

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

- **Make a positive impact with advertising and marketing**



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' size 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!

MAKE A POSITIVE IMPACT WITH ADVERTISING AND MARKETING – WHAT'S INVOLVED?

This bite is about removing all unhealthy food and drink branding across your school. Branding refers to any presence of brand logos or advertising material, which could be in the form of a sign, sticker or on display equipment. This does not include the packaging of the product itself. Unhealthy food and drink branding that might be on display across your school includes:

- decals on drinks fridges, vending machines, ice cream freezers and pie warmers
- food displays, such as display stands or shelving (could be stand-alone or counter-top)
- straw dispensers and napkin holders
- menu boards (static or digital)
- outdoor dining equipment including umbrellas and fencing
- product signage and promotional posters at your canteen.

To **make a positive impact with advertising and marketing**, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



STEP ONE: REVIEW

Start by identifying the unhealthy food and drink branding currently on display at your school.

Unhealthy food and drinks include confectionary, sugary drinks, fried foods, pastries, baked goods or snack food items high in added fats, salt and/or sugar, or brands strongly associated with these types of items e.g. packaged chips, lollies, meat pies, chocolate or soft drinks.



STEP TWO: PLAN

The next step involves planning how you will remove or replace the unhealthy food and drink branding on display across your school.

There are different ways to remove or replace unhealthy food and drink branding on display at your school including:

- Replace branding on drinks fridges, ice cream freezers and/or vending machines. This could be done in two ways:
 - Cover unhealthy branding with posters of healthier foods (this could be made by students or existing posters such as the Australian Guide to Healthy Eating), or something non-food related such as a school motto or student artwork.
 - Replace the unhealthy branding with healthier products, if the supplier has an option for this. For example, consider replacing sugary drink branding with their water branding instead.
- Replace equipment, such as getting unbranded snack, straw or napkin holders to replace those with unhealthy food or drink branding. For example, put chocolates and chips in baskets, wooden boxes or glass jars rather than branded boxes.
- Remove promotional material (e.g. posters) on unhealthy food and drink products and replace them with signs that promote the healthy food and drinks available at your school food service instead. Involve students by getting them to design new promotional materials.



Find out who your local distributor is or where your school buys its products. Contact the supplier to discuss and determine what healthier food and drink branding is available.

- If there is a contract or agreement in place, discuss with the supplier what flexibility there is and how healthier branding could be included in the existing contract.
- If your school uses a major brand drink supplier, the good news is they are generally open to **removing branding associated with their sugary drinks and promoting their water brands instead.**
- If the contract is set, you might need to wait to influence the contract when it comes time for renewal. Or consider using a different supplier that can offer the healthier branding you want.



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 might want to 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, however it can be done at any time. This is a quick way to drastically improve the healthy eating messages through changing the food and drink branding promoted at your school.

However, change might take time depending on the contracts or agreements your school has with suppliers so a **gradual approach** might be more realistic. This option gives your school more time to remove or replace current branding of unhealthy foods and drinks. There are two ways to take a gradual approach:

1. Remove or replace the branding on the fridges first, then move onto removing or replacing the remaining branding across your school.
2. Hide branding if it’s not possible to replace it or cover it up, such as moving the drinks fridges or ice cream freezers out of view of students. Menu boards can be used to advertise what is available instead.



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 [‘Add health appeal to meal deals’](#).





CELEBRATE

Great job! You've finished the 'Make a positive impact with advertising and marketing' 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

