



FUELLED BY FRUIT AND VEG



Information Booklet,
WA Junior Football



Go for 2&5[®]
FRUIT VEG



INTRODUCTION TO HEALTHWAY PARTNERSHIP

Healthway is pleased to partner with the West Australian Football Commission – Junior Football to promote the Go for 2 & 5 health message and the importance of good nutrition to children throughout Western Australia.

Junior Football clubs form an integral part of this partnership as it is the clubs who have access to the children and their families. We are therefore seeking your support in promoting this important message.

OUR PARTNERSHIP OBJECTIVES ARE:

To increase awareness and understanding of the Go for 2 & 5 health message among the target audience

- ✓ To encourage behaviour change leading to good health
- ✓ To facilitate structural and policy change to create healthy environments within the Junior Football community
- ✓ To promote and maintain all Junior Football events as smoke free
- ✓ To promote the Government of Western Australia and Healthway as sponsoring the project and promoting the Go for 2 & 5 health message



WHAT IS THE GO FOR 2&5 MESSAGE?

THE GO FOR 2&5 MESSAGE AIMS TO:

1.

Increase awareness of the need to eat more fruit and vegetables

2.

Encourage increased consumption of fruit and vegetables

3.

Increase the number of healthy food options available through club canteens

The idea is to assist children and adults to eat more fruit and vegetables by providing information, tips and healthy, easy to prepare recipes. Providing healthy foods for sale through club canteens helps to reinforce this message.

The fact is, eating more fruit and vegies may be the single most important dietary change needed to improve health and protect against a number of diseases.

A lifetime habit of eating fruit and vegetables every day can help prevent; Coronary heart disease, some cancers, overweight and obesity. It can also reduce blood pressure, blood cholesterol levels and improve control of type 2 diabetes.





WHAT DOES THIS PARTNERSHIP INCLUDE?

As part of this partnership, Junior Football have awarded the following benefits to Healthway:

MAJOR PARTNER RIGHTS

Major Partner Rights has been awarded to the following Healthy Footballer, Healthy Community programs:

- ✓ Play AFL
- ✓ Junior Club Participation Competitions
- ✓ Youth Club
- ✓ Junior Football Finals

Exclusive Naming Rights has been awarded to the following Play Football Programs:

- ✓ Go for 2& 5 Junior Club
- ✓ Go for 2& 5 Youth Club
- ✓ Go for 2& 5 Junior Finals
- ✓ Go for 2& 5 Coach Award

We would appreciate clubs acknowledging the Major Partner and Exclusive Naming Rights wherever possible.

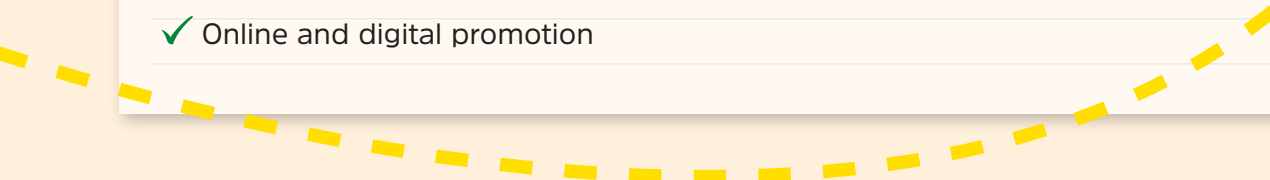
WHAT DOES ALL THIS MEAN FOR MY CLUB?

Throughout this booklet are a variety of different opportunities for which your club can include the Go for 2 & 5 messaging in promotions as well as activities you run. Overall, we want to work with you to create a healthy environment for your players and their families.

Healthway will engage a number of different strategies to promote the Go for 2 & 5 health message throughout the duration of this partnership.

Health promotional strategies include:

- ✓ Removing unhealthy brands
- ✓ Branding - logos
- ✓ MC Notes and announcements using key messages
- ✓ Online and digital promotion
- ✓ Venue signage
- ✓ Environmental changes
- ✓ Leveraging activations



REMOVAL OF UNHEALTHY BRANDING

INITIALLY THE FOCUS OF THIS PARTNERSHIP IS TO REMOVE UNHEALTHY BRANDING FROM THE JUNIOR FOOTBALL ENVIRONMENT.

What is an unhealthy brand?

An unhealthy brand is that whose involvement has the potential to diminish the effectiveness of the health promotion partnership or undermine Healthway's objectives.

Therefore, we are encouraging all Junior Football clubs and centres to remove any references to Fast Food brands. For clubs to successfully remove this unhealthy branding, you may need to consider the following materials and equipment:

1.

Websites – which may include logos, references to deals or promotions, naming of items or events, or in attached documents (including photographs)

2.

Facebook – profile and cover pictures of the club you belong to

In addition, all forms of social media, where cover photos are nominated or where some photos get specific attention

- ✓ Registration information or online registration forms
- ✓ Newsletters, information pamphlets or club handbooks
- ✓ Other promotional items that may have included sponsors logos

It is also an opportunity to review your own club sponsors. If you feel that your own sponsors may conflict with the objectives Healthway is trying to achieve, please speak to the WAFC District Development staff for further advice.





