

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
- 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](mailto:heas@nutritionaustralia.org), or for more information contact HEAS directly on 1300 22 52 88.