

rethink sugary drink



EVENT TOOLKIT FactSheet

Events provide an excellent opportunity to make a difference to the health and wellbeing of a community.

This Rethink Sugary Drink events toolkit assists local governments to promote healthier drink choices at local events, and be leaders in helping the community make healthier drink choices.

Rethink Sugary Drink events can be engaging, fun and help parents to avoid 'pester power' from children surrounded by unhealthy drink and food choices. It also provides new opportunities including:

- Unique marketing opportunities for your event.
- Increased opportunities for families and children to get involved with your event.
- Small changes at your event can have significant positive impacts on the health of the community and event attendees.
- Providing healthier alternatives at events allows for better choices for attendees.
- Unique opportunities to develop new partnerships to support your overall event.

Your council health promotion team and events planning team can assist your council to host a Rethink Sugary Drink event. Speak to them early in the process.

9 ways to Rethink Sugary Drink at events

1. Host a sugary drink free event.
2. Make water available free of charge.
3. Increase the price of sugary drinks relative to healthier drink choices.
4. Keep sugary drinks out of sight.
5. Limit serving sizes of sugary drinks for sale.
6. Phase out sugary drinks over several events.
7. Reduce the sugary drinks on display.
8. Require vendors to only provide water in meal deals.
9. Offer incentives to food vendors.

The full toolkit is free to download at rethinksugarydrink.org.au/downloads/events-toolkit.pdf

Contact Rethink Sugary Drink to help spread the word about your council's Rethink Sugary Drink events

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THE CYCLE TO RETHINK SUGARY DRINK

