

A GUIDE TO CREATING A

HEALTH PROMOTING EVENT

PROTOTYPE

INTRODUCTION

This guide is for everyone involved in delivering Auckland Council events

Our **4 practical principles** are designed to be easy to implement and come with options, tips and plenty of resources (because we know it might mean doing things a bit differently than norm)

Principle 1: Wai (water) is the first choice

Principle 2: Good kai (food) for all

Principle 3: Champion smokefree & alcohol free

Principle 4: Encourage movement



Yes it's a prototype! We are keen to learn from your experiences so watch for a friendly followup call after your event



Why a health promoting event? research shows that the spaces we live, work and play in have a big part to play in supporting our general health

THE VISION:


**OUR SPACES ENABLE
AND PROMOTE ACTIVE,
HEALTHY AND FLOURISHING
COMMUNITIES**

PRINCIPLE 1: WAI (WATER) IS THE FIRST CHOICE

1.1 Free water is provided 		<\$	\$\$\$
Set up mobile water stations (great for summer events) OR mobile water bar stations (suited to events focused on food)	●	●	
Set up 'bring your own water bottle' stations	●		●
<p>Tips: Pre-plan the number of water stations/water bars for the size of the event – allow at least 1 water station/water bar or water bottle station per 500 people. Don't forget to utilise existing council owned buildings and facilities to access free water.</p> <p>Resources: https://healthyaucklandtogether.org.nz/good-food-kai-pai</p>			

1.2 Free water is promoted & accessible 		<\$	\$\$\$
Promote water using flyers, flags or site maps		●	
Work with the event MC/host to actively promote free water		●	
Include 'free water' and 'bring your own water bottle' messaging in all advertising and promotion		●	
<p>Tips: It's all very well providing free water, but your event-goers also need to know where it is and that it exists!</p>			

1.3 Water is the most prominent drink on display		<\$	\$\$\$
Where vendors are also supplying non-wai (water) beverages, use the Auckland Council Food & Beverage Guidelines to implement the minimum bronze level		●	
<p>Tips: Encourage water as the cheapest option</p> <p>Resources: https://healthyaucklandtogether.org.nz/good-food-kai-pai</p>			

1.4 Re-usable water bottles for sale		<\$	\$\$\$
Encourage people to drink more water by offering re-usable water bottles for sale at your event	●		●
<p>Tips: This is a great way to cut down on waste at your event</p>			

Key:



Minimum standard: choose one, some or all of the options below

Great for large events

No to low cost

Med to high cost

PRINCIPLE 2: GOOD KAI (FOOD) FOR ALL

2.1 Vendors align to Auckland Council Food & Beverage Guidelines



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Select appropriate food vendors using the approved vendors list



Pre-plan practical examples for food vendors to demonstrate bronze level using Good Food, Good Times – Stall Holder Guide



Meet with the approved vendors to ensure compliance prior to the event



Tips: Incentivize healthy food & drink providers by giving them prime locations at the event

Resources: <https://healthyaucklandtogether.org.nz/good-food-kai-pai>

2.2 Limit snack, deep fried, confectionery & ice-cream



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Use the Good Food, Good Times – Stall Holder Guide to ensure snacks, deep fried, confectionery and ice-cream options are a choice rather than the only option. This group should make up less than 20% of items available on sale.



Tips: Avoid having vendors selling ‘snack or treat’ food located near the main entrances and main event attractions. 20% could look like 1 out of 5 vendors provide healthy options OR about 20% of each vendor’s offer.

