

What is a Healthy Food and Drink Promotion?

Any promotion that draws attention to an **EVERYDAY** food and/or drink option or meal deal.

The following are examples of healthy food and/or drink promotions:

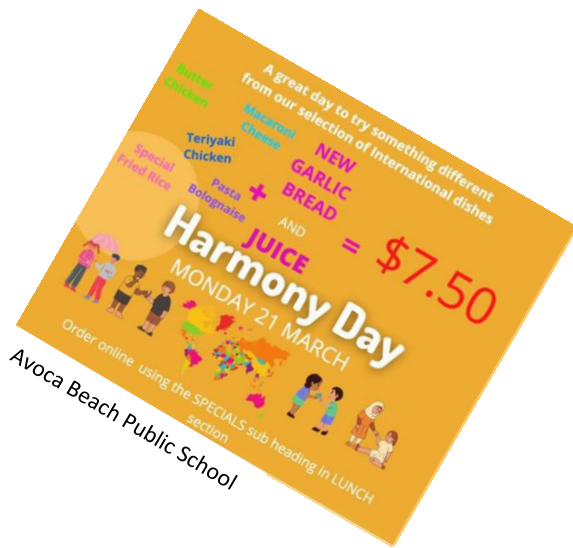
1. Offer specials or meal deals promoting **EVERYDAY** menu items. These foods or drinks may be regular menu items or only offered on special promotions.



Copacabana Public School



2. Link meal deals or promotions to special events e.g., fruit and veg week, Harmony Day or special cuisine weeks e.g., Italian – pasta & pizza with **EVERYDAY** ingredients, Thai – Pad Thai or curry.



Brisbania Public School



Kanwal Public School



3. Offer rewards for healthy choices e.g., stickers from primary school, frequent customer card for high schools.



4. Re-organising the canteen counter so **EVERYDAY** food and drink items are more visible to students e.g., introduce new shelves or display cabinets.



Budgewoi Public School



Narara Public School

Please note: These photos were taken before the *Single-use Plastics Ban* was introduced.

5. Promote the use of school garden fruit and/or vegetables in the canteen.



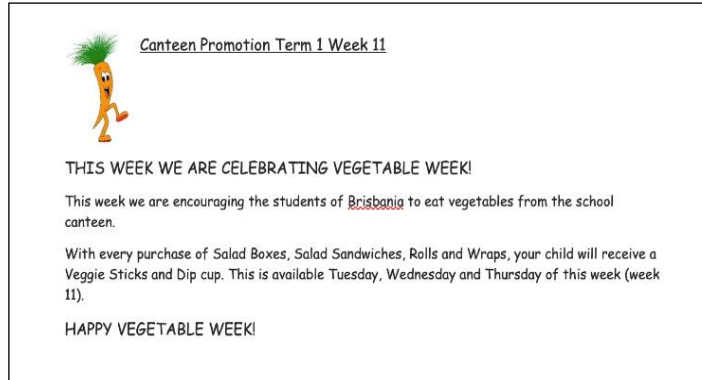
Wyoming Public School vegetable gardens

The healthy food and drink promotions featured in this resource were just some of the healthy promotions conducted in school canteens on the Central Coast in 2022.

6. Canteen involvement in whole of school activities e.g. Fruit and Veg Month, Crunch & Sip.



Avoca Beach Public School



Brisbania Public School

7. Linking the canteen with classroom activities to support healthy eating education.



Wyoming Public School

Water.....

This term in the canteen we are promoting the benefits of drinking water. You might notice we are displaying posters and offering a water filling station to top up drink bottles each morning prior to class. Using daily discussions in both class and canteen we are helping educate the children about the importance of staying well hydrated even in the cooler months.

Resources to provide more ideas and inspiration for healthy food and drink promotions:

Canteen Collections - Recipes, promotion ideas and case studies by NSW School Canteens (including some from the Central Coast!) <https://healthy-kids.com.au/canteen-collections/>

Lookbook - See how five NSW schools have marketed and promoted healthier choices in their canteen <https://healthy-kids.com.au/canteen-lookbook-2/>

Marketing & Promotion: NSW Healthy School Canteen Strategy - Healthy Kids Association covers how to use the 4p's of marketing to promote **EVERYDAY** menu items <https://healthy-kids.com.au/school-canteens/canteen-guidelines/nsw-healthy-school-canteen-strategy/marketing-promotion-with-the-nsw-healthy-school-canteen-strategy/>