



HEALTHY SPORTS TOOLKIT

CAMPAIGN ASSETS AND RESOURCES FOR YOU TO USE IN YOUR CLUB.

healthway

Fuel to Go & Play®



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WHY HEALTHY SPORTS?

Local sporting clubs and district associations play a big role in the health and wellbeing of communities as this is where young people are most active. It makes sense then, that sporting clubs and district associations provide young players the food and drinks they need to perform at their best.

BE A HEALTHY SPORT

By working together, we can create change and give kids throughout WA the healthy start they deserve. Use this toolkit to promote your involvement in the Healthy Sports program and make healthy eating the norm in sport!

IN 2020, HEALTHWAY CONDUCTED A SURVEY OF 200 PEOPLE INVOLVED IN JUNIOR SPORT, MOST OF THESE WERE PARENTS. THE SURVEY FOUND THAT:

41% of junior players eat unhealthy snacks at halftime;

60% eat unhealthy snacks at fulltime;

Most parents think that healthy eating and drinking is important and would like to see healthy options in the club environment; and

Parents strongly support having pre-cut fruit at halftime.

THE HEALTHY SPORTS PROGRAM SUPPORTS PLAYERS TO FUEL UP WITH HEALTHY FOODS AND DRINKS. TO DO THIS, PARENTS, COACHES AND MANAGERS CAN TAKE SOME SIMPLE ACTIONS:

1. Pack a water bottle to drink before, during and after sport
2. Provide fruit for healthy halftime snacks
3. Encourage healthy choices after sport
4. Give healthy rewards e.g. praise, games, awards
5. Be a role model: drink water and eat healthy foods in front of junior players!



RESOURCES: HEALTHY SPORTS COORDINATOR CHECKLIST

Complete all of the actions on the Coordinator checklist throughout the season and make sustainable healthy changes at your sports club.

Remember to engage the Fuel to Go & Play® team for guidance and support.

DOWNLOAD CHECKLIST



RESOURCES: HEALTHY SPORTS CLUB PLEDGE

Engage your Club President to take the pledge, get your committee on board and proudly share it with your club members.

DOWNLOAD PLEDGE POSTER



RESOURCES: HEALTHY HALFTIME FRUIT ROSTER

Distribute this email template and Fruit Roster to your Team Managers and ask them to share the information with their teams. Get everyone on board!

Subject heading: **TEAM NAME – Healthy Halftime Fruit Roster**

Hi Team!

This season, (Club) is taking part in Healthway's Healthy Sports program. The program strives to create a healthy environment for our kids and give them the best chance to feel great and play to the best of their ability. Our team can get on board by supporting junior players to fuel up with water and healthy halftime snacks.

Playing sport is great for health and wellbeing. And the right fuel helps get the best performance. We don't need sports drinks, sugary drinks or lollies to play sport. Good fuels include fruit, vegetables, whole grains, low fat dairy products and water.

As parents, managers and coaches, we can take some simple actions to help junior players make healthy choices:

1. Pack a water bottle to drink before, during and after sport
2. Bring fruit for a healthy halftime snack
3. Encourage healthy choices after the game
4. Give healthy rewards e.g. praise, playtime, awards
5. Be a role model: drink water and eat healthy foods yourself!

Attached to this email, is a Healthy Halftime Fruit Roster (with how-to-tips). Please have a look at the roster and arrange to bring halftime fruit for our team on your allocated week, or let me know if you need to swap weeks with someone else.

Thank you!

(Manager)



DOWNLOAD FRUIT ROSTER

RESOURCES: ACTIVATION IDEAS

1. WATER WINS

Set a date early in the season to launch the Healthy Sports program at your club. Consider offering a 'Special' on bottled water (sell for cost price on launch day) to promote the 'Water wins' message.



2. FUEL UP WITH FRUIT & VEG

Provide free whole fruit, fruit salad cups or vegie sticks with dip to educate your members that fruit and veg is a great source of energy to prepare for and recover from playing sport.

3. SUPER SMOOTHIES

Hire a smoothie bike for a day and let your members make healthy smoothies for a fun after sport snack. Smoothie bikes may be available to hire through your local council or metropolitan health service.



4. WINNERS ARE GRINNERS

Run a competition and encourage your teams to submit photos of their Healthy Halftime snacks. Prizes could be; water bottles, green canteen vouchers, movie tickets, club merchandise etc.



5. NUTRITION TIPS

Book a Sports Nutritionist or Dietitian to deliver a healthy food and drink education session for your members. Ask them to cover pre, during and post game nutrition specific to your sport and age of your membership.

6. COACHING CHAMPIONS

Create a 'Healthy game of the week' for coaches to play with their teams and remind them to highlight the importance of healthy eating for sports performance. It might be as simple as naming cones after fruits and veg.

RESOURCES: SAMPLE BUDGET ITEMS

Use these sample budget items to assist in your grant application.



