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Throughout the *Healthy Choices* implementation process, it is important to remember that there can be different ways to involve, engage and inform key stakeholders. The following steps may assist in achieving timely and effective reach:

- **Create an opportunity for staff and stakeholders to provide input and feedback.** This may include all-staff surveys, localised focus groups or area meetings. Pre-empt any questions or concerns you may receive from staff or the broader community and aim to respond and/or action any feedback received.
- **Communicate and seek feedback to proposed changes** to retail, vending and catering suppliers. Collaboration is key here, as often these areas are where most of the changes take place! You may wish to offer a suite of potential changes so that the provider can choose an option which they deem as most achievable for them.
- **Having a communication strategy** to streamline the key messages can be helpful in ensuring you have reach and to keep your organisation (staff, suppliers and visitors) regularly updated on the changes. This could be via internal newsletters, social media, emails or staff noticeboards. If you have a Public Affairs or Communications team, they may be able to assist you with this, and integrate this work with existing communication strategies or existing action plans across the organisation. For support in communicating key changes and achievements relevant to the Victorian Government's *Healthy choices: Policy directive for public health services* the Healthy Eating Advisory Service has developed a [free stakeholder communications kit](#).
- **It is important to consider who will be reading/seeing/responding** to any messages or information you release (e.g. senior leadership executive or café manager), and target your language, presentation style and information accordingly.
- **Develop clear and consistent messaging** about healthy eating and implementation of the *Healthy Choices* policy guidelines with attention to the target audience/s. You may consider some messaging from senior leaders in your organisation such as a message from the CEO or lead health and wellbeing roles
- **Acknowledge all feedback** in a timely and consistent manner and utilise this feedback when evaluating the work. For key implementation teams such as retail staff this can be as simple as an acknowledgement briefing, personalised card or email. This provides another opportunity to raise awareness about the changes and their importance, whilst reinforcing efforts made.

AlfredHealth

The Healthy Eating Advisory Service would like to acknowledge Alfred Health as the author of this information.

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