

PUT THE 'FUN' INTO SCHOOL FUNDRAISING AND GIVE YOUR BRANDING A HEALTHY BOOST

- Add health appeal to meal deals



WHY PUT THE 'FUN' INTO FUNDRAISING?

A great education starts with kids having the energy and focus to learn at school. Boosting healthy and delicious food and drinks options at school can improve kids' concentration, mood, memory, learning, academic performance and mental wellbeing and give them the fuel they need to thrive.

We need to surround our kids with delicious, healthy food and drinks, wherever they spend their time, but especially at school. This also means surrounding them with consistent messages about healthy eating across all areas of the school, including healthy fundraising and marketing. So, it's time to put the fun back into fundraising and give your branding a healthy boost. Be part of the change today!

Providing healthier food and drinks also helps to meet the Department of Education and Training's [School Canteens and Other School Food Services Policy](#).

Making changes to your fundraising or marketing might seem overwhelming but there are smaller 'bite' sized actions you can do to get started.

- **Add health appeal to meal deals** – replace any unhealthy food or drink canteen promotions (sugary drinks, confectionary, pastries, chips, baked goods, etc.) with healthier food and drinks.
- **Make a positive impact with advertising and marketing** – remove all unhealthy food/drink branding in school (including decals on drinks fridges/vending machines and ice cream freezers; and snack holders and stands/menu boards/straw holders/signage in canteens).
- **Get creative with healthy fundraising** – limit unhealthy fundraising to 1–2 occasions per year, replace with healthier options (i.e. non-food option such as walk-a-thon).

The process is the same for each of the bites. You can try one 'bite' at a time or do them all at once. It's up to you. Whichever approach you take, this guide will support you through each step of the way. Let's get started!

ADD HEALTH APPEAL TO MEAL DEALS – WHAT'S INVOLVED?

This 'bite' is about replacing any unhealthy food promotion or marketing with healthier food promotion. It's about giving healthy foods the competitive edge, making them the best value so that kids are more likely to give it a go. Marketing refers to any promotion or advertisement of food and/or drink items from your school food service, including:

- meal deals or combos
- multi-buy promotions e.g. buy 2 for the price of 1 deals
- specials
- competitive prices
- posters advertising canteen options.

To **add health appeal to meal deals**, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



STEP ONE: REVIEW

Take time to review any food marketing around your school.

It could be on your school website, newsletter, online ordering platform, posters or sign boards around your school, as well as menu boards at the canteen. Then note down the types of food being promoted.

Unhealthy food and drinks includes confectionary, sugary drinks, fried foods, pastries, baked goods or snack food items e.g. packaged chips, lollies, meat pies, chocolate or soft drink.



STEP TWO: PLAN

The next step involves planning how you will make the changes.

If your school has current meal deals, multi-buy promotions or specials that include unhealthy foods and drinks, you can either:

- remove them completely
OR
- replace the foods and drinks offered in these promotions with healthier options while still making a profit e.g. offer a chicken and salad wrap and flavoured milk meal deal instead of a pie and soft drink meal deal.



Here are some suggestions to add some health appeal:

- **Position healthier choices up the front**, at eye level and within easy reach for students and staff.
- **Place healthier items in colourful and fun packaging** to make them look appetising.
- **Before adding new items to the menu, trial their popularity and gather feedback** with free student taste testing.
- **Seek out students to create posters** showing the new healthier options available at the canteen.
- **Put the fun into any healthy food promotions by using fun, descriptive words** to make them more appealing. Your school could run competitions for students to name new/current menu items.
- **Have theme days to trial new healthy items** and expose students to new foods or just to celebrate a particular cuisine or special event (e.g. Chinese New Year, Harmony Day or Healthy Bones Week).
- **Promote the healthier options in meal deals together** e.g. chicken and salad wrap and water for \$6.
- **Price healthier food and drink options competitively so they are the cheaper choice** e.g. lower the price of healthier options or increase the price of less healthy options.

For more ideas and information go to [Promoting healthy foods and drinks | Healthy Eating Advisory Service](#)



PREPARING FOR CHANGE

Look for ways to engage your school community in making changes. Take opportunities to talk to families, staff, students, canteen staff and volunteers to get a sense of the 'appetite' for change and the best way to introduce changes. Involve the Parents and Friends Association, School Council, Sustainability Club or Wellbeing Committee if there is one. You can make changes all at once or use a gradual approach.

All at once involves making the changes overnight or all in one go. An ideal time to do this is at the beginning of a new school year or term. This is the quickest approach and usually works best if you are only introducing a few changes and when you know there is good support for change.

A gradual approach gives students more time to get used to the changes. This option gives your school more time to remove or replace current promotion of unhealthy foods and drinks.

1. Replace the promotion of less popular unhealthy foods and drinks, then replace the promotion of the most popular unhealthy items second.
2. Replace the foods and drinks offered in these promotions with healthier options while still making a profit. For example, offer a salad wrap and flavoured milk meal deal instead of a pie and soft drink meal deal.





STEP THREE: ACT

Now you've done all the groundwork, it's time to put it into action.

Remember, this is just one of the 'bites' you can do to put the fun into fundraising and give your branding a healthy boost. Check out ['Get creative with healthy fundraising'](#) and ['Make a positive impact with advertising and marketing'](#).





CELEBRATE

Great job! You've finished the 'Add health appeal to meal deals' bite for Vic Kids Eat Well. Make sure you share the good news with the whole school community and communicate how you will continue your great work in the other action areas of Vic Kids Eat Well.

FOR FURTHER HELP

Vic Kids Eat Well tech team

For advice or assistance regarding program support and delivery, setting engagement and website database issues

- 1300 18 57 25
- vickidseatwell@cancervic.org.au

Your local Health Promotion Officer

For on the ground support

Full name: _____

Job title: _____

Organisation: _____

Contact no. _____

Email: _____



If you are having trouble accessing this document, please email vickidseatwell@cancervic.org.au or call **1300 185 725**

Vic Kids Eat Well is supported by the Victorian Government, and is delivered by Cancer Council Victoria's Achievement Program, in partnership with National Nutrition Foundation's Healthy Eating Advisory Service

