

## Section 2 – Getting started

Before taking action it is important to have a clear understanding of what is required and communicate this to all key people. There are a number of steps facilities can take to get ready to implement *A Better Choice*.

They include:

- establishing a committee
- getting informed
- communicating the strategy to the staff and visitors.

Key elements of success:

- ☑ A committee is active and ready to plan and manage change in the facility, including food outlets, vending machines, catering, and fundraising activities.
- ☑ The committee is well informed about the strategy and has accessed all relevant resources, including the website and support materials.
- ☑ The committee regularly communicates information about *A Better Choice* and changes required to achieve the strategy.

### Establish or consolidate a committee

For many facilities, working towards *A Better Choice* will mean a number of changes to the foods and drinks supplied to staff and visitors. This process is best planned and managed by a committee.

It is suggested this committee have representatives from all sections of the facility. This allows the views and ideas of different groups to be considered and the responsibility for various aspects of management to be shared.

Potential useful representatives include:

- Director of Corporate Services
- Director of Nursing

- Operational or Food Service Manager and/or Services Manager (where applicable)
- Food Outlet Manager (where applicable)
- Food Outlet Supervisor and/or Cook and/or Food Personnel
- Dietitian or Nutritionist
- Volunteer Coordinator or Convenor (where applicable)
- Foundation and/or Auxiliary President or Secretary (where applicable)
- Public Affairs Officer (if available)
- Other interested Queensland Health staff (ie. Administration, Training Units, Business Managers, Environmental Health Officers, Medical Staff or Union Representatives etc).

Once the committee has been established, members can be elected to fill certain roles. These may vary according to the needs in the facility. All committees will require:

- a chairperson — responsible for running committee meetings.
- a secretary — responsible for issuing meeting agendas, taking minutes of meetings, and publishing minutes according to agreed procedures.

### Role of the implementation committee

The role of the committee is to oversee the implementation of *A Better Choice* across all areas where foods and/or drinks are supplied to staff and visitors.

Tasks may include:

- develop a strategy for communicating aspects of *A Better Choice* to staff and visitors
- develop an action plan for the implementation of *A Better Choice*
- identify special one-off events where the facility intends to supply **RED** foods or

drinks to staff, visitors and/or the general public

- discuss how the strategy applies to a range of current situations for example food outlets, fundraising, vending machines, catering for meetings or functions and leased premises (ie. privately-run newsagency in a public hospital)
- encourage communication between different groups regarding implementation of *A Better Choice*.

### QEII Food Choices Committee

QEII Hospital established a Food Choices Committee to help introduce, coordinate and communicate changes to staff and visitors across the district. Representatives from the various food outlets and auxiliary were joined by key staff members that could provide advice to help plan and promote changes eg. Communication and Marketing Manager, Dietitian, Director of Corporate Services.

The committee first identified where foods and drinks were supplied to staff and visitors in the hospital. These included a coffee shop, the auxiliary kiosk, food service catering menu, vending machines, functions and fundraising activities such as raffles that occur during the year.

Following this the committee started to define timeframes to review foods and drinks and investigated alternate products. The committee also arranged a feature in the local newsletter, *The Link*, to inform staff and visitors about the strategy and provide an update on QEII's progress.

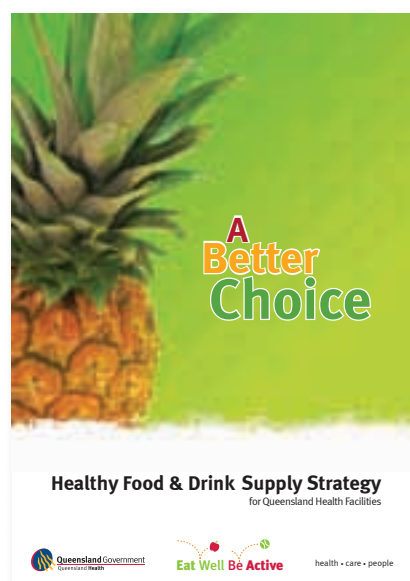
### Get informed

The committee need a good understanding of the requirements of the strategy. There are several resources that can assist.

#### *A Better Choice* — Healthy Food and Drink Supply Strategy for Queensland Health Facilities

This *Tool Kit* should be read in conjunction with *A Better Choice* — *Healthy Food and Drink Supply Strategy for Queensland Health Facilities*. The strategy includes information regarding various aspects of what foods and drinks are to be supplied, displayed, advertised, and promoted. The strategy also contains a number of tools to assist facilities to make necessary changes including a copy of the Food and Drink Guide, Nutrient Criteria to identify **RED** foods and drinks, and examples of how to classify foods and reduce **RED** choices to 20 per cent.

