

Vic Kids Eat Well

2024 Grants for
Sporting Clubs

**VIC KIDS
EAT WELL**

Eastern Health





Who are we?

We're part of the Health Promotion team from Eastern Health. We're based at Healesville Hospital and work across the Yarra Ranges to promote protective health behaviours to prevent ill health and injury.

We work in the community across the lifespan to provide resources, run events, campaigns and projects and with schools and sporting clubs to increase health and wellbeing.

What is Vic Kids Eat Well?

Vic Kids Eat Well is a healthy eating program which is supported by the Victorian State Government, and is delivered by Cancer Council Victoria, in partnership with Nutrition Australia.

Sports clubs have been identified as playing a big role in the health and wellbeing of communities, as they are places where children and young people spend time being active.

**Refresh the fridge (e.g. switch to healthier drinks)
Switch up the snacks (e.g. refuel with fruit)
Change up the menu (e.g. promote healthier food options)
Put the 'fun' into fundraising and marketing (e.g. healthy rewards)**

Changes are measured in 'small' and 'big' bites. Rewards and recognition are given when small and big bites are achieved.

<https://www.vickidseatwell.health.vic.gov.au/be-inspired/case-studies/castlemaine-club-junior-healthy-snacks.html>

<https://www.betterhealth.vic.gov.au/health/healthyliving/sporting-performance-and-food>

<https://www.betterhealth.vic.gov.au/health/healthyliving/Exercise-the-low-down-on-water-and-drinks#what-to-drink-when-exercising>

What's in it for clubs?



Great Rewards



Access to Resources

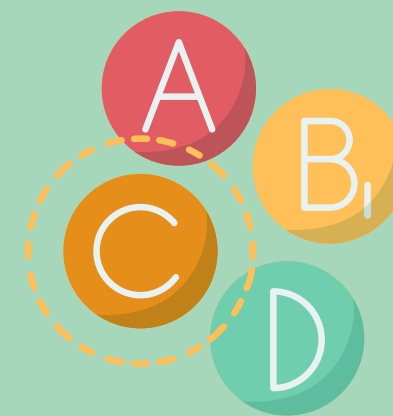
What's in it for players?



Increased Athletic Performance



Improve Concentration, Focus & Wellbeing



A Nutritious Diet Should Meet an Athlete's Needs



Hydration is Extremely Important

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Case study from Castlemaine Football Netball Club Juniors.

“Castlemaine Football Netball Club Juniors are leading the way by offering healthier snacks, drinks and foods at games which qualified the club to receive rewards under the Vic Kids Eat Well initiative.”



“Club members enjoy healthier snacks, including lightly salted popcorn, sultanas and muesli bars. Fresh fruit is also now available free of charge for all to enjoy,”

“The hot food menu has also been freshened up with healthier options such as baked spuds; and toasties with baked beans.”

The club is supported a local health promotor who helps them work through the ‘small bite’ changes and provides resources with healthy food and drink ideas,”

What grants are available?

There are 4 x \$500 grants up for grabs for sporting clubs who *sign up to the program, complete a benchmark and commit to completing a small bite(?)* in Vic Kids Eat Well.

Our team will be available to offer guidance and support throughout the whole process, including grant application, achieving the small bite and gaining recognition.

How do you apply?

- Be a successful applicant by completing the online form and letting us know what 'bites' you will achieve.
- Join the VKEW movement by registering [here](#).
- Complete a baseline audit
- Achieve one 'bite'



Survey still open!!

HEALTHY CLUBS SURVEY

We want to know what aspects of health and wellbeing are important to you and how we can best support your club community in 2024.



To complete our survey scan the QR code or click the link in the caption

WHAT'S IMPORTANT FOR YOUR CLUB?

WE WANT YOUR FEEDBACK

