



PROMOTING VEGGIES: A QUICK
REFERENCE GUIDE TO INSPIRE YOUR
COMMUNITY TO EAT MORE VEGGIES



Healthier Eating and Active Living (HEAL) is a health priority adopted by multiple organisations across the G21 region which covers the Borough of Queenscliffe, City of Greater Geelong, Colac Otway, Golden Plains and Surf Coast Shires.

Our partners include local government, health services, education settings, public sector and non-profit organisations. Our work links directly to the Victorian Public Health and Wellbeing Plan and is overseen by the Department of Health and Human Services. By working together and aligning our efforts through health promotion initiatives, we aim to positively influence the health and wellbeing of our community.

This guide was developed in May 2021 in collaboration with:

- Barwon Health
- Bellarine Community Health
- City of Greater Geelong
- HESSE Rural Health
- G21 – Geelong Regional Alliance
- Golden Plains Shire.

G21 spans the traditional lands of the Wadawurrung and Eastern Maar people. We acknowledge them as the Traditional Owners and Protectors of this place. We pay our respects to Elders past, present and future who continue on this path.



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INTRODUCTION

PURPOSE

The purpose of this guide is to help you find trusted messages to promote vegetable intake with your community and show you how you can write your own.

WHO IS THE GUIDE FOR?

This quick reference guide is for anyone who wants to encourage their community to eat more vegetables.

WHY VEGGIES?

- Vegetables are essential for a healthy diet and for optimal growth and development.
- Establishing good eating behaviours across the lifespan has a positive impact on health and reduces the risk of diseases such as diabetes, cardiovascular disease and some cancers.
- The Australian Dietary Guidelines recommend eating 5 serves of vegetables each day to improve health and wellbeing and provide essential nutrients.

WHAT IS A SERVE OF VEGETABLES?



KNOW YOUR COMMUNITY

Health promotion messages are much more effective if they are aimed at a specific community and tailored to meet their needs.

TO IDENTIFY YOUR COMMUNITY, CONSIDER:

- How can you reach the largest number of people with limited time, money or capacity?
- Are you able to reach your community through the communication channels available to you?
- Do you want to reach people who are more likely to increase their vegetable consumption, or focus on persuading people that are less ready to change?

IF YOU ARE TAILORING YOUR MESSAGES TO MEET YOUR COMMUNITY'S NEEDS, CONSIDER:

- How does your community like to receive information?
- Does your community have reliable access to the internet and are they able to use it?
- Can people with disabilities find and use the information they need? For example, do images have captions for people using screen readers? Do videos have subtitles? Do you need the document in PDF and Word document formats?
- How much does your community know about selecting, preparing and eating enough vegetables?
- Is English your community's first language? Will the key messages need to be translated?
- What types of vegetables are part of a healthy diet for your community? Can your community access their traditional vegetables, or do they need to know more about common options in Australia?



HOW TO TALK WITH YOUR COMMUNITY ABOUT VEGGIES

It is important to think about the messages we want to use to promote veggies to our community.

We want to use messages that are positive, clear and easy to understand by everyone. Messages make more sense when they focus on what people feel and what is important to them rather than through facts or statistics

- ✓ **Use positive language**
- ✓ **Use values instead of facts to make a point**
- ✓ **Shift the focus to the solution (not the problem)**
- ✓ **Never put the blame on the individual for their choices**
- ✓ **Use real stories and people**

When choosing messages for your community remember that words are powerful:

- Talk about 'options' instead of 'choices'
- Focus on the 'more' and 'better' rather than 'less' or 'reducing' things
- We want to make vegetables the hero of the story. Avoid focusing on 'junk food' or calling any foods 'bad'.

WHAT ABOUT CREATING OUR OWN MESSAGES?

There are many great messages already out there that have been created by experts (see Veggie Resources on page 6). If you would like to have a go at making your own messages about vegetables, be sure to:

- ▶ Create **positive** or vision-focused messages rather than **negative** or problem-focused messages:

Try something like...

- ✓ **Veggies are full of all the good stuff we need to go about our day and feel great.**
- ✓ **Looking for some veggie inspiration to make mealtimes fun and easy? Try these simple recipe ideas to add more colour and flavour to your day.**

Rather than...

- ✗ **Junk foods are high in salt, sugar and fat which is harmful to our health.**
- ✗ **Tired of the same old boring veggie meals? Try these recipe ideas to make even your most despised veggies more appealing.**

- ▶ Create **action-oriented messages** which move people from thinking about something to acting on it. Do this by giving people a clear action they can take.

ACTION-ORIENTED MESSAGES

Some examples..

Buying in-season vegetables can help reduce costs and allow you to buy more within the same budget. Vegetables can also taste much better if they are in season. **Check out this handy seasonal guide for our area!**

The more that kids try new veggies the more chance they have of getting used to the taste and loving to eat them! **Offer vegetables throughout the day in meals and snacks**, even letting kids choose their own vegetable-based snacks such as crunchy capsicum sticks and hummus dip.

Kids see everything! **Make vegetables part of everyday life and be an example by eating vegetables in front of the kids.** Your positive attitude to veggies can rub off on them.

