

Everyone Has a Healthier Choice

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Sport Southland's Healthy Families Invercargill team has been collaborating with local food providers to make it easier for customers to make healthier decisions.

The Healthier Choice initiative aims to make it easier for the increasing number of people who regularly eat out to make healthier food and beverage choices, especially when they are on the run.

But rather than take a regulatory approach, Healthy Families Invercargill worked alongside food providers to understand their needs and create a culture of identifying and offering a greater range of healthier food options in Invercargill to make the healthier choice the easy choice for the customer.

Clear and attractive branding in cafés, dairies and schools around Invercargill has been used to make it simple for customers to make a healthier choice, while the food providers have been empowered to self-identify their own healthier choices.

Utilising new and existing networks, and connections within the food industry, an initial prototype involving 11 cafés has expanded to include 26 providers, along with wider promotion and leadership by the Invercargill City Council and wholesaler Bidfood.

Healthy Families Invercargill co-designed the branding for the initiative with cafés and adapted the concept based on feedback from stakeholders.

The outcomes have been significant:

- Strong relationships with the food industry have been created that will lead to future initiatives.
- Food businesses have increased the number of healthy options on their menus and are promoting those options.
- All of the cafés involved in the prototype have adopted the initiative fulltime.
- All of the cafés involved in the prototype correctly self-identified their healthiest options.
- Other stakeholders (local authority, wholesaler) have helped to promote the initiative.
- A large scale food business has signalled their intention to take up the initiative.