



Canteen Promotion Information Sheet

Step by Step Guide for Canteen Managers

What is the Q4:H₂O Canteen Promotion?

The *Q4:H₂O Canteen Promotion* is part of the *Q4:H₂O Activity* for stage 2 students. This activity aims to encourage students to choose water and/or reduced fat milk as a drink. During this promotion, each time a student purchases water or reduced fat milk they have their *Q4:H₂O canteen card* stamped. The *Q4:H₂O canteen cards* are distributed to all students (K – 6) by the canteen when they make their first water or reduced fat milk purchase. There are *Q4:H₂O* stickers that can be distributed to students during the promotion as they purchase plain water or reduced fat milk. At the end of the promotion all *Q4:H₂O canteen cards* with the required number of stamps (to be determined by each school) can go into a draw for a major prize provided by the school.

What resources are included in your pack?

To participate in the *Q4:H₂O Canteen Promotion* you will need

- *this Q4:H₂O Canteen Promotion Information Sheet*, and *Background Information*
- *Q4:H₂O Poster*
- *Q4:H₂O canteen cards* and self inking stamps
- *Q4:H₂O* major prize - number dependent on size of school
- *Q4:H₂O Healthy Drinks Canteen Checklist* (long term strategies to promote healthy drinks)

When you receive these resources:

1. Decide if your canteen will conduct the promotion for one or two weeks.
2. Consult your stage 2 school contact teacher to decide when to conduct the *Q4:H₂O Canteen Promotion*.
3. Decide how to promote plain water and reduced fat milk (plain or flavoured) in your canteen (in addition to using the *Q4:H₂O canteen cards*). Refer to 'Ideas for promoting plain water and reduced fat milk' in the box over the page. Also refer to the *Q4:H₂O Healthy Drinks Canteen Checklist* for long term strategies to promote healthy drinks.
4. Decide how you will determine whether a *Q4:H₂O canteen card* is eligible for the major prize draw – how many times do students need to purchase water or a reduced fat milk during the one week promotion? e.g. a full card stamped, 5 stamps, any number of stamps. This will depend on whether your promotion runs for 1 or 2 weeks.

The week prior to starting the promotion:

5. Let parents and carers and your school community know about the *Q4:H₂O Canteen Promotion*:
 - Advertise your promotion in the **school newsletter** and on **school noticeboards** and **canteen noticeboards** where available (a newsletter snippet has been provided to your school contact teacher about the canteen promotion if you wish to use it).
 - Organise for announcements to be made at **school assemblies** - all students (K – 6) are encouraged to participate in this promotion.
 - Be creative! – you might have additional ways you promote your canteen activities. The more strategies you use, the more likely your message will get to all of the school community.

Ideas for promoting plain water and reduced fat milk

In addition to using the *Q4:H₂O canteen cards*, some ideas include, but are not limited to:

- Have a special price for plain water or reduced fat milk for the week.
- Include plain water or reduced fat milk in a green meal deal* special for lunch or a green snack deal* for recess.
- If you are open before school, include reduced fat milk in a breakfast special e.g hot chocolate.
- Have reduced fat fruit smoothie or milk shake days
- Offer reduced fat plain milk with a flavoured straw
- Increase the price of other drinks to help cover the cost of reducing the price of plain water and reduced fat milk.

*Green meal deals - should include a serve of salad or vegetable. If amber products are used they need to be 'greened up' e.g. chicken tenders in a wrap with lettuce, carrot and cucumber or meat pattie in a burger bun with lettuce, tomato and beetroot.

* Green snack deals – should be based on breads and cereals, dairy, fruit or vegetables.

These special deals should not contain any red foods.

6. Make all **canteen workers & volunteers** aware of the promotion and what it involves. Show them where the *Q4:H₂O canteen cards* and stamps can be found.
7. Organise a box or container for all eligible *Q4:H₂O canteen cards* to be placed when returned for the prize draw. Make sure all cards returned have a name and class recorded on the front.

Start the Promotion!

8. Display the *Q4:H₂O* posters across the front of the canteen.
9. Distribute the *Q4:H₂O canteen cards* to students as they purchase plain water or reduced fat milk. Remind students to bring their card back to the canteen to be stamped each time they purchase plain water or reduced fat milk.

At the End of the Promotion:

10. Collect all eligible *Q4:H₂O canteen cards*, and draw the prize winner(s). The prize draw could be done at a school assembly to help increase or maintain the profile of the canteen within the school community. This is also another opportunity to promote the message that **water and reduced fat milk are the preferred drinks** for children.