When kids get hands on with veggies, the more likely they are to want to taste and eat them! **Get kids helping in the kitchen with washing, chopping (safely) and mixing colourful veggies. Try this easy veggie muffin recipe.**

Growing veggies is a rewarding and affordable way to eat well at home. **Check out this seasonal planting guide and try your hand at growing your own veggies.** You might find that home grown veggies taste even better!



WHERE TO FIND VEGGIE RESOURCES

WEBSITE / ORGANISATION	THIS IS USEFUL FOR	WHAT YOU WILL FIND	VEGGIE TOPIC COVERED
Try for 5 Nutrition Australia www.tryfor5.org.au	General community	Information, recipes, infographics, posters, social media posts.	Vegetables: Cooking, budgeting, shopping, seasonality, food waste, eating out, eating a range of colours.
VegKIT CSIRO, Flinders University, Nutrition Australia www.vegkit.com.au	Management, staff and educators who work in: long day care, school and out of school hours care, food manufacture and retail, community and public health	Best practice guidelines and checklists for increasing vegetables intake in various settings, infographics.	Vegetables: Ways to encourage children to eat more vegetables.
Veg It Up Eat Well Tasmania www.eatwelltas.org.au/veg-it-up	General community	Posters, meal ideas and recipes, social media posts.	Vegetables: How to use different vegetables.
Phenomenom! www.phenomenom.com.au	Primary school teachers and health educators	Free digital toolkit including Teacher Guidebook, lesson plans, activity sheets, home activities, experiments and games. Pinterest page with downloadable lesson plans.	Vegetables: History and Culture, Science Technology and Mathematics, Sustainability and Geography, English and Language, Health and Physical Education.
Eat Brighter Live Lighter Cancer Council & Heart Foundation www.livelifter.com.au/The-Facts/Eat-Brighter	General community	Booklets, posters, fact sheets, tips, infographics, recipes, meal plans, quizzes, mass media advertising, social media, printed tools and resources.	Healthy eating: Cooking, budgeting, shopping, seasonality, food waste, eating out, eat range of colours.
Cook Well, Eat Well VicHealth & Nutrition Australia www.cookwelleatwell.org.au	General community and health promotion organisations	Factsheets, recipes, videos, social media posts, downloadable resources. Translated material - Arabic, Dari, Farsi, Tamil, Urdu.	Healthy eating: Budget-friendly recipes, basic cooking skills, budgeting, food safety and food storage, food waste, feeding kids tips.
Good Mood Food Hort Innovation www.thegoodmoodfood.com.au/	General community	Information about individual vegetables and links to vegetables websites.	Healthy eating: Nutrition information about the connection between food and mood.
Food Sensations Food Bank WA www.foodbank.org.au/WA/healthy-eating-cooking-programs/?state=wa	Adults, children, Indigenous communities and general community	Videos, booklets, posters, culturally appropriate for Indigenous communities.	Healthy eating: Cooking skills, meal planning, portion and label reading, cooking with kids, kitchen and recipe tips and tricks.
Superhero Foods Food Bank WA www.superherofoodshq.org.au	Teachers and health educators	Videos, booklets, posters, recipes and lesson plans.	Healthy eating: Cooking skills, meal planning, portion and label reading, cooking with kids, kitchen and recipe tips and tricks.
Healthy Eating Advisory Service (HEAS) Nutrition Australia www.heas.health.vic.gov.au/	People who work in early childhood and out of school hours care, schools, workplaces, hospitals and universities, sport, recreation and parks, and have the responsibility for the provision of food	Guidelines and policies, food checker, online training, videos, case studies, recipes, lesson plans.	Healthy eating: Advice on providing healthier food and drinks in your organisation.
Healthy Heroes Geelong Cats www.geelongcats.com.au/experience/community/resources/healthy-heroes	Primary school teachers and students	Education programs, activities and recipes.	Healthy eating: School Programs, educational tools and resources.



HOW AND WHERE TO PROMOTE VEGGIES IN YOUR COMMUNITY

To help you select appropriate communication methods and channels, you need to think about how and where your community likes to receive information.

METHODS		
HOW WILL YOU DELIVER YOUR MESSAGE?		
<ul style="list-style-type: none"> • Advertisements – radio, television, newspaper, magazine • Articles • Blogs • Brochures • Charts, graphs and diagrams • Factsheets • Flyers 	<ul style="list-style-type: none"> • Infographics • Leaflets • Marketing collateral – drink bottles, tote bags, stickers, badges • Media release • Newsletter articles • Photos • Policies 	<ul style="list-style-type: none"> • Posters • Presentation or speech • Recipes • Signage – banners, flags • Speeches • Television and cinema advertisements • Videos • Web pages
CHANNELS		
WHERE WILL YOU DELIVER YOUR MESSAGE?		
TYPES OF COMMUNICATION CHANNEL	PURPOSE OF COMMUNICATION CHANNEL	EXAMPLE OF COMMUNICATION CHANNEL
Mass media	These channels reach large audiences.	<ul style="list-style-type: none"> • Websites • Television • Radio • Newspapers and magazines • Outdoor advertising
Organisation and community	These channels reach specific groups based on common interests or demographics.	<ul style="list-style-type: none"> • Social media • Newsletters • Community events and activities
Interpersonal	These channels reach individuals.	<ul style="list-style-type: none"> • One-on-one conversations

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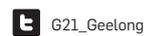
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