

## 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 that would contribute to achieving the Central Coast Healthy School Canteen Award:

1. Offer specials or meal deals promoting **EVERYDAY** menu items. These foods or drinks may be regular menu items or only offered as part of a special promotion.

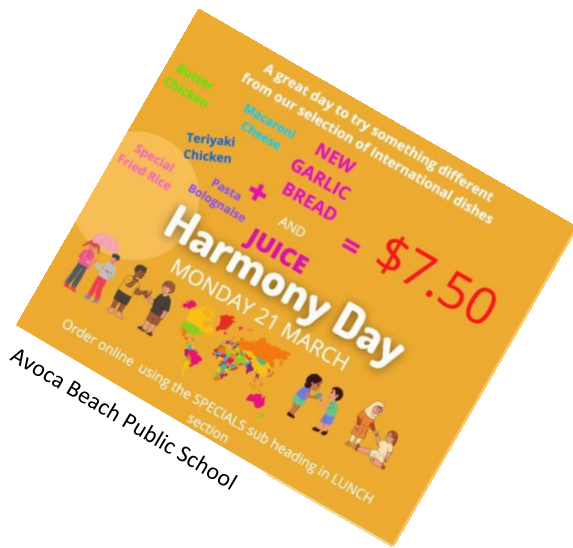


Copacabana Public School



Point Clare 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 and pizza with **EVERYDAY** ingredients, Thai – Pad Thai or curry.



Brisbania Public School



Kanwal Public School



Coast Christian 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 conducted by Central Coast school canteens in 2022 as part of their participation in the Central Coast Healthy School Canteen Award.

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.



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.

Wyoming Public School

### Evidence of your healthy food and/or drink promotion could include:

- Photos of posters used to promote the promotion
- Copies of flyers, newsletter articles, or social media posts used for the promotion
- Photos of the canteen counter and new display cabinet
- Copy of the classroom lesson plan or photos from the activity involving the canteen
- Photo of the school garden and produce used in the canteen

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

**Lookbook** – see how five NSW schools have marketed and promoted healthier choices in their canteen [www.healthpromotion.com.au/wp-content/uploads/2023/12/Canteen-Lookbook.pdf](http://www.healthpromotion.com.au/wp-content/uploads/2023/12/Canteen-Lookbook.pdf)

### Maintaining a healthy and profitable canteen – using the 4Ps of marketing

This resource will help make your healthier items your new best sellers.

[www.vickidseatwell.health.vic.gov.au/downloads/resources/health-professionals/MAINTAINING%20A%20HEALTHY%20AND%20PROFITABLE%20CANTEEN.pdf](http://www.vickidseatwell.health.vic.gov.au/downloads/resources/health-professionals/MAINTAINING%20A%20HEALTHY%20AND%20PROFITABLE%20CANTEEN.pdf)

**The Healthy Food Finder** – a free online product search tool. You can use it to search for packaged foods and drinks to see if they are classified as **EVERYDAY** for NSW school canteens

<https://foodfinder.health.nsw.gov.au/>



Central Coast  
Local Health District