



Ideas for Promoting Go for 2 & 5!

There are many ways to promote vegetables and fruit in your community.

Listed below are some ways to promote Go for 2 & 5. You may have other great ideas too. If you'd like to discuss your ideas further please contact Eat Well Tasmania on (03) 6223 1266 or email mherzfeld@eatwelltas.org.au

Have Fun!

There are many fun and interactive activities that can promote vegetables and fruit, and encourage new tasting experiences:

- Purchase or borrow an apple peeler and corer. Set it up in the school canteen, classroom or workplace and encourage people to bring an apple from home or purchase one for a small fee.
- Children can create crazy faces out of different cut up vegies and fruit....and then eat them!
- Create a delicious vegie-packed stir-fry to share for lunch. How many colours are there in a stir-fry?
- Use local carrots to create delicious tasty snacks such as carrot sticks with dip, carrot muffins, carrot soup or carrot cake.



Go for 2 & 5TM
FRUIT VEG

Make it part of your day

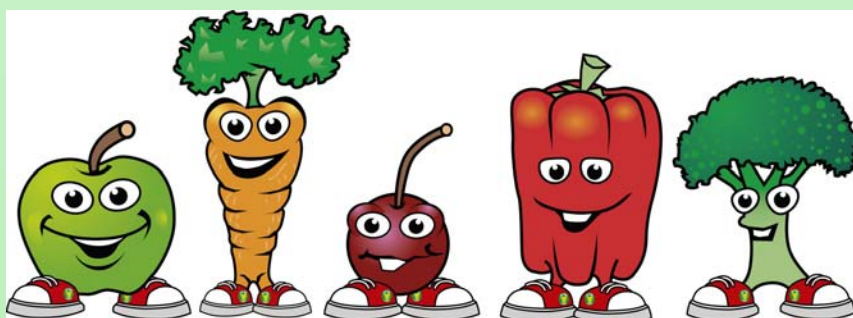
- Introduce a bowl of fresh fruit (or even vegies) into your workplace. Leave it in the kitchen area and charge a small fee so you can use the money to purchase more fruit each week. Put up a Go for 2 & 5 poster above the bowl to remind people to eat their vegies and fruit.
- Provide Go for 2 & 5 promotional resources where people buy their vegies and fruit (retail outlet, market) to remind people about how much they should be eating.
- For birthdays and other celebrations at work or school, provide some vegetable or fruit options instead of or as well as the traditional birthday cake, or create a carrot or other vegetable or fruit-based cake.
- Vegetable and fruit retailers could bag up a recipe and the necessary ingredients to create a delicious vegie-packed dish. Put an Eat Well Tasmania magnet in the bag that customers can put on their fridge at home.

Fruitful Fundraising

Organise a fundraising activity using vegetables and fruit as the fundraiser - box up some vegies, organise vouchers with a local retailer or have a 'carrot-drive'! For more fundraising ideas contact the Community Nutrition Unit on (03) 6222 7222.

What's happening in your community?

Plan a visit to a local vegetable or fruit producer to find out where food comes from or visit a local vegetable and fruit retail outlet to learn about variety, what's in season and what's locally produced. All participants could be given some Go for 2 & 5 items to take home.



There are opportunities to work with the vegetable and fruit industry to do a Go for 2 & 5 promotion. After all the industry will benefit from this promotion too. Eat Well Tasmania can help you form partnerships with the food industry. For further information telephone (03) 6223 1266.

School Canteens

Now is a great time to start working towards canteen accreditation as part of the Cool Canteen Accreditation Program (Cool CAP). Introduce some vegetable and fruit options onto your school canteen menu. For example you could make some deliciously healthy vegetable pizzas or have a baked potato day. How about a special 'meal deal': a salad sandwich and a piece of fruit packed in a paper bag, and pop one of our veg or fruit character tattoos or stickers inside as a special treat. For more information on becoming a Cool CAP canteen contact the Tasmanian School Canteen Association on (03) 6223 8023.



Cook It

- You could organise a cook-off between clubs, groups or schools and have Go for 2 & 5 prizes for the healthiest and tastiest dishes.
- Run a healthy cooking competition in your community. You could even ask a local vegetable and fruit retailer if they would be interested in helping you organise or promote such an activity. Go for 2 & 5 promotional resources could also help you promote your activity and be offered as prizes.
- Organise a cooking demonstration or workshop for your community group focusing on recipes that use plenty of vegetables and fruit. For recipe ideas or advice on finding a suitable cooking demonstrator contact Eat Well Tasmania on (03) 6223 1266.

Grow It

Have you ever thought about establishing a school or community garden? There's a lot involved but the results will be worth it. Find out if there are others in your community who share your interests and get planning. Or maybe there's already a garden in your community – find out and get involved. A useful guide to planning a community garden is available electronically from Eat Well Tasmania, telephone (03) 6223 1266 or email mherzfeld@eatwelltas.org.au

Taste It

Organise a taste-testing activity at a local event or at a vegetable and fruit retail outlet. Even just offering cut up pieces of vegetables or fruit on toothpicks for people to try is a great idea and will give people new taste experiences. A very comprehensive guide to organising a taste-testing activity is available at www.health.nsw.gov.au/pubs/f/fruitveg.html



Show It

If you are involved in a local community event and planning a display, why not promote Go for 2 & 5? Use Go for 2 & 5 promotional resources to create a colourful and interactive display. You could also use the Eat Well Tasmania Costume Cupboard Characters to add colour and movement!

Tell Everybody

If you don't have time to do an activity you could simply display a Go for 2 & 5 poster. It all helps to spread the message.

