OVERALL LOGIC MODEL FOR THE HEALTHY FOOD PARTNERSHIP

The Australian Government, food industry bodies and public health groups have agreed to cooperatively tackle obesity, encourage healthy eating and empower food manufacturers to make positive changes to their product portfolios. The Healthy Food Partnership aims to improve the dietary habits of all Australians by making healthier food choices easier and more accessible and by raising awareness of better food choices and portion sizes.

behaviours in consumers

CORE ACTIVITIES OUTPUTS GOVERNMENT KEY **RESOURCES** Communicate and promote ADG, AGHE, HSR to Multifaceted communication consumers to drive demand for healthy food programs with key partners Review self-and co-regulatory options for Funding from the effectiveness and efficiency to drive healthy food Updated nutrition policies based Commonwealth on collection of current baseline Lead baseline data collection to review and update nutrition data nutrition policies Oversight from the Executive **OUTPUTS CORE ACTIVITIES** Committee **FOOD SUPPLY AND INDUSTRY** Review the research and current initiatives and Relevant consider applicability to Australia Evidence-based and appropriate expertise and strategies for retail and food appropriate Understand complexity of the food service sector service engagement and identify best intervention points from public Identify opportunities for reformulation and health, academia, develop tools for use across the food industry, food industry, Reformulation program and including retail and food service government and associated tools for uptake by whole of food industry, including non-government Develop reformulation goals for key food retail and food service categories based on latest nutrition survey. organisations consumption data modelling of impact On-pack recipe and food service Develop and disseminate on-pack recipe guidelines guidelines for voluntary use by for the food industry food industry Develop a pledge scheme and support strategies Collaboration and for the food service sector contribution by all Strategies for food service, working groups Define and recommend consistent terminology for packaged food industry and portion size retail to increase availability and accessibility of healthier, Develop strategies for increasing availability and appropriately-portioned food Evidence checks, accessibility of healthier food and drinks served in and drinks feasibility studies appropriate portion sizes and policy analyses **OUTPUTS CORE ACTIVITIES KEY INFLUENCERS AND STAKEHOLDERS** Identify and engage with key stakeholders Advice from the community of Consult with stakeholders and agree on goals, definitions, interest and targets, tools and timelines Strategies in partnership with stakeholders stakeholders and decision makers Invite stakeholders to commit to implementing agreed messages and activities Develop scheme to recognise participating companies in Communications Stakeholder education around available resources, leading to WG promoting Develop a communication strategy and resources for increased awareness available relevant policies stakeholders to support healthy eating resources leading to consumer and the HFP education and awareness of

Communicate and promote changes made to the food

changes made in their food

MEDIUM TERM IMPACTS LONG TERM OUTCOMES **SHORT TERM IMPACTS** (3-4 YEARS) (5+ YEARS) (1-2 YEARS) Increased availability and promotion of healthier food and drinks in food service and retail Increased availability and accessibility of food and drinks **Enabling environment** Increased number of served in appropriate portion consumers purchasing for consumers to make sizes in food service and retail The short and medium term impacts are expected to contribute to these longer term outcomes healthier choices appropriate portion sizes **Increased support and** implementation of Increased purchasing and reformulation goals, targets, Australian diets more consumption of core foods timelines, and on-pack and food aligned to the and decreased purchasing service guidelines by retailers **Australian Dietary** and consumption of and manufacturers Guidelines discretionary foods by consumers Increased proportion of stakeholders promoting healthy Increased purchasing and food and drinks and key messages around healthy eating consumption of healthier including the Australian Dietary food and drinks and Guidelines decreased purchasing and consumption of less healthy food and drinks by **Funding approved and** consumers implementation of a national multifaceted consumer campaign Reduction in the promoting healthy diets prevalence of Continued funding and overweight and obesity Increased advocacy and implementation of a national promotion around healthier food multifaceted consumer and drink choices by key campaign promoting healthy stakeholders eating Increased recognition and recall Prevention of dietof key messages around healthy related chronic eating by consumers conditions such as heart disease and diabetes Increased awareness of and motivation to change purchasing