

# Healthy food and drink choices in schools

## GREEN Fill the menu



## AMBER Select carefully



## RED Off the menu



Australian Better Health Initiative: A joint Australian, State and Territory initiative.

Acknowledgement NSW Health

## How to market healthy foods

### Make them look good

- ✓ Have a bowl full of fresh fruit at the front of the counter where children are sure to see it (make sure it's free of bruises!).
- ✓ Wrap sandwiches in clear plastic wrap to sell at the counter.

### Make sure children can see them

- ✓ Display wrapped healthy foods at children's eye level.
- ✓ Have a step/stool in front of the counter so that the smallest children can also see what is for sale.

### Promote them

- ✓ Invite members of the school community to suggest new healthy menu items. Conduct a competition to collect ideas to add to the lunch, recess or breakfast menu.
- ✓ When a new food is offered by the canteen, conduct a competition to name the new food. Exciting, enticing and creative names for new foods help to increase their appeal and popularity.
- ✓ When introducing a new item, let the students and the school community know by placing an ad in the school newsletter, making an announcement at the school assembly, or publicising it over the school's PA system.
- ✓ Invite students to promote foods offered by the canteen. Students could make posters, write articles for the school newsletter or make up jingles or slogans. A prize could be awarded for the most effective method of promotion.

- ✓ Choose a food of the week to promote. For example, promote fruit and vegetables that are in season and offer them in a variety of ways, for example pumpkin could be offered in pumpkin soup, cake and oven-baked chunky pumpkin chips. Arrange for the canteen to award faction or house points to students who order this food.
- ✓ Offer free samples for the first couple of weeks or start selling the item at an 'opening' special price.
- ✓ Have 'Special Days' like 'Tuesday Taco Day'.
- ✓ Have a big blackboard or a sign outside the canteen that lists new foods or the daily specials.
- ✓ Create fun names for food and drinks that appeal, for example:
  - ✓ Monster Munchies
  - ✓ Barunga Burgers
  - ✓ Fruit Wobbles
  - ✓ Triple Decker sandwiches.
  - ✓ Mega munch
  - ✓ 'The works' salad
  - ✓ Wipeout.
- ✓ Don't be afraid to try new items.
- ✓ Vary your menu (ie in summer and winter months). Children are like adults, they like variety.

