



HEALTHY HALFTIMES CLUB TOOLKIT

CAMPAIGN ASSETS AND RESOURCES
FOR YOU TO USE IN YOUR CLUB.





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WHY HEALTHY HALFTIMES?

Playing sport is great for health and wellbeing. And the right fuel helps get the best performance. Healthy Halftimes supports junior players to fuel up with healthy eating and drinking and dispel the myth that high sugar foods such as lollies and sports drinks improve sport performance.

WHAT IS YOUR ROLE?

Join the Healthy Halftimes community to register your interest in being a Healthy Halftimes Coordinator for your club email healthway@healthway.wa.gov.au.

Use this toolkit to promote Healthy Halftimes at your club and help us make Healthy Halftimes the norm in junior sport!

IN 2020, HEALTHWAY CONDUCTED A SURVEY OF 200 PEOPLE INVOLVED IN JUNIOR SPORT, MOST OF THESE WERE PARENTS. THE SURVEY FOUND THAT:

41% of junior players eat unhealthy snacks at halftime;

60% eat unhealthy snacks at fulltime;

Most parents think that healthy eating and drinking is important and would like to see healthy options in the club environment; and

Parents strongly support having pre-cut fruit at halftime.

HEALTHY HALFTIMES SUPPORTS JUNIOR PLAYERS TO FUEL UP WITH HEALTHY EATING AND DRINKING AND DISPEL THE MYTH THAT HIGH SUGAR FOODS SUCH AS LOLLIES AND SPORTS DRINKS IMPROVE SPORT PERFORMANCE. TO DO THIS, PARENTS, COACHES AND MANAGERS CAN TAKE SOME SIMPLE ACTIONS:

1. Pack a water bottle to drink before, during and after sport
2. Provide fruit for healthy halftime snacks (not lollies!)
3. Encourage healthy choices after the game
4. Give healthy rewards e.g. games, awards
5. Be a role model: drink water and eat healthy foods in front of junior players!



RESOURCES

CLUB PLEDGE

Engage your club president to take the pledge and share it with club members.

A red poster with a white central area containing the pledge text. The poster is decorated with orange slices at the bottom left, a whistle at the top right, and a thumbs up icon on the right side. The text is in a mix of bold, orange, and red fonts.

HEALTHY HALFTIMES CLUB PLEDGE

WE ARE COMMITTED TO PROVIDING AND PROMOTING
HEALTHY FOOD AND DRINK TO PLAYERS AND PATRONS
DURING AND AFTER HOCKEY.

- 1. PROVIDING HEALTHY FOOD AND DRINK**
We will have free drinking water available at all times and will aim to have healthy food and drinks available before, during and after hockey.
- 2. PROMOTING HEALTHY FOOD AND DRINK**
We will aim to promote water as the drink of choice during and after hockey; promote healthy food and drink options; limit the display of unhealthy options at club facilities; and display and/or distribute information about healthy eating and drinking.
- 3. HEALTHY CLUB CULTURE**
We will aim to encourage and support all club personnel to actively discourage lollies and sports drinks and instead promote healthy eating and drinking before, during and after hockey.

CLUB: _____
DATE: _____
SIGNED: _____



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RESOURCES POSTERS & FLYERS

Display these posters and flyers on your website, social media and clubroom.



A3 posters



A4 digital flyers



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RESOURCES

Social Media Tiles

Post these social media tiles on Facebook or Instagram, or make your own posts.

Ask team managers to send or post photos of Healthy Halftimes in action and share on social media and your club news.

Use tags:

@HealthwayWA

#healthyhalftimes



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RESOURCES

EMAIL TEMPLATE

& FRUIT ROSTER

Provide this template to team managers to send out to their teams so everyone is on board.

Hi Team!

This season, (Club) is taking part in Healthway's Healthy Halftimes. Our team can get on board by supporting junior players to fuel up with water and Healthy Halftime and Fulltime snacks.

Playing sport is great for health and wellbeing. And the right fuel helps get the best performance. We don't need sports drinks, sugary drinks or lollies to play sport. Good fuels include fruit, vegetables, whole grains, low fat dairy products and water.

As parents, managers and coaches, we can take some simple actions to help junior players make healthy choices:

1. Pack a water bottle to drink before, during and after sport
2. Bring fruit for healthy halftime and fulltime snacks (not lollies!)
3. Encourage healthy choices before, during and after the game
4. Give healthy rewards e.g. praise, playtime, awards
5. Be a role model: drink water and eat healthy foods yourself!

Attached to this email, is a Healthy Halftimes Fruit Roster (with how-to-tips). Please check the roster for your allocated week and arrange to bring fruit for halftime and fulltime snacks (no lollies!). Please let me know if you need to swap with someone else if you will be away.

