

# Food for all: Social Marketing Campaign Position Statement

## An initiative of Hume Region Integrated Health Promotion Strategy

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### Preamble

This social marketing campaign is designed to promote core concepts of healthy eating across the whole community. The three socioeconomic determinants of healthy eating which impact on our communities are:

- (1) A sustainable and/or local supply of healthy foods
- (2) Access to healthy and nutritious foods for everyone
- (3) A culture that supports the consumption of healthy foods<sup>1</sup>.

For the purposes of this campaign, these determinants define the term 'healthy eating'.

Healthy Eating was selected as the regional priority for the Hume Region Integrated Health Promotion (IHP) Strategy.

The *Food for all* campaign is the product of a strong collaboration between member agencies across four Hume Region Primary Care Partnerships (PCP). The four PCP's span 12 local government areas and include Central Hume PCP, Goulburn Valley PCP, Lower Hume PCP and Upper Hume PCP. It is anticipated that this social marketing campaign will engage a broader sector than just the agencies funded for IHP.

### Primary Purpose

This campaign is a whole of community approach to promote and support healthy eating by

- Creating a supportive healthy environment
- Making the healthy choice the easy choice

### Campaign Values

*All people in the Hume Region are able to have access to food that is safe, nutritious and culturally valued<sup>2</sup>*

### Campaign Symbolism

**The Logo:** This is made up of two parts - the symbol and the tag line.

- **Symbol:** a green and orange tree like figure that wraps around an orange circle shape
- **Tagline:** 'food for all' is the predominant tagline.

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<sup>1</sup> Eat Well Victoria: An evidence-based resource for promoting accessible and nutritious food (2008) Deakin University

<sup>2</sup> The term culturally valued in this statement refers to a culture that supports the consumption of healthy food and acknowledges the diversity of social environments across our communities

**Logo description & use:**

If you would like to use the *Food For All* logo and feel that your use of the logo fits with the values of *Food For All* campaign then you can make a request to your local IHP worker (contact details given at the end of the document) for approval. The table below illustrates how the logo can be used.

<p>When in colour, the logo is a green person with an orange circle between an arm and leg with the writing 'food for all' (in lower case) with the words food and for in green and all in orange. The logo to be used as presented. You can alter the size as long as the image retains its integrity.</p> 	
<p>The logos should not be compressed in width</p> 	
<p>The logos should not be compressed in height</p> 	

There are 2 black and white logos. Each are to be used as presented.



The logo symbol and tagline may not be cropped out and used separately



food for all



**Local taglines:** Space has been left under the food for all writing to add locally developed social marketing messages. These messages will be developed, and where possible tested and finalised in consultation with the target community. Integrated Health Promotion (IHP) working group in the relevant PCP area may be able to assist with this process (depending on capacity at the time). Once a local tagline has been developed, you can submit it to the IHP working group for final approval. At no point in time can a local tagline be added to the logo without relevant IHP working group's approval. Contact details for local IHP representatives can be found at the end of this document.

*Note:* All tagline additions need to align with current colouring of the logo (green and orange) to ensure integrity of the logo.

### Example modified logo

This is an example of a local tagline that has been added to the logo with approval.



## Conditions of use of Food for all campaign logo

1. The logo can be used, as per approval process, to brand activities that align with the described socioeconomic determinants of healthy eating which impact on our communities as identified in the preamble
2. Users of the logo will uphold the values of the campaign through respectful approaches that allow *all people in the Hume Region to have access to food that is safe, nutritious and culturally valued*
3. Users of the campaign logo, as promoters of this healthy eating campaign, have a responsibility to understand healthy eating, and if unsure, may discuss the intended use of the logo with campaign contacts listed below
4. Use the supplied logo as provided. If required, local taglines may be added as per approval process.
5. When using the logo in promotional material, please insert the following acknowledgment below the logo or where best appropriate:  
*Source: Food for all: Hume Region Primary Care Partnerships*

## Access to Food for all logo

Each PCP area in the Hume Region will provide the position statement on their website (if available) and to local stakeholders who may be interested in the campaign. Any person interested in using the logo will be required to fill in an expression of interest form and submit to their local IHP representative.

Once the use of the logo is approved by the appropriate IHP working group, the user will be provided with a PDF and JPEG version of the logo.

## Local IHP Campaign Contacts

Central Hume PCP	Sarah Nevin, Health Promotion Officer, Ovens and King Community Health Service, <a href="mailto:nevins@ovensandking.org.au">nevins@ovensandking.org.au</a> or (03) 5723 2000
Goulburn Valley PCP	Jess Orr, Health Promotion Officer, Goulburn Valley Health <a href="mailto:jessica.orr@gvhealth.org.au">jessica.orr@gvhealth.org.au</a> or (03) 5823 7916
Lower Hume PCP	Rebecca Murphy, Coordinator Health Promotion and Service Development, Lower Hume PCP, <a href="mailto:rebecca.murphy@seymourhealth.org.au">rebecca.murphy@seymourhealth.org.au</a> or (03) 5793 6331
Upper Hume PCP	Anna Mackinlay, Health Promotion Officer, Beechworth Health Service <a href="mailto:anna.mackinlay@bhs.hume.org.au">anna.mackinlay@bhs.hume.org.au</a> or (03) 5728 0200

## Supporting documentation:

Central Hume PCP IHP Healthy Eating Plan 2012-2017

Goulburn Valley PCP IHP Plan 2012-2017

Lower Hume PCP IHP Plan 2012-2017

Upper Hume PCP IHP Community Health and Wellbeing Plan 2012 – 2017 Healthy Eating