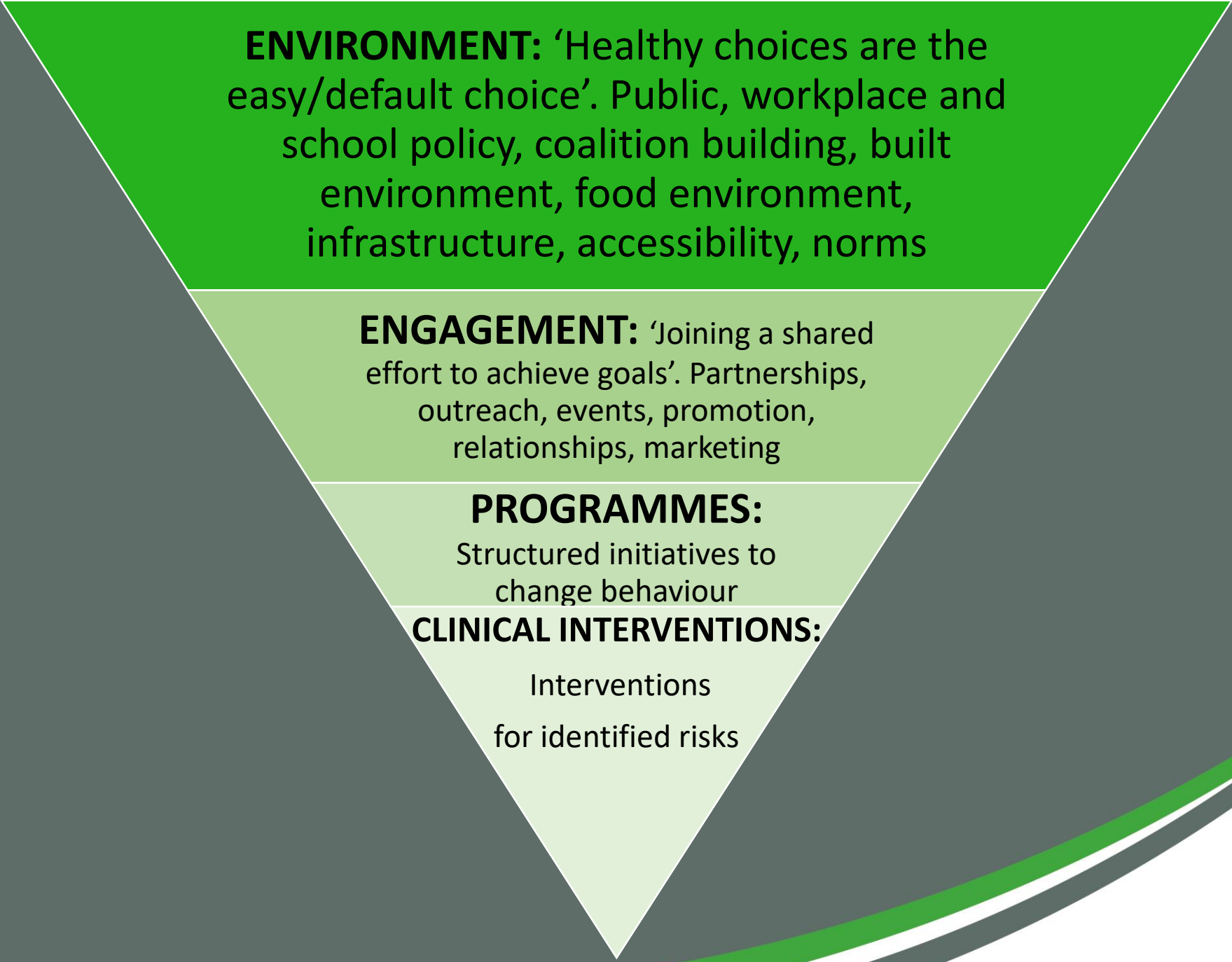




Everyone has a healthier choice



ENVIRONMENT: 'Healthy choices are the easy/default choice'. Public, workplace and school policy, coalition building, built environment, food environment, infrastructure, accessibility, norms

ENGAGEMENT: 'Joining a shared effort to achieve goals'. Partnerships, outreach, events, promotion, relationships, marketing

PROGRAMMES:
Structured initiatives to change behaviour

CLINICAL INTERVENTIONS:
Interventions for identified risks

The Goal

- To create environments where it is easy to make healthier food and beverage choices.
- Enable food providers to supply and promote healthier options in populations at risk of chronic preventable disease.

The Challenges

- Saturation of Junk Food marketing.
- Food Expenditure.
- Local food dining out scene.
- Small business infrastructure.
- Low adherence to criteria-driven programmes.



Restaurant
meals and
takeaways



Grocery
items

26% of our food expenditure is on ready to eat.
53% NZ's spend up to \$50 a week on
takeaways/dining out.

Create a system to market healthier foods

- Strengths based approach
- Self-directed
- 'Nudging'





Healthier
Choice

Spotting the

Healthier
Choice

on your menu...

More of this...

Fruit and vegetables

- Fresh, frozen or canned (in juice or spring water)

Whole grains

- Grainy breads and crackers, brown rice, wholemeal flour, whole or rolled oats, quinoa, barley, buckwheat, bulgur wheat

Healthy fats

- Nuts, seeds, avocado, plant oils (e.g. olive, canola, rice bran), oily fish

Less of this...

Saturated fat

- Pastry, butter, lard, high fat (hard) cheeses, cream, deep fried foods, fatty meat, creamy sauces and dressings and coconut oil

Salt

- Processed meat (ham, bacon, sausage, chorizo, salami), sauces, dressings, condiments

Added sugar

- Including honey, maple syrup, coconut and raw sugar

Frequently Asked Questions

Q. Where do I put the labels?

A. Place the labels near the food/menu items that are healthier on the written menu or cabinet. We do ask that the labels are used for food and water only.

Q. What criteria is needed for the labels?

A. This initiative is self-led and regulated. Healthy Families Invercargill can help you identify your healthier options.

Q. How do I go about choosing the healthier choices in my establishment?

A. As well as thinking about the two columns above, also consider the portion sizes and cooking method (e.g. baked is healthier than deep fried)

For more information contact Healthy Families Invercargill

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healthy
families
Invercargill

What happened?



'It has made me more aware of what is in our food and (I) have made some changes to recipes so I feel comfortable using the labels on them.'

What happened?





the
auction
house CAFE
& BAR

What's next for Healthier Choice

- Evaluation
- Restaurant chain adaptation to menus (10)
- Application in high deprivation context
- Sustainability (drive itself)

Key learnings

- Collaboration is everyone's business.
- Prototyping, take risks (e.g. no criteria) adaptation as you go.
- Understanding, enabling approach (trusting food providers).





Healthier
Choice

www.healthyfamiliesinvercargill.org.nz

www.healthyfamilies.govt.nz

