

Below is the criteria a retail outlet needs to meet to be eligible to order the Healthy Choices Marketing Material.

Checklist for Marketing Material

Please tick the boxes below when you have met the given criteria. If you have met all the criteria, you are eligible to order Packs A, B or C, which you can view on our website <http://heas.health.vic.gov.au/healthy-choices/guidelines/marketing-material>. Or make up your own.

Criteria to meet

- All foods and/or drinks available to customers have been assessed against the Healthy Choices guidelines using [FoodChecker](#), and have been classified as **GREEN**, **AMBER** or **RED**.
- Less than 20% **RED** drinks and more than 50% **GREEN** drinks are offered
- GREEN** drinks are displayed in the most prominent positions in fridges (e.g. at eye level), and **RED** in the least prominent positions.
- There is no upsizing and/or upselling of **RED** food and drinks, and **RED** foods have been reduced in portion size
- RED** foods or drinks are not included in 'meal deals' or 'specials'
- Free refills of sugar sweetened drinks are not available or promoted
- GREEN** foods and drinks are available during all trading hours
- Promotional material featuring **RED** foods or drinks, or brands that are strongly associated with **RED** food or drinks, are not visible to customers.

What to do now?

If you have checked off all the requirements, you are eligible to order one or more of the marketing collateral packs, or make up your own – congratulations! You are on your way to meeting the Healthy Choices guidelines.

To receive an Order Form for this collateral, please send a scanned copy of this completed form, along with photo evidence demonstrating the above criteria, to heas@nutritionaustralia.org, or for more information contact HEAS directly on 1300 22 52 88.