

**VIC KIDS  
EAT WELL**

# ALL KIDS DESERVE A HEALTHY START WHERE THEY LEARN, LIVE AND PLAY

We're **boosting**  
delicious and  
nutritious food  
and drink options  
in places where  
children and young  
people spend time.

## JOIN THE MOVEMENT!

Vic Kids Eat Well offers organisations four simple healthy food and drink actions. Organisations can self-select the changes that are right for them. Some might skip the deep fryer and others might refresh the fridge and say goodbye to sugary drinks for good!

Join as a single organisation or create a local network to work through the healthy eating actions together.

### CALLING ALL:

- Primary and secondary schools
- Outside school hours care providers
- Council and community-owned facilities
- Sport and recreation facilities
- Sports clubs

### ORGANISATIONS CAN CHOOSE TO:

#### Refresh the fridge

Give sugary drinks the boot and let water take the spotlight.

#### Switch up the snacks

Ditch the sweets so delicious healthy snacks give kids the fuel they need.

#### Change up the menu

Give fruit and veggies a chance to shine.

#### Put the 'fun' into fundraising & marketing

Add health appeal to meal deals and fundraising activities.



The four actions above are 'big bites'. Each is broken down into achievable 'small bites'.

Vic Kids Eat Well is supported by the Victorian Government and is delivered by Cancer Council Victoria's Achievement Program, in partnership with Nutrition Australia's Healthy Eating Advisory Service.



# LET'S FUEL FUN!

Healthy food and drink changes can have a lifelong impact on kids' health. Whether you represent a school, the local pool or a footy club, Vic Kids Eat Well is helping community organisations take simple steps that make a big impact.

## STEP 01 JOIN THE MOVEMENT

01

Your organisation will be connected to a health promotion expert who will support you every step of the way.

[vickidseatwell.health.vic.gov.au](http://vickidseatwell.health.vic.gov.au)

## STEP 02 TAKE ACTION

02

Choose a 'small bite' such as kicking confectionary, or a 'big bite' like changing up the menu so healthy food takes the spotlight. Start with one action and go on to do them all.

## STEP 03 UNLOCK REWARDS

03

Unlock great prizes and rewards when you complete 'small bites' and 'big bites'. We'll help you celebrate success and share your progress with the community.

## STEP 04 GAIN MOMENTUM

04

Once you've worked through all the Vic Kids Eat Well 'bites', why stop there? Continue the journey by meeting healthy eating guidelines for Victorian Government recognition through the Achievement Program.



To join the movement or learn more:  
Visit [vickidseatwell.health.vic.gov.au](http://vickidseatwell.health.vic.gov.au)  
Call 1300 721 682 Email [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au)