

FRUIT 'N' VEG PLEDGE



WHAT IS A PLEDGE?

The Fruit 'n' Veg Pledge is a super simple process to help Canberra eat healthier. **Your business chooses easy actions that work for you** AND that make healthier options accessible to your customers. Then we promote you as one of our HCC venues!

There are lots of ways to promote healthier options, which range from zero to low cost to implement.

WHY PLEDGE?

Canberrans are looking for healthier options when out and about. This includes fruit, vegetables and water. When you pledge, your business can become their go-to choice.

HOW TO PLEDGE.

1. **Strategise** – take a look at the **quick wins document** for ideas on easy strategies you want to put into action. Each strategy counts as one pledge.
2. **Write it down** – **complete a pledge form** with your strategies.
3. **Benefit** – once you've put your pledge into action, access the HCC venue benefits below.

MORE REASONS TO PLEDGE.

- ✓ **Free** promotion through our media channels.
- ✓ **Free** personalised support from our team.
- ✓ Customers **choose** your business.
- ✓ Staff feel a sense of **purpose** in your values-driven choices.
- ✓ Community **wellbeing** improves.

MAKE YOUR PLEDGE WITH OUR TEAM TODAY.

healthierchoicescanberra@act.gov.au
health.act.gov.au/hcc

Initiative of

