

TOOL 10: MARKETING MATERIALS



Individuals and groups in health facilities tasked with engaging the local media, staff and visitors about the policy may use a variety of new and existing marketing materials.

Marketing materials and resources that will be made available from launch and during the course of implementation include:

- A sample media release.
- Sample social media posts.
- Promotion material for staff and visitors.
- Frequently Asked Questions.

Existing materials from supporting programs can also be used to promote *Making Healthy Food and Drink Normal* in NSW Health facilities. Some examples include resources from the *Make Healthy Normal* campaign and *Get Healthy at Work* program:



Make Healthy Normal

Make Healthy Normal is an on-going social marketing campaign which motivates people to reassess their lifestyle choices and encourages new healthy eating and active living behaviours. It also drives people to existing NSW Health programs. Visit the website for more information (www.makehealthynormal.nsw.gov.au).



Get Healthy at Work

Get Healthy at Work is a program that aims to improve the health of working adults by giving workplaces tools and support to address: healthy eating, healthy weight, physical activity, active travel, smoking and alcohol consumption. The program has also been recruiting government workplaces (www.gethealthyatwork.com.au).

Make Healthy Normal social marketing resources to promote healthy eating and active living are available for use in your health facility. Below is a resource developed with Murrumbidgee Local Health District for their #NOSugaryDrinks initiative. Contact the campaign staff via the website (www.makehealthynormal.nsw.gov.au) or email to makehealthynormal@doh.health.nsw.gov.au.

SUGARY DRINKS

a major contributor to

OVERWEIGHT • OBESITY • TOOTH DECAY

AVERAGE DAILY AUSTRALIAN SUGAR INTAKE¹

14 TEASPOONS

14 - 18 year olds consume an average of 22 teaspoons a day²

1 IN 2 AUSTRALIANS

ARE CONSUMING MORE SUGAR THAN RECOMMENDED²

1 CAN OF SOFT DRINK = **10** TEASPOONS

There are 10 teaspoons of sugar in 375ml can of soft drink

IN AUSTRALIA MORE THAN 1/2 SUGAR INTAKE COMES FROM DRINKS¹

Sugary drinks make it very easy to drink a lot of sugar without even realising it



6.5KG WEIGHT GAIN IN ONE YEAR

Drinking one can of soft drink a day can lead to a weight gain of 65kg in one year

MAKE WATER YOUR DRINK

SHIFT WORK AND LATE NIGHT ROUTINES CAN BE TOUGH

Working long hours and switching from one shift to another can play havoc with your mind and body.

KEEP YOUR ENERGY STABLE

Keep up your energy for longer with nutritious snacks like fresh fruit, nuts and dried fruit, wholegrain bread/crackers with nut butter or low fat cheese

A FRESH APPROACH

Drink water whenever possible. Drink it cold, sparkling or with a twist of lemon. Teas (regular, green or herbal) are also a good option.

¹ Refers to free sugars (added sugars and sugar naturally present in honey, fruit juice and fruit juice concentrates) ABS 2016 Australian Health Survey Consumption of added sugars, 2011-12.
² World Health Organization Recommendations 2015. There is no Australian recommendation for sugar other than to limit the intake of added sugars.

MAKE HEALTHY NORMAL

WWW.MAKEHEALTHYNORMAL.NSW.GOV.AU



Get Healthy at Work resources to support healthy eating, healthy weight, physical activity, active travel, smoking and alcohol consumption, such as the factsheet below are available through the program. Visit the website for more information (www.gethealthyatwork.com.au).



Simple steps to a healthier you

Make daily changes for a healthier, more energetic you:

- Eat more fruit and vegetables
- Choose smaller portions
- Be active everyday
- Drink water
- Sleep well

Take your first step today.

For more details visit gethealthyatwork.com.au