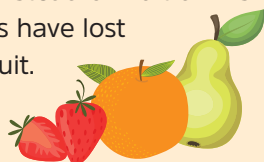
MC NOTES & ANNOUNCEMENTS – AT EVENTS & FUNCTIONS

When your club holds an event, this provides a valuable opportunity to educate your members on the health message as you have the ability to speak directly to them.

Healthway have created a list of key messages for you to use in these situations.

Key Messages – for adults:

- ✓ To get kids to eat more fruit & veg – think colours! Eating all the colours of the rainbow will give a great mix of all the vitamins, minerals and fibre needed for good health 
- ✓ What is a serve? A serve can be 1 x medium piece of fruit, 2 x small pieces of fruit, 1 cup of raw vegies or ½ cup or cooked vegies
- ✓ Make the most of your family's budget by always including fruit and vegetables in your meals. They're great value for money especially when you buy in season.
- ✓ Parents – be a role model: Eat your fruit & vegies, and the kids will too.
- ✓ Replace your morning snack with a piece of fruit – an apple cost around \$0.75: about half the price of a chocolate bar. The savings add up and so do the health benefits. 
- ✓ Help your kids to choose healthy Snacks - store cut fruit and vegetables in the fridge for readily accessible snacks.
- ✓ Smoothies are a great way to start the day with fruit – use fresh, frozen or canned.
- ✓ Choose whole fruit instead of fruit drinks and juice. Fruit juices have lost the fibre from the fruit.



Key Messages – for children:

- ✓ There's nothing like a bit of 2 & 5 to make you feel awesome!
- ✓ Go for 2&5 to help build muscle, boost endurance, stay strong and help you recover from a hard race or training session.
- ✓ It's easy to add 2 fruit and 5 veg into your day. 
- ✓ Add fruit to your breakfast cereal or yoghurt.
- ✓ Add chopped or sliced fruit to your favourite salad.
- ✓ Use left-over vegies to create a breakfast omelette.
- ✓ Smoothies are a fun way to get more fruit and vegies into your day. 

In addition, some other topics for discussion you can introduce whilst speaking to your audience include:

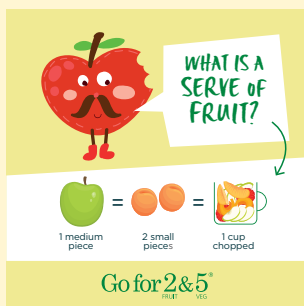
- ✓ What is your favourite meal to eat and what can you include into it to eat 2 Fruit and 5 Veg for the day?
- ✓ What is your favourite fruit/vegetable? How do you enjoy eating it?
- ✓ Have you come across any new fruits or vegetables that you didn't know about?

ONLINE

FACEBOOK & INSTAGRAM PROMOTION

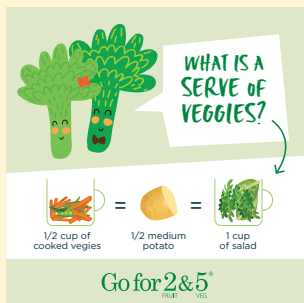
If your club has a Facebook or Instagram page, the Go for 2 & 5 campaign has a number images that you can post on to your club page. See the images below and the recommended captions to accompany them.

Recommended text to accompany pictures:



What is a serve?

One serve of fruit is 150 grams of fresh fruit. Try adding a serve to your morning cereal or yoghurt, or have a serve as your afternoon snack.



What is a serve?

One serve of vegetables is 75 grams. Add half a cup of cooked vegetables to your morning omlette, include a side salad with lunch or add extra vegetables to your meal at night to hit your five daily serves.



Variety is the spice of life.

Add different colours to your plate. Aim for 2 Fruit and 5 Veg each day.



Start a fruit and veggie garden.

You can be proud to eat fruit and veggies that are home grown.



FACEBOOK & INSTAGRAM PROMOTION

If your club would like access to the following social media tiles please speak to WAFC Development Staff.





E-NEWSLETTER INCLUSIONS

Do you have a club newsletter? Why not include one of the below images into each newsletter.



FREEZE GRAPES OR PIECES OF BANANA AS A SIMPLE TREAT IN SUMMER



HAVE CHOPPED FRUIT AND VEGGIES IN THE FRIDGE FOR KIDS TO SNACK ON



SNEAK VEGGIES INTO TRADITIONAL FAVOURITES LIKE BOLOGNESE, CURRY OR PIZZA



ADD DIFFERENT COLOURS TO YOUR PLATE. AIM FOR 2 FRUIT AND 5 VEG EACH DAY



SIGNAGE

If your Junior Football Club has been provided with Go for 2 & 5 signage, we encourage you to display this signage at all events and activities run by your club.

PRINT

Educational posters can be provided for clubs to distribute to canteens and clubrooms.

We encourage you to post these in high traffic areas as they are designed to be attractive as well as educational for your members.

If you would like more copies of these at any stage throughout the season, please contact your WAFC District Development Staff representative. Together with Healthway they will be able to provide you with more of these resources.

