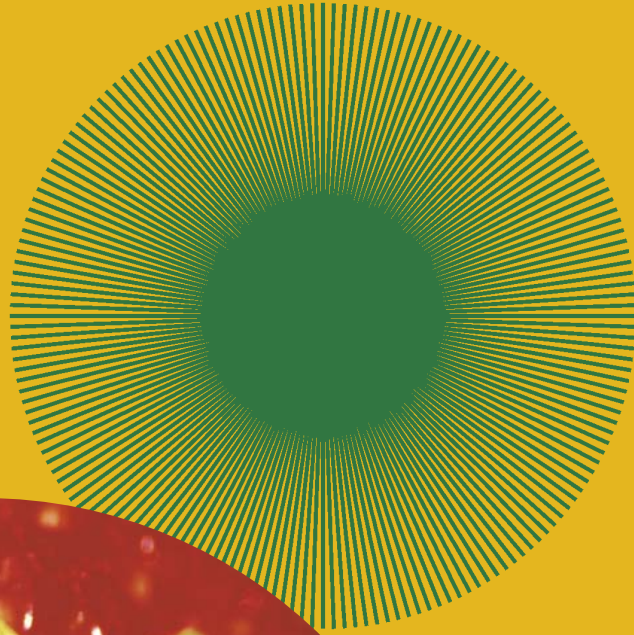


Section 6 Maintaining the momentum

Celebrating success!

Healthy fundraising



Maintaining the momentum

Once a Smart Choices tuckshop has been achieved, it needs to be maintained. There is a need for continuous improvement and an awareness that this needs to be built into the management process. There are a number of ways that this can be done:

- Revisit the Tuckshop Improvement Checklist and identify any areas for improvement. These may be areas that were not a priority earlier on and can now be focused on, or areas that have slipped and need some attention.
- Review the preferred options and strategies that were selected and documented on the Tuckshop Action Planner. Check that these were successful and, if not, reconsider alternatives that were suggested during the planning phase as some of these may be more effective.
- Seek feedback from the broader school community on a range of issues related to satisfaction with the tuckshop. Invite new ideas and suggestions for change. These may include:
 - creative ideas for promotions
 - new food ideas, including commercial and tuckshop-prepared foods
 - ways of involving students in the operation of the tuckshop and promotion of healthy foods
 - ways to reduce packaging and waste, making the tuckshop more 'environmentally friendly'
 - ways to attract and keep volunteers.
- Encourage the active participation of students. This is very important to the ongoing success of the school tuckshop. Students can be involved in many ways and the school's student body can help to identify these. Some examples include surveying fellow students, developing promotional materials, drafting letters to parents, membership of the tuckshop committee and working in the tuckshop.

- Invite new people onto the Smart Choices committee. New members often bring creative ideas and enthusiasm and may identify issues that have not previously been noted.
- The tuckshop can be a useful resource to support classroom teaching. Classroom links can be made in a range of subjects such as The Arts, Health and Physical Education, Mathematics, Science, Studies of Society and Environment and Technology.

Celebrating success!

Achieving a Smart Choices tuckshop is cause for celebration. It will often have been achieved through the hard work and dedication of committee members and the tuckshop staff. Making a public announcement about this success acknowledges the hard work of these people. It also makes it clear to the school and the broader community that the school values and supports the nutritional health and well-being of students and that this is demonstrated by providing a Smart Choices tuckshop.

Some ideas for celebrating success include:

- reporting on the success of the strategy in the school newsletter
- inviting the local media to run a 'good news' story on the tuckshop
- organising a 'Celebrate success in the tuckshop' morning tea for all those involved and the broader school community
- nominate your tuckshop convenor or volunteer for a QAST award.



Healthy fundraising

Fundraising activities are an important part of most school communities. They can be an excellent way of involving everyone in the school in health-promoting activities and they can often be 'friend raisers' as well.

There are many fundraising ideas that can raise revenue for the school and complement the nutrition and health messages taught in the classroom. Healthy fundraising can also reinforce the work of the tuckshop in promoting healthy food choices.

Some examples of broad areas of healthy fundraising that support Smart Choices include:

- healthy barbecues
- physical activity — walk-a-thons, fun runs, bike-a-thons, round robin sporting competitions at lunchtime organised by students (soccer, basketball, netball)
- leisure, culture and the arts — local cinemas run preview screenings of new movies and a percentage of the profit comes back to the school, production of a school recipe book, student talent quests, art shows
- other — mufti days, selling sunscreen, car boot sales and renting the school grounds for markets
- supporting other health issue fundraisers — Red Nose Day, Jeans For Genes Day, Daffodil Day, Jump Rope For Heart and Fit4Fun.

More ideas for healthy fundraising are included in the Queensland Association of School Tuckshops (QAST) *Fresh Ideas for Fundraising* available at: www.qast.org.au

Case Study

Healthy Fundraising – Primary Norman Park State School

Promoting healthy choice and making it an easy choice was a successful formula for introducing 'apple slinkies' as a fundraiser. A machine that peels, cores and slices apples was used at market days to turn a fresh whole apple into a 'slinky' — a fun way for families to eat more fruit. Funds were raised from selling the slinkied apples or by charging a small fee to use the machine for anyone bringing their own apple. Now that everyone in the school knows about these fantastic new treats, the plan is to sell the machines to families with profits going back to the school.

Promoting the fundraiser involved some free samples, posters in the school grounds and articles in the school newsletter. Demonstrations were also given in classrooms and at the tuckshop. Costs have been reduced by sourcing donated fresh apples from local green grocers who recognised the opportunity to promote their business and their fresh produce to local families. Only a few volunteered hours have been needed and all involved have enjoyed seeing the children's enthusiasm. The school was pleased to offer families a healthy alternative to the traditional chocolate fundraising drives.

Now several months on, slinkied apples are everywhere. Meal deals at sports days include an apple and the tuckshop has gone from selling no fresh fruit to now selling 6 kilograms of apples each week.

