



Promoting / Marketing Healthy Food Choices in the Workplace

Promoting healthy eating amongst employees does not have to be expensive or time consuming.

Here are some ways in which healthy food choices could be promoted within your workplace:

Ideas for employers with a canteen or other food provision:

- **Easily Accessible** - Healthy choices should be placed at eye level and within easy reach for consumers – less healthy choices should be more difficult to reach. For example put baked potatoes to the front and the chips to the back, in vending machines arrange bottled water or pure fruit juice at eye level.
- **Decorate menu boards** or recipes with attractive images of fresh fruit and vegetables.
- If possible, **price some or all healthy choices slightly lower**.
- Ensure staff serving meals can **answer questions** about the content of each dish.
- Promote food items with descriptions which **appeal to senses** – winter warming soups, fancy fruit platters.
- **Decorate food attractively** – use fresh herbs – make presentation of healthy choices a priority among cooks.
- **Special offers** – Have offers available to staff for example: buy a piece of fruit and get a free low fat yoghurt.
- **2 for 1 specials** for example offer a toasted sandwich and vegetable soup, filled salad roll and a piece of fresh fruit.
- Free fresh fruit or a free water when you choose a salad sandwich.
- **Package deals** – offer complete meal of recommended foods at a lower price eg granary sandwich, fruit and a low fat yoghurt.
- **Tasting sessions** - Taste the Difference – alter ingredients in recipes for example use semi skimmed milk instead of whole milk, use reduced fat cheese instead of full fat versions and have guess the healthiest competitions among staff.
- **Free tasters** – Try new menu ideas, allowing staff to try before they buy - try fat reduced cheeses or unusual fruits.

- **Special promotions** - a week of different breads.
- **Seasonal specials** - reducing prices for desserts using seasonal fruits.
- **Provide copies of healthy recipes** for customers to take home and make themselves.

Ideas for employers with no staff food provision:

- Take part in local **healthy eating campaigns** - publicise this on displays, posters, leaflets, intranet, screensavers, payslips and through employee meetings.
- **Open a healthy workplace tuck shop** - Place a weekly fruit order with a local greengrocers. Get staff involved in the ordering process.
- Provide **healthy recipes or ideas for packed lunches** - For a useful leaflet on healthy packed lunches visit www.bda.co.uk/foodfacts Then choose 'Healthy Packed Lunches'.
- Run **information sessions** or workshops for employees on health education, nutrition and cookery.
- **Support employees** who are trying to eat healthily or lose weight. Have a weekly weigh-in for staff.
- **Festivals and Food-** Shrove Tuesday – healthy pancake with pears and strawberries.
- **Themed healthy eating days** - Fantastic fruit promotions - Bread day: sandwich filling recipe competition - Green cuisine day- promote healthy vegetarian dishes.
- **Run cookery demonstrations for employees or taster sessions for staff.**