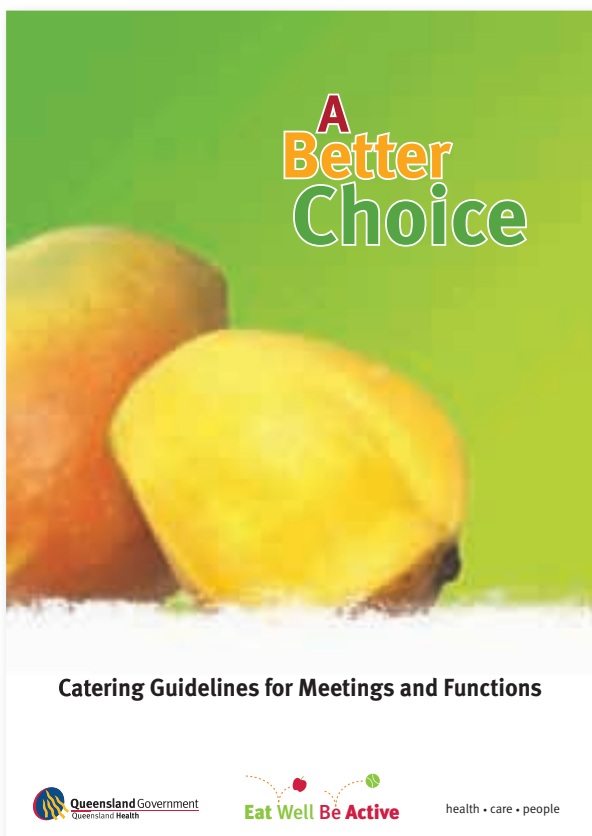
A copy of the ABC strategy is available on the CD-ROM and can also be downloaded or printed at <http://qheps.health.qld.gov.au/abetterchoice> (for internal Queensland Health staff) or on-line at [http://www.health.qld.gov.au/health\\_professionals/food/default.asp#choice](http://www.health.qld.gov.au/health_professionals/food/default.asp#choice).



## Catering Guidelines for Meetings and Functions

These guidelines include information regarding the requirements for the provision of catering at meetings and/or functions to align with the strategy. Definitions and tables illustrate suitable **GREEN** and **AMBER** alternatives for morning tea, afternoon tea and lunch.

A copy of the guidelines are available on the CD-ROM and can also be downloaded or printed at <http://qheps.health.qld.gov.au/abetterchoice> (for internal Queensland Health staff) or on-line at [http://www.health.qld.gov.au/health\\_professionals/food/default.asp#choice](http://www.health.qld.gov.au/health_professionals/food/default.asp#choice).



## Communication tools

A number of communication tools are available to assist facilities to implement the strategy, including:

- a presentation for key groups;
- templates for flyers or newsletters; and
- promotional materials.

The presentation outlines why a healthy food and drink supply is important, the reasons behind the strategy, and the requirements in relation to the foods and drinks that should be available. The presentation should be viewed by the committee as a way of improving understanding about *A Better Choice*.

A copy of the presentation is available on the CD-ROM and can also be downloaded or printed at <http://qheps.health.qld.gov.au/abetterchoice> (for internal Queensland Health staff) or on-line at [http://www.health.qld.gov.au/health\\_professionals/food/default.asp#choice](http://www.health.qld.gov.au/health_professionals/food/default.asp#choice).

Templates that may be used for flyers or newsletters to promote the ABC strategy are also included on the CD-ROM. Promotional materials have been developed to promote the healthier options to staff and visitors. These tools include an information brochure, poster, sticker and post card.

Copies can be ordered through Queensland Health Publications on (07) 3234 1053 and also downloaded or printed from <http://qheps.health.qld.gov.au/abetterchoice> (for internal Queensland Health staff) or accessed on-line at [http://www.health.qld.gov.au/health\\_professionals/food/default.asp#choice](http://www.health.qld.gov.au/health_professionals/food/default.asp#choice).

If sites wish to print additional copies of these materials it is strongly recommended that they are reproduced in full colour for a maximum impact.

## District contacts

Local contacts have been established in each Health Service District to provide assistance and advice to those individuals involved with making changes to comply with the strategy. To find out who your district contact is visit the Queensland Health Electronic Publishing Service (QHEPS) at <http://qheps.health.qld.gov.au/abetterchoice> (for internal Queensland Health staff).

## QHEPS website

<http://qheps.health.qld.gov.au/abetterchoice> (for internal Queensland Health staff)

This dedicated internal website includes copies of the ABC strategy, tool kit, catering guidelines, communication tools, frequently asked questions, and fact sheets. Visit this website regularly as it provides updates regarding the key milestones and new materials that are under development.

## Queensland Health website

[http://www.health.qld.gov.au/health\\_professionals/food/default.asp](http://www.health.qld.gov.au/health_professionals/food/default.asp)

This dedicated on-line website provides electronic copies of the ABC strategy, tool kit, catering guidelines, communication tools, frequently asked questions, and fact sheets for external groups.

