



FUELLING PLEDGE

COMMITMENT FRAMEWORK

BUSINESSES MIGHT PLEDGE TO...

PRODUCT

Selling products that encourage customers to consume more fruit, vegetables and water.

PROMOTION

Promoting products and services that encourage fruit, vegetable and water consumption.

PLACEMENT

Creating an environment that prioritises where fruit, vegetable and water products appear.

PRESENTATION

Increasing visibility and appeal of fruit, vegetable and water products through visually enticing strategies.

PRICING

Reviewing pricing so customers are encouraged to consume fruit, vegetables and water and reduce consumption of discretionary foods/treats.

POLICY

Establishing a statement of intent, a policy or guidelines to promote health and wellbeing for customers.

WHY SHOULD BUSINESSES PLEDGE?

- ✔ Their customers feel heard and supported when looking for healthier choices.
- ✔ Their staff feel a shared sense of purpose, problem-solving and pride.
- ✔ They are contributing to the health and wellbeing of our community.
- ✔ They receive free promotion through our social media and other channels.
- ✔ They receive free personalised support from our Program Manager and qualified nutritionists.
- ✔ They can receive public recognition through awards and events.



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Initiative of

