

Section 7 – Maintaining the momentum

Once *A Better Choice* is implemented it is time to focus attention to monitoring and reviewing changes to foods and drinks available. There is a need for continuous improvement and an awareness that this needs to be built into the management process. There are a number of ways that this can be done:

- Revisit the Improvement Checklist and identify any areas for improvement. These may be areas that were not a priority earlier on and can now be focused on, or areas that have slipped and need some attention.
- Review the preferred options and strategies that were selected and documented on the Action Plan. Check that these were successful and, if not, reconsider alternatives that were suggested during the planning phase as some of these may be more effective.
- Seek feedback from the customers on a range of issues related to satisfaction with the menu. Invite new ideas and suggestions for change. These may include:
 - creative ideas for promotions
 - new food ideas, including commercial and prepared foods
 - ways of involving customers in the development of new options
 - ways to reduce packaging and waste, making the outlet more ‘environmentally friendly’
 - ways to reduce ‘carbon miles’ and support local farmers by buying and promoting fresh local produce
 - ways to attract and keep staff and/or volunteers.
- Encourage the active participation of all staff and customers. This is very important to the ongoing success of the outlet.
- Invite new people onto the committee. New members often bring creative ideas and enthusiasm and may identify issues that have not previously been noted.

Celebrating success!

Achieving *A Better Choice* is cause for celebration. It will often have been achieved through the hard work and dedication of committee members and the outlet staff.

Making a public announcement about this success acknowledges the hard work of these people. It also makes it clear that the outlet values and supports the nutritional health and well-being of staff and visitors.

Some ideas for celebrating success include:

- reporting on the success of the strategy in the local newsletter
- inviting the local media to run a ‘good news’ story on the changes
- organising a ‘Celebrate success’ morning tea for all those involved and the broader facility
- arrange an official launch and activities to promote changes such as cooking demonstrations, free taste tests, and recipe competitions.