Posters are also available as soft copies to disseminate to members via online communication.



FUELLED BY FRUIT AND VEG LEVERAGING ACTIVATIONS

As part of the partnership, Healthway and the WAFC will run various leveraging activities to promote and educate people on the Go for 2 & 5 message.

HEALTHY CLUBS INITIATIVE

As part of the Healthway partnership the WAFC will be launching a Healthy Clubs competition. All WA Junior Football Clubs will be eligible. The competition will award a \$3,000 equipment voucher to the club that demonstrates the Healthway partnership values for example providing healthy choices in club canteens, removing unhealthy branding around the club and completing the WA School Canteen Association (WASCA) Online Training. The WAFC will establish a list of nomination criteria for the competition and will circulate at a later date.

INCORPORATING THE GO FOR 2 & 5 MESSAGE INTO TRAINING SESSIONS:

- ✓ Use the Go for 2 & 5 signage in warm up/warm down activities and games. e.g. run to the Go for 2 & 5 sign and back, weave around the Go for 2 & 5 signs in the warm up run etc.
- ✓ When training sessions include throwing events that require children to aim, position the Go for 2 & 5 signage in the distance for the children to aim at. Ensure the signage is positioned at a distance where signage will not be damaged.
- ✓ If drills or training sessions require splitting children into teams, ask them to name their team as a fruit or vegetable. As a facilitator remember to refer to the teams names throughout the drill. In addition, at the end of the session, ask the children what their favourite meals are that include the fruit or vegetables they have named their team.



ENVIRONMENTAL CHANGES

CLUB CANTEENS AND CATERING

Junior Football clubs are well placed to support and encourage parents and children to make healthy choices around nutrition. As an environment that encourages a physically active lifestyle, promoting healthy food choices is a natural fit.

There are various ways your Junior Football club can encourage healthier choices when it comes to food and nutrition:

Through your canteen:

Healthway can introduce centres to the West Australian Schools Canteens Association (WASCA) for a free menu assessment. WASCA is a not-for-profit, non-government health promotion charity organisation based in Western Australia. WASCA assists canteens and other food services to provide and promote healthy choices and operate economically viable businesses. We do this by empowering food services with training, practical tools, information and advice.

Healthway are able to provide this service free of charge for our partner organisations. If you are interested in this, please contact the WAFC office.

Complete online training:

WASCA also offer an online training course. Trainees will gain valuable knowledge about best practice procedures, advocating for a healthy community venue, food and nutrition, menu planning, pricing, marketing and safe food preparation. Throughout the training you will have access to over 30 resources. The training is free and is available for anyone to complete.

<https://www.fueltogether.com.au/product/community-venues-online-training/>



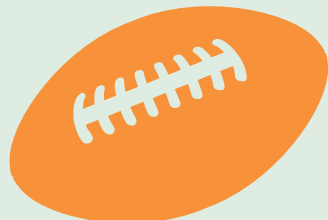


By inviting vendors from the Healthy Vendor Guide:

As part of Healthway’s partnership with WASCA, a Healthier Vendor Guide has been created to guide organisations to vendors and caterers within WA that have been assessed by WASCA and provide a wide variety of healthy food options.

If you need a temporary vendor or caterer for an event or function, please use this guide to assist your selection. If you have an existing vendor that is not on this list, Healthway are able to connect them with WASCA for a free menu assessment as well. If they meet the eligibility criteria they will have the opportunity to be added to the Healthier Vendor Guide in the future. Please contact the WAFC District Development Staff with the vendor’s details.

Improving self-catered events through simple changes and additions: If you hold a BBQ, there are simple additions you can include to make it healthier – see information at the end of the document.



**HAVING A PICNIC WITH YOUR MEMBERS?
ENCOURAGE THEM TO BRING AN
INTERESTING HEALTHY SNACK TO
SHARE AMONGST FRIENDS.**



REPORTING BACK TO WAFC

PHOTOS

Throughout the season we encourage you to take photos and send them through to the WAFC, who will collate and forward to Healthway.

Photos not only provide Healthway with evidence of the partnership in action, but also assist us with establishing a visual of:

1.

The creative and innovative Go for 2&5 promotional activities clubs and centres have undertaken

2.

What the settings and surroundings look like

These then can help us to get a better understanding, improve the resources we provide to you, develop activities that better suit your environment and overall allow us to get to know you.



As you collate photos across the season, please email them through to:

partnerships@wafc.com.au

With the following details:

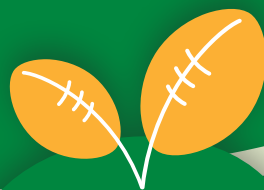
- ✓ Location
- ✓ Brief description of activity in the picture (if not obvious)
- ✓ Any references required for the photo
- ✓ Where children are photographed, please include permission to use the photos in promotional materials



THANK YOU



Healthway would like to thank you
for supporting this partnership.



Go for
2&5[®]
FRUIT VEG **WA**
JUNIOR
FOOTY

Go for **2&5**[®]
FRUIT VEG