Resources: <https://healthyaucklandtogether.org.nz/good-food-kai-pai>

2.3 Use healthy food alternatives for free food promotions



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If using food to promote as prizes or free menu add-ons make sure it's healthy e.g. corn on a cob, free salad on the side, brown bread for a sausage sizzle



Resources: <https://healthyaucklandtogether.org.nz/good-food-kai-pai>

2.4 Community-led



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Explore how to increase the amount of healthy food and drink available with your vendors, look for ways that benefit both vendors and eventgoers e.g. a healthy menu challenge



Tips: Take an active role to promote healthy menu options, start by using the Good Food, Good Times Stall Holders Guide

Resources: <https://healthyaucklandtogether.org.nz/good-food-kai-pai>

Key:



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PRINCIPLE 3: CHAMPION SMOKEFREE & ALCOHOL FREE

3.1 Advertise and promote Smokefree & Alcohol free event

		<\$	\$\$\$
Include Smokefree and Alcohol free messaging in all pre-event advertising and promotion	●	●	
Signage on the day promotes Smokefree and alcohol free event	●	●	

Resources: https://www.smokefree.org.nz/resource-library?field_tags_tid=145

3.2 Brief your MC/host on health promoting activities

		<\$	\$\$\$
Meet with the event MC/Host and provide a full brief on the health promoting activities and key messages for the event		●	
Meet with the events staff and volunteers to provide a full brief on the health promoting activities and key messages for the event to support their understanding		●	

Tips: The work of our frontline staff is very important for communicating key messages – they are the people directly interacting with event-goers


Key:



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PRINCIPLE 4: ENCOURAGE MOVEMENT


4.1 Plan activities to get people moving

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Plan multiple sporting activities such as bike blend, bike art, relays, bouncy castles and 3 on 3 basketball	●	●	
Plan opportunities where people can connect with others such as puzzles, chess, storytelling, poetry slam, debates and cultural performances	●	●	

Tips: Some activities will be better suited to some events than others. Use your discretion as to whether it is applicable to you and whether you have space. This is also a great way for people to connect socially and has flow-on effects for their mental wellbeing


Resources: <http://www.splore.net/about#festival-info>, <https://tehiku.nz/te-hiku-tv/haukainga/4877/te-matatini-expressions-of-ngati-kahunganu>

4.2 Promote the movement / cultural activities

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Be sure to also promote the activities you are planning above			

Tips: Including activities in your communication materials mean event-goers can plan accordingly (should they wear sport shoes?). Frame it positively, allowing event-goers the time and space to participate as they choose (not because they have to)

4.3 Promote active ways of getting to the event like walking & cycling

		<\$	\$\$\$
Consider providing links to walking and cycling maps in pre-event signage		●	
Where it is a larger event, consider promoting specific event paths and walkways			●
Encourage the use of walking, cycling or event paths/walkways e.g. foot path stencils, activating through entertainment or giveaways			●

Tips: Auckland City has a number of awesome off-road cycle and walkways perfect for getting eventgoers to local events – it's a great way for family and friends to connect and also means less cars on the road

Resources: <https://at.govt.nz/cycling-walking/cycle-walking-maps/#allmaps>
<https://www.aucklandnz.com/dhl-new-zealand-lions-series-2017/auckland-fanzones-fan-trail>

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CONDITIONS FOR SUCCESS

5.1 Sponsors and/or partners align with the Health Promoting principles

Partner with local businesses, health organisations or agencies that can support you with delivering the Health Promoting Environment principles



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5.2 Evaluation

Have a plan in place for evaluating these principles



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Key:



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EXTRA FOR EXPERTS

This guide is designed to be a first step towards creating a **health promoting environment**.

Principles are therefore quite practical and straightforward and do not overtly acknowledge the role that more complex social factors like inequity, diversity and culture have on health.

We hope to incorporate this in phase two.

But in the meantime, to truly help our communities thrive, consider protective factors such as:

- **Social Connectedness**

Connection to self, place, whanau and community

- **Celebrating Diversity**

People from different backgrounds feel welcome and safe

- **Cultural Identity**

People have strong connections to culture and we respect and celebrate people from different cultures to ours.

When planning your event.

That's it for now!

Good luck on an event that's good for our community & we hope good for you too! we look forward to hearing about it.