## Other useful resources

### Food Safety Policy and Regulation Unit

<http://qheps.health.qld.gov.au/phunits/ehu/default.htm> (for internal Queensland Health staff)

The Food Safety Policy and Regulation Unit (FSPRU) is the lead agency in Queensland for food safety, responsible for developing food safety policy and regulation for Queensland. This unit can supply information and materials

regarding food safety for the food industry and health professionals. Information is also available on-line at <http://www.health.qld.gov.au/industry/food/default.asp>

### Food Standards Australia and New Zealand

<http://www.foodstandards.gov.au/>

Food Standards Australia New Zealand (FSANZ) is an independent statutory agency established by the *Food Standards Australia New Zealand Act 1991*. This site contains information, fact sheets and publications about food safety, food standards, food labelling and nutrient analysis.

### Eat Well Be Active

The interactive *Eat Well Be Active* (EWBA) webpage has been developed by the Queensland Government to provide practical handy tips and information to help Queenslanders to make healthier eating choices and be more active every day. Visit [www.your30.qld.gov.au](http://www.your30.qld.gov.au)

A dedicated internal website is also available which includes food and activity tips and myth busters, national guidelines for nutrition and physical activity, fun activities for kids, healthy weight information, motivation tools and much more. It also contains other useful resources, fact sheets and links.

Visit <http://qheps.health.qld.gov.au/eatwellbeactive/> (for internal Queensland Health staff).

### Queensland Health website

<http://www.health.qld.gov.au/healthieryou>

This site provides additional information about healthy living, including nutrition, physical activity and food safety.



## Inform staff, personnel and customers

Look for opportunities to communicate with the broader community once the implementation committee is familiar with the strategy. The whole facility should be kept informed and provided with opportunities to contribute and provide feedback along the way.

There are many potential approaches to inform, discuss and answer questions about the strategy. For example:

- conduct information sessions for food outlet personnel
- feature the strategy and general nutrition information in newsletters
- include information about the strategy and links to websites with more information on the QHEPS
- list strategy implementation as a standing item of business on the agenda of District Executive Meetings
- place posters on notice boards, in lifts and around food outlets
- leave copies of the information brochure with admissions, at information or reception desks and beside registers
- contact human resources to feature information about the strategy at District orientation
- hold lunchtime information sessions about the strategy for staff and visitors
- laminate the Food and Drink Poster and Nutrient Criteria and put these up in the food outlet to remind personnel of the requirements of the strategy
- keep local suppliers and distributors informed about the strategy and the planned changes.

## Involve staff, personnel and customers

Involving food personnel and customers in a meaningful way and gaining their input is vital to the success and on-going support of the strategy. They are partners in the change process and should be involved in the implementation committee.

Some ideas to involve personnel and customers include:

- Survey customers to develop ideas for an alternate healthy menu or for additions to the existing menu. These ideas could be presented and considered at a committee meeting.
- Run a competition amongst personnel and customers to submit a healthy recipe that is going to be introduced to the menu. The prize on offer for the most creative recipe could be a free healthy lunch or cook book.
- Encourage food personnel to identify theme days to be held throughout the year. Ask the staff to name the day and select foods and drinks to be sold that fit within the ABC strategy. They could also be responsible for advertising the day.
- Run taste-testing to trial new products before they are introduced. Ask customers for feedback on taste, suitability and suggested price.
- Promote new food choices in newsletters, broadcast emails, on tables and areas within food outlets.
- Design boards to advertise **GREEN** specials or a colourful menu board to promote the new menu.
- Use frequently asked questions from QHEPS and display these at registers, throughout the outlet or in local newsletters.

### Staff Canteen – Cairns Base Hospital

Since the release of the strategy, the Staff Canteen at Cairns Base Hospital has involved their staff and customers in reviewing menu choices.

“Asking customers what healthier options they would like to purchase, increasing staff awareness of the strategy and involving staff in menu changes have been critical factors to our success,” reports Production Supervisor Simon Whelan.

“This process provided an opportunity for staff to see there are healthy options that taste great and are popular with customers. A trial menu was established where canteen staff actively surveyed customers for feedback to refine menu options.

“Healthy gourmet rolls, pre-made salads and 100% fruit juice slushies have been introduced with great success – we’ve seen a three-fold increase in the number of pre-made salads. The work schedule was also reviewed to help prepare healthier snack items where deep-fried options were once readily available.

“The canteen is now looking at ways to continue to promote and educate our customers about healthy eating. We’ve arranged to use the Go for 2 and 5 campaign materials including the Vegie man aprons which have been a hit with all the staff!”



### Check your progress

- A committee is functioning and working towards implementing *A Better Choice*.
- The committee has collected and assessed all relevant resources to assist them in the implementation process and has contacted relevant supports.
- The committee is communicating aspects of the strategy across the facility on a regular basis.