



FUELLED BY FRUIT & VEG



WA JUNIOR FOOTBALL
HEALTHY SPORTS TOOLKIT



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 play an integral part in this partnership, as your grassroots programs draws children, families and community members into the sporting environment. We therefore seek your support to promote this important message.

OUR PARTNERSHIP OBJECTIVES ARE:

To increase awareness and understanding of the Go for 2&5® health message amongst children and their families.

- ✓ To encourage healthy habits in children, empowering them to lead long and happy lives
- ✓ To create healthy food and drink 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

Raise awareness of the need to eat more fruit and vegetables

2

Increase consumption of fruit and vegetables

3

Increase the number of healthy food and drink options available at club canteens

We want children and adults to fuel their bodies with fruits, vegies and water to be their best on and off the footy field. Educating your members with heath tips, nutrition information and easy to prepare recipes whilst providing healthy food and drink options at the club canteen 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 various chronic diseases and will promote good health. Go for 2 fruit and 5 veg each day!



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:

- ✓ Junior Club Participation Competitions
- ✓ Go for 2&5® Junior Football competition
- ✓ Junior Football Finals

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

- ✓ Go for 2&5® Junior Football Competition
- ✓ Go for 2 &5 Youth Football Competition
- ✓ Go for 2&5® Junior Football Finals

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

WHAT DOES THIS MEAN FOR MY CLUB?

We want to work with you to create a healthy environment for your players and their families. You will find a variety of ideas and activities in this booklet to promote Go for 2&5® messages and educate your members about good health.

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
- ✓ Education 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 refers to a brand or product that promotes or offers goods or services that are detrimental to one's health and 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

Sponsors

Review your club sponsors. If you feel that a sponsor may conflict with Healthway objectives, please speak to the WAFC District Development staff for further advice.

2

Websites

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

3

Social media

Review the profile and cover images of your sports club

In addition, review photos that get specific attention and make sure they promote your values.

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



MC NOTES & ANNOUNCEMENTS - AT EVENTS & FUNCTIONS

An event provides a valuable opportunity to educate your members about the Go for 2&5® health message. An event provides a valuable opportunity to educate your members about the Go for 2&5® health message. Healthway has 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 the colours of the rainbow will give a great mix of 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 costs around \$1.00: 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.



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. 

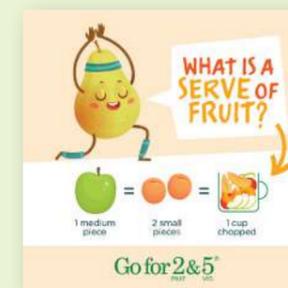
IN ADDITION, some other topics for discussion you can introduce whilst speaking to your audience include:

- ✓ What is your favourite meal and how many fruits or vegies does it have?
- ✓ 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. See the images below and the recommended captions to accompany them. Recommended text to accompany pictures:



What is a serve?

One serve of fresh fruit is 150 grams. Try adding a serve to your morning cereal or yoghurt, always pack some into your lunchbox and 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 omelette, include a side salad with lunch or add extra vegetables to your meal at night to hit your five daily serves. **Hot tip:** Don't leave all 5 serves until dinner time!



Eat a Rainbow!

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



Start a fruit and vegie garden.

Be proud to eat fruit and vegies that are home grown.



Water always wins

Just like plants need water to grow, our bodies need water to stay hydrated and function at our best.

FACEBOOK & INSTAGRAM PROMOTION

Download and promote the following social media tiles to your footy community.



E-NEWSLETTER INCLUSIONS

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



FUELLED BY FRUIT AND VEG ACTIVATIONS

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.

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

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

HEALTHY CLUBS INITIATIVE

WA Junior Football Clubs can receive funding by demonstrating the Healthway partnership values. For example, engaging with the Fuel to Go & Play team for support to provide healthy choices in club canteens, removing unhealthy branding around the club and applying for the Healthway Healthy Sports funding.

The WAFC will also introduce a Go for 2&5® Everyday competition for WA Junior Footballers to showcase their creative skills in demonstrating how they embrace the 'Go for 2&5®' health message on and off the footy field.

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

- ✓ Use Go for 2&5® signage and language 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® cones in the warm up run etc.
- ✓ 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.
- ✓ 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 clubs to the Fuel to Go & Play team for a free menu assessment. Fuel to Go & Play provides a friendly service that 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 Fuel to Go & Play team at fueltoغو@education.wa.edu.au

Complete online training:

Fuel to Go & Play offers a number of online training courses to upskill canteen and food service staff. 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.fueltoغو.com.au/canteen-and-food-service-staff/>



By inviting vendors from the Healthy Vendor Guide:

As part of Healthway's partnership with Fuel to Go & Play, a Healthier Vendor Guide has been created to guide organisations to vendors and caterers within WA that have been assessed by Fuel to Go & Play 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 can connect them with Fuel to Go & Play for a free menu assessment. If they meet the eligibility criteria they will have the opportunity to be added to the Healthier Vendor Guide in the future. Visit <https://www.fueltoغو.com.au/community-events-programs/community-events/> for more information.

Improve self-catered events through simple changes and additions: Fuel to Go & Play has lot of suggestions for healthy BBQ's and other catering ideas. See more information at the end of the document.

Having a picnic with your members? Encourage them to bring a 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 that clubs 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

HEALTHWAY WOULD LIKE TO THANK YOU FOR SUPPORTING THIS PARTNERSHIP.



For further enquiries, please contact:

WAFC, Partnership team at partnerships@wafc.com.au

Fuel to Go & Play team at fueltogo@education.wa.edu.au