DOWNLOAD SAMPLE BUDGET (NO CANTEEN)

DOWNLOAD SAMPLE BUDGET (WITH CANTEEN)

RESOURCES: POSTERS & FLYERS

You will receive hard copy posters on completion of the Fuel to Go & Play® training.

Display these posters and flyers on your website, social media and clubroom.

DOWNLOAD A4 POSTERS

DOWNLOAD A3 POSTERS





A3 posters





A4 digital flyers

RESOURCES:
Social Media Tiles & Newsletter Inserts

Post these social media tiles on Facebook or Instagram, include them in your club newsletters.

Ask team managers to send or post photos of healthy players in action and share on social media and your club newsletter.

Use tags:

@HealthwayWA
#HealthwayWA
#creatingahealthierWA
#FTGPHealthySports

DOWNLOAD RESOURCES





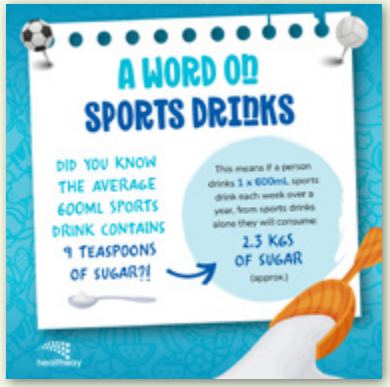












RESOURCES: FACT SHEETS

Share these fact sheets with your club members and educate them with simple tips on how to best prepare the body for playing and recovering from sport.









DOWNLOAD FACT SHEETS

RESOURCES: HEALTHY CANTEEN

Simple steps such as undertaking a menu review, introducing new menu items and changing how existing items are priced or promoted can encourage healthy food and drink choices. Use these resources to assist you to make healthy changes in your club canteen and encourage your members to Grab the Good at point of sale.

Contact the Fuel to Go & Play® team for advice on how to increase healthy food and drink options without affecting your profitability. This is achieved through training, practical tools, information and recommendations.

Fuel to Go & Play® team
Telephone: **(08) 9264 4999**
Email: **fueltogo@education.wa.edu.au**

DOWNLOAD HEALTHY LAYOUTS









RESOURCES: HEALTHY CANTEEN CHECKLIST

Complete all of the steps on the Healthy canteen checklist to make sustainable healthy changes for your club members.

Remember to engage the Fuel to Go & Play® team for guidance and support.

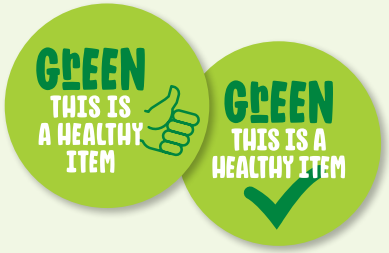
DOWNLOAD CHECKLIST



RESOURCES: HEALTHY CANTEEN PROMOTIONAL MATERIALS

You will receive the following promotional items in your Healthy Sports welcome pack upon completion of the Fuel to Go & Play® online training and consultation. Use these resources to promote the healthiest items in your canteen and encourage your members to **Grab the Good** and fuel their body with healthy options.

ORDER PROMO MATERIALS



GREEN ITEM PRODUCE STICKERS

Place the stickers on items that are approved by the Fuel to Go & Play team to raise awareness of healthy options. They are a great visual guide for your patrons to make quick healthy decisions.



WATER WINS FRIDGE DECAL STICKERS

Prominently display your green drink items at the top of your fridge and cover the amber items with the Water Wins decal. Steer your members in a healthy direction and remind them that Water Wins!



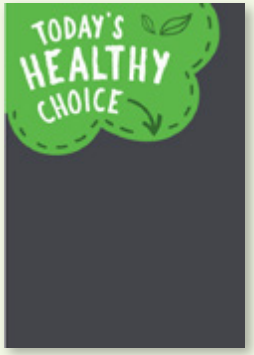
APRON AND HAT (FUEL TO GO & PLAY®)

Proudly wear the provided apron and hat to show your members that they belong to a healthy club.



GRAB THE GOOD DISPLAY STANDS

Encourage members to Grab the Good. Place these display stands amongst your fresh green food items to promote the healthiest options.



MENU BOARD

Use the chalkboard to advertise your healthy meal deals or healthy daily specials.



POSTERS

Display these around the clubrooms to educate members about healthy choices for sports performance.

MORE HEALTHY IDEAS FOR YOUR CLUB



Healthier Vendor Guide



Better BBQs



Tips for coaches and managers



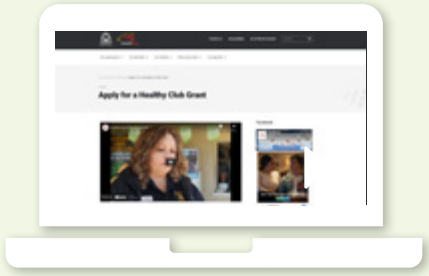
Rewards in sport



End of season wind-up



Healthy fundraising ideas



Healthy Sports Program

GOVERNMENT OF WESTERN AUSTRALIA

healthway

For more information contact

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Email: **fueltogo@education.wa.edu.au**

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