half of the shelves are stocked with **RED** drinks, and only two shelves are stocked with **GREEN** drinks. Plain water is the only **GREEN** option provided and it is positioned at the bottom of the fridge.

To meet the Healthy Choices guidelines, at least 50 per cent of the drinks in this fridge need to be in the **GREEN** category (at least five shelves), and a maximum of 20 per cent of the drinks can be **RED** (a maximum of two shelves). The healthier drinks need to be displayed more prominently.

In Display B, the proportion of **RED** drinks has been reduced to 20 per cent and more **GREEN** drinks have been added so that half the fridge is stocked with **GREEN** choices. The healthier drinks are in the middle of the fridge where they are most likely to be seen.

Display A: typical drinks fridge

Door 1	Door 2
Soft drink	Sports drinks
Soft drink	Sports drinks
Soft drink	Diet soft drink
Plain water	Fruit juice
Plain water	Regular fat flavoured milk

Display A = 20% **GREEN**, 30% **AMBER**, 50% **RED**

Display B: healthy drinks fridge

Door 1	Door 2
Regular fat flavoured milk	250 ml 99% fruit juice
Plain water	Plain water
Naturally flavoured sparkling water	Sparkling water
Reduced fat flavoured milk	Regular fat flavoured milk
Soft drink	Soft drink

Display B = 50% **GREEN**, 30% **AMBER**, 20% **RED**

The same principles can be applied to the way foods are displayed in an outlet. The figure below includes an example of a typical kiosk snack stand display (Display A) compared to a healthy kiosk snack stand display (Display B).

Similarly to the drinks fridge in the previous example, half the snacks in Display A are unhealthy **RED** choices, and there are only two **GREEN** choices available at the bottom of the stand.

In Display B, half the snacks provided are from the **GREEN** category. There is more variety of healthier snacks and these are displayed at the top of the stand where they are most noticeable. There is only one **RED** choice available at the bottom of the stand.

Display A: typical snack stand

Potato Crisps	Potato Crisps
Veggie chips	Muesli bars
Assorted Lollies	Assorted Lollies
Nut and dried fruit mix	Tubs of fruit salad

Display A = 25% **GREEN**, 12.5% **AMBER**, 62.5% **RED**

Display B: healthy snack stand

Fruit bread	Tuna and Crackers
Nut and dried fruit mix	Tubs of fruit salad
Mini fruit muffins (low fat and sugar)	Muesli bars
Lightly salted popcorn	Chocolate bar

Display B = 50% **GREEN**, 37.5% **AMBER**, 12.5% **RED**

Appendix 3: Checklist for healthy changes

This checklist outlines simple steps to help you get started with making healthy changes. The checklist includes space to allocate a completion date for each change (which can be incorporated into an action plan) as well as space to tick off changes which have been completed.

Remember, changes don't need to happen all at once. You may wish to make simple changes first, and plan for more complex changes in the future.

Action	Suggested strategies	Date for completion	Complete
Provide staff with training about the Healthy Choices guidelines	<ul style="list-style-type: none"> • Allocate time for staff to complete training • Include training in staff induction procedures • Visit <www.heas.health.vic.gov.au/training> 		<input type="checkbox"/> <input type="checkbox"/>
Reduce sugary drinks (for example soft drinks)	<ul style="list-style-type: none"> • Stock a variety of healthier drinks* • Reduce the number of soft drink flavours available (for example do not re-order flavours that don't sell well) • Reduce the rows of sugary drinks in fridges • Place sugary drinks on the least visible rows 		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Reduce confectionery (for example chocolate and lollies)	<ul style="list-style-type: none"> • Stock a variety of healthier snacks** • Reduce the types and flavours of confectionery available (for example do not re-order stock that doesn't sell well) • Reduce the amount of confectionery placed on shelves (for example only display one box of chocolate bars instead of multiple boxes) • Place confectionery in locations which are not prominent or highly visible 		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Ensure healthy options are available, promoted and displayed	<ul style="list-style-type: none"> • Promote GREEN foods and drinks in meal deals and specials, instead of RED items • Offer GREEN foods and drinks during all trading hours • Place GREEN and AMBER foods and drinks at eye level or in the most prominent position in fridges, cabinets and counter displays • Avoid upsizing or upselling RED foods and drinks to customers (for example, two-for-one deals) • Avoid free refills of sugar-sweetened drinks • Work towards reducing promotional materials featuring RED foods and drinks, or brands that are strongly associated with RED foods or drinks. 		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Action	Suggested strategies	Date for completion	Complete
Check if vending machines are available on site	<ul style="list-style-type: none"> If vending machines are available, ensure healthy choices are provided. Visit the Healthy Eating Advisory Service website at <www.heas.health.vic.gov.au> for an easy to use online vending machine assessment tool and healthy vending ideas. 		<input type="checkbox"/>

Additional actions for outlets which make foods or drinks on site

Speak with your supplier and/or chef to help you make the following changes. It is a good idea to start with the simple changes that have little impact on cost.

Use reduced fat options	<ul style="list-style-type: none"> Use reduced fat varieties of milk, cheese, yoghurt, cream, mayonnaise, salad dressings, coconut milk and coconut cream 		<input type="checkbox"/>
Include more fruits and vegetables	<ul style="list-style-type: none"> Try to include fruit or vegetables in all meals and snacks 		<input type="checkbox"/>
Use lean meat	<ul style="list-style-type: none"> Trim visible fat and use lean cuts Drain fat from meat after cooking Minimise or avoid using processed meat (for example salami) 		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Avoid adding salt to cooking	<ul style="list-style-type: none"> Substitute added salt with other flavours such as herbs and spices. Use reduced salt stock, sauces and tomato paste. 		<input type="checkbox"/>
Avoid deep frying	<ul style="list-style-type: none"> Instead of deep frying use healthier cooking methods such as oven baking, grilling, steaming and barbecuing. 		<input type="checkbox"/>

* Healthier drinks examples include: plain still or sparkling water, 100 per cent fruit or vegetable juice (250 ml bottles), plain, reduced fat milk, flavoured milk (in small sizes) and artificially sweetened drinks

** Healthier snacks examples include: diced fruit tubs (in natural juice), unsalted, plain nuts, nut and dried fruit mixes, reduced fat yoghurt, reduced fat cheese and crackers, plain popcorn or lightly salted popcorn, fresh fruit salad, pieces of whole fruit, small muesli bars and, sugar free mints or chewing gum

Appendix 4: Marketing resource for vending machines

An example of marketing resources available for vending machines that meet Healthy Choices guidelines.

Choose well. Feel great.

Making healthy choices easier.

To help you make healthier choices, food and drinks have been classified according to their nutritional value.

Best choice

Choose **green** food and drinks as often as possible. They are good for you.



Choose carefully

Choose **amber** food and drinks sometimes. They are less healthy and there are better options.



Limit

To look after your health, choose **red** food and drinks rarely and in small amounts.