Thank you! (Manager)

Attachment:
Fruit Roster



The image shows a 'HEALTHY HALFTIMES FRUIT ROSTER' template. It features a green header with the title in white and orange. Below the title, there are fields for 'TEAM NAME:', 'MANAGER:', and 'COACH:'. The main body is a table with columns for 'Round', 'Date', 'Player', 'Parent', 'Phone', and 'Email'. The table has 15 rows, numbered 1 to 15. At the bottom, there are 'TIPS' and 'HEALTHY HALFTIMES' sections with icons and text. The 'TIPS' section includes advice on hydration, healthy snacks, and role modeling. The 'HEALTHY HALFTIMES' section includes a list of healthy snacks and a reminder to bring water. The footer includes the 'Healthy Halftimes' logo and the 'Healthway' logo.

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RESOURCES

Fact Sheet

Attach this fact sheet to emails to your team, or to club members to communicate what we are trying to achieve.

WHY HEALTHY HALFTIMES?

Playing sport is great for health and wellbeing. And the right fuel helps get the best performance. Healthy Halftimes supports junior players to fuel up with healthy eating and drinking and dispel the myth that high sugar foods such as lollies and sports drinks improve sport performance.

IN 2020, HEALTHWAY CONDUCTED A SURVEY OF 200 PEOPLE INVOLVED IN JUNIOR SPORT, MOST OF THESE WERE PARENTS. THE SURVEY FOUND THAT:

- 41%** of junior players eat unhealthy snacks at halftime;
- 60%** eat unhealthy snacks at fulltime;
- 82%** of parents think that healthy eating and drinking is important for their children, and even more important at sporting games;
- 88%** of parents and others supported having pre-cut fruit at halftime

WHAT CAN YOU DO?

PARENTS, COACHES AND MANAGERS CAN SUPPORT YOUNG PEOPLE TO MAKE HEALTHY CHOICES WITH SOME SIMPLE ACTIONS:

1. Pack a water bottle to drink before, during and after sport
2. Provide fruit for healthy halftime snacks (not lollies!)
3. Encourage healthy choices after the game
4. Give players healthy rewards e.g. games, recognition or raffle tickets for an end of season prize
5. Be a role model: drink water and eat healthy foods in front of junior players!

GET ON BOARD!

Join the Healthy Halftimes community!
Participating clubs and associations can receive \$500!

Register your interest in being a Healthy Halftimes Coordinator for your club, email healthway@healthway.wa.gov.au. We'll send you a simple toolkit with tips and ideas for how to make healthy halftimes the norm in junior sport.

HOCKEY for health
GOVERNMENT OF WESTERN AUSTRALIA
healthway



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RESOURCES CHECKLIST

Tick off the actions throughout the season.



The graphic is a vibrant orange poster with a yellow whistle icon in the top right corner. It features a white checklist card with a yellow border and punch holes at the top, pinned to the background. The card contains a list of actions to be completed throughout the season, each followed by a checkbox. The background of the poster also includes illustrations of oranges and orange slices.

HEALTHY HALFTIMES COORDINATOR CHECKLIST

TICK OFF THE ACTIONS THROUGHOUT THE SEASON

- Healthy Halftimes Coordinator details registered at: ☐
healthway@healthway.wa.gov.au
- Club president signed Healthy Halftimes Club Pledge ☐
- Email template + Fruit Roster sent to all Junior team managers ☐
- Poster featured in club e-news/club website ☐
- Printed poster on club room walls ☐
- Social media tiles posted (Facebook/Instagram etc) ☐
- We're a Healthy Halftimes Club ☐
- Is your team on board? ☐
- Choose water ☐
- Bring back the orange ☐
- Healthy swaps ☐
- Our kids are sweet enough ☐
- Share photos from your club of Healthy Halftimes in action on club's social media and e-news. ☐

GREAT JOB!
Email your completed checklist to:
healthway@healthway.wa.gov.au

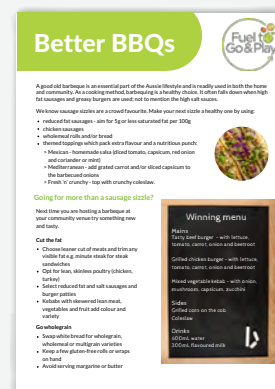


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MORE HEALTHY IDEAS FOR YOUR CLUB



Healthier Vendor Guide



Better BBQs



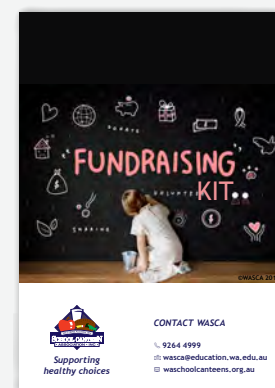
Tips for coaches and managers



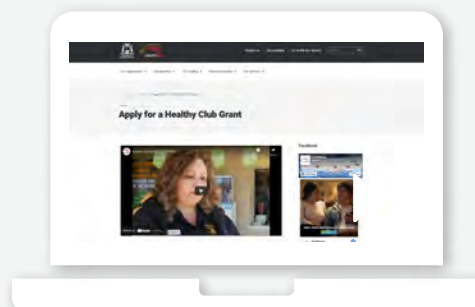
Rewards in sport



End of season wind-up



Healthy fundraising ideas



Healthy Sporting Club Grants



Healthy half-times in junior sport infographic

For more information email
healthway@healthway.wa.gov.au